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COHORT N°   DISSERTATION N° _____

ESTABLISHING OF A LANGUAGE SERVICE PROVIDER AS STARTUP:
SUPPORTING ALGERIAN IMPORT-EXPORT COMPANIES THROUGH
LANGUAGE ASSISTANCE

A DISSERTATION SUBMITTED TO THE DEPARTMENT OF ENGLISH IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE MASTER'S
DEGREE IN LINGUISTICS

SUBMITTED BY: SUPERVISED BY:
SOUDANI   MOHAMED   DR. BELARBI KHALED
         &
Ms GACEM   FAHIMA

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,, So eine Arbeit wird eigentlich nie fertig, man muss sie für fertig erklären, wenn man nach Zeit und Umständen das möglichste getan hat. ''

Johann Wolfgang von Goethe, German polymath and writer (1749-1832)

That means;

"Such work is never really finished; you have to declare it as finished, when you have done all your best in given time and circumstances."

[Our translation]

Acknowledgment

DEDICATION

«He, who does not thank people, does not thank Allah" said the prophet of Islam Muhammad, peace and blessings be Upon him.

We thank Allah the Almighty for giving me the inspiration, patience, time, and strength to finish this modest work. With Allah's will and mercy I was able to achieve at this Level.

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Special thanks go to all participants for taking part in this research and for accepting to be interviewed during my visit of 31st Edition of Algerian production exhibition hold on December 14th to 23rd 2023 in Algiers (SAFEX d'Alger).

I would like to dedicate this work to my beloved wife **Fatima** for her moral support, her words of encouragement and her belief in my ability to finalize the work.

I would like to extend my apologies to my angels **YOUCEF**, **SARAH** and **MOUATEZ** for their patience during the time I was occupied with my academic writing. I apologize for the moments I was unavailable and appreciate their unwavering understanding.

Mohamed SOUDANI

DEDICATION

This dissertation work is dedicated to:

The memory of my dearest father, even though I will speak as if he is still among us. To my parents, who always believed I was smart enough to achieve anything, even when I wasn't sure about it and for their unwavering love. Words will always fall short, but know that my love for you is eternal, enduring until my final breath.

To my family for their endless support, for pretending to understand my research , and for travelling far to hear me speak with a stutter. And to all the people who have loved me and wished me success without envy or malice.

To my friends, who kept me sane with laughter, late-night chats, perfectly timed memes, proving that a little humor can go a long way in a thesis journey. I mention you by name because you are few but real dear Halima, Boucher, Islem love you because guys you have eased my burdens greatly, whether through laughter, jokes, offering advice, sharing concerns, and gossiping .

And last but not least I want to thank me for believing in me, I want to thank me for doing all this hard work. I want to thank myself for surviving on a diet of coffee and full determination, enduring sleepless nights, and for not dropping out to become a professional napper. Here is to making it through with a smile and a lot of caffeine!

Fahima Gacem

Abstract (English)

This present master's dissertation illustrates how graduates in the field of foreign languages with good linguistic skills can create their own business by establishing and developing a start-up within the scope of their linguistics studies. Globalization and the increasing need for multilingual communication in an interconnected world open up numerous business opportunities for Algerian companies to have a wider market at their disposal, but there are also a number of barriers that they face to expand their business internationally. One of these barriers that Algerian companies have to deal with is linguistics (languages). This, however, presents, on the other hand, an ideal business opportunity for graduates in the field of foreign languages to launch their own ventures. In this dissertation, we focus on the role of language service providers in ensuring effective communication between practitioners in businesses (economics partners). Based on a market analysis (interview), current trends, customers segmentation and competitive conditions, we could develop a detailed **Business Model Canvas** *(BMC) that guides us to create an agency of language services that provides a start-up project in this context. Finally, this study is designed to serve as a model for graduates in the field of linguistics studies (foreign languages) who are looking to capitalize on possibilities in the language services industry and provide new ideas on how to make entrepreneurship*

Key words: *Language service providing, start-up, entrepreneurship, Algerian Import-export companies, communication, innovation.*

الملخص (العربية)

في إطار هذه المذكرة المسجلة ضمن القرار **1275** المتعلق بنيل **شهادة جامعية- مؤسسة ناشئة** في طور الماستر، حاولنا من خلال مثالنا توضيح كيف يمكن لطلبة اللغات الأجنبية الذين يتمتعون بمهارات لغوية جيدة أن يصبحوا رواد أعمال خواص من خلال تأسيس وتطوير شركة ناشئة في نطاق دراساتهم اللغوية.

إن العولمة والحاجة المتزايدة للتواصل متعدد اللغات في عالم مترابط يفتحان العديد من الفرص التجارية للشركات بما فيها الشركات الجزائرية للحصول على سوق أوسع، لكن في المقابل هناك أيضًا عدد من العوائق التي تواجهها لتوسيع أعمالها دوليًا. إحدى هذه العوائق التي تواجهها الشركات الوطنية في تعاملاتها التجارية خاصة الدولية منها، هي التحكم الجيد في اللغات الأجنبية و الإلمام بثقافة الأسواق الأجنبية الأخرى. ولكن هذه العوائق، من ناحية أخرى، قد تشكل فرص حقيقية و مثالية للخريجين في مجال اللغات الأجنبية لإطلاق مشاريعهم الخاصة والعمل كمساعدين لغويين و مرافقين للعديد من المؤسسات الوطنية، خاصة في قطاع الاستيراد والتصدير.

في هذه المذكرة، طرحنا فكرة إنشاء مؤسسة تعتني بتقديم خدمات عديدة في اللغات الأجنبية للمتعاملين الاقتصاديين من داخل و خارج الوطن **لضمان تواصل لغوي و سوسيوثقافي فعال بينهم.** ففكرة الموضوع كانت مبنية على تحليل السوق (مقابلة مع بعض المتعاملين الاقتصاديين)، و ضبط الاتجاهات الحالية، تقسيم العملاء ...الخ. وباعتماد هذه الخطوات وأخرى تمكنا للوصول إلى تصميم نموذج عمل مفصل سمح لنا بطرح فكرة إنشاء مؤسسة تقدم خدمات لغوية مدروسة و محكمة.

أخيرًا، نعتبر تصميم نموذج العمل المقدم لهذه الدراسة نموذجًا مبدئيا للخريجين في مجال دراسات اللغويات (اللغات الأجنبية) الذين يتطلعون إلى ولوج عالم ريادة الأعمال و عالم الخدمات اللغوية وتقديم أفكار جديدة حول الصناعة اللغوية **(Language Industry)**

الكلمات المفتاحية: خدمات لغوية، شركة ناشئة، ريادة الأعمال، الشركات الجزائرية للاستيراد والتصدير، التواصل، الابتكار

List of Abbreviations and Acronyms

ANADE *(French): Agence nationale d'appui ET de développement de l'entrepreneuriat (Translation in **English**): National agency for support and development of entrepreneurship*

BA: *Bachelor*

BE: *Business English*

BMC: *Business Model Canvas*

CATI *(French): Centre d'appui à la technologie et l'innovation (Translation in **English**): Technology and Innovation Support Center*

CEFR: *Common European Framework of Reference for Languages*

CEIL *(French): Centre d'Enseignement Intensif des Langues (Translation in **English**): Intensive Language Teaching Center*

ESP: *English for specific purposes*

GE: *General English*

LSP: Language Service Provider

MA: *Master*

MESRS (French): *Ministère de l'Enseignement supérieur et de la Recherche scientifique (Translation in **English**):* Ministry of Higher Education and Scientific Research

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General Introduction

Effective communication is now more crucial than ever for successful global interactions among nations. It requires a deep understanding of cultural norms as well as empathy and flexibility. Effective communication across languages, nations plays a central role, especially in the globalized world economy by helping to overcome language and cultural barriers and build effective international business relationships. In recent years, extensive research in intercultural communication has consistently highlighted that inadequate communication is a primary factor contributing to the decline in business performance. That is way the demand for professional language services by businesses such as translation, interpreting, localization and languagetraining is today more demanded than ever. This interesting and high demand for professional language services inspired us as Master graduates in linguistics to think about setting up a language service agency (Languages service Providers) for Algerian companies who are working with international partners in the import-export sector. Our substantial motivation behind choosing the present topic has started since the Algerian entrepreneurial landscape in cooperation with the Ministry of Higher Education (MESRS) highlights recently a growing interest on exploitation of Bachelor's and Master's graduate dissertations to shift to Start-Ups in Algerian universities[1] in order to support its burgeoning Start-Up ecosystem. This present Master dissertation attempts to explore the importance and influence of languages in businesses and also the different procedures for the creation of a language service providing agency which is designed to operate first as an innovative Start-Up and as academic Master's dissertation on the other hand, this means that the present dissertation not only aims to contribute to the academic knowledge base but also to get access directly to the market needs through practical approach. The primary objective of this present dissertation and Start-Up initiative is to outline the establishment of a language service agency in the Algerian context that excels a high adequate language

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[1] Cf article 01 of the Ministerial Resolution No. 1275 of the 27th of September 2022, that sets out how university students can write a dissertation that leads up to a university- start-up.

service providing and offers tailored solutions to Algerian business operators, particularly import and export companies. The agency will focus on several corelinguistic services such providing precise culturally relevant translations for all kinds of documents, offering language training programs for business communication and cross-cultural understanding, assisting Algerian business operators to navigate international markets and to develop effective communication strategies, and overcome by the way the possible linguistic and cultural barriers. This Master dissertation will also leverage entrepreneurial strategies to meet the evolving needs of the Algerian import and export companies in terms of foreign languages with a particular focus on English as a lingua franca. This work will therefore cover in this context several interdisciplinary research areas such as the analyzing of the current landscape of the language services industry, the growth trends, and the developing targeted strategies to attract and retain import and export operators with a focus ontheir linguistics needs. More specifically, this dissertation aims also to describe the linguistic needs of Algerian import and export operators and individuals, who require more than just traditional translation services. To guide this research in its academic requirements, this work will shed light on the actual situation of language service providers and attempts to answer the following research questions:

1. How does linguistic assistance help business operators improve their operational effectiveness?

2. What specific services are required?

3. What are the expectations and preferences of business operators regarding linguistic services?

4. How can a start-up language service agency in Algeria effectively leverage entrepreneurial strategies to meet the language service needs of import-export companies and achieve sustainable growth?

To answer these questions, we put forward the following hypotheses:

1. Linguistic assistance helps business operators improve their operational effectiveness by enhancing communication, reducing misunderstandings, and facilitating smoother interactions with diverse clients and stakeholders.

2. Business operators do not only need translation and interpreting but also localization of their services abroad and dealing with businessmen outside.

3. Language service providers can help Algerian companies effectively to reach more international businesses, to enlarge their marketplaces and increase their growth and expansion opportunities.

4. A start-up language service agency can participate in offering the linguistic support to companies and therefore facilitate all their business transactions in order to achieve the ultimate goals.

To investigate the central research question, the sub-questions, and to verify the stated hypotheses, our work tends to adopt a qualitative research approach, to produce more accurate analysis of the data. Hence, the research instrument used to carry out this study is a structured interview with industry practitioners and import- export companies, during our visit of the 31st Edition of Algerian production exhibition which took place from December 14th to 23rd 2023 in Algiers. During the interview, we focused particularly on whether Algerian business operators and practitioners need language services and linguistic assistance in their activities and communication with international partners.

Regarding the structure of the present study, it is divided into two parts: a theoretical part which consists of two chapters and a practice-oriented part which also includes two chapters. The first chapter gives an account about linguistics and its sub-branches as an academic field of study at universities. By presenting linguistics, we emphasize the importance of pragmatic and its crucial role in language services, exploring how contextual factors influence meaning and human communication effectiveness.

In the second chapter, we address the concepts of entrepreneurship and Start-Ups creation in Algerian universities and we highlight the role of the Ministry of Higher Education (MESRS) in fostering and supporting these initiatives among Algerian students.

In the third chapter of the dissertation, we focus on empirical evidence and outline the procedure for conducting interviews. During this section, we interpreted the statements provided by the interviewed participants. The fourth chapter which is considered as the core of the entire work, it is devoted to drawing appropriate conclusions and proposing effective recommendations on how to develop a Business Model Canvas (**BMC**) for language service providers. This chapter includes a comprehensive analysis of key

components such as value propositions, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

Chapter 01:

Background of Linguistics Principles and Problems of Translation

1.1 Introduction

Language is everywhere, in older books, newer books, conversation with friends and short chats with a stranger; the endless stream on social media feeds and the Snippets On the back of the cereal box. Language spans the whole life from one of the first things we encounter as babies to our famous last words. We can observe and study how language works like any other natural phenomenon and that is linguistics. It tries to understand the big picture. How does language work in general .What is going on in our minds and our societies that allows every group of humans to have language spoken or signed. Each one of us uses language slightly differently. Linguistics is the study of language, but we are already using language right now. Language is unique area to study because linguists need to use it to study it on the one hand, on The other hand According to David (1982) argued that "in order to understand language, linguists must take languages to bits and put them back together again, and therefore, in that sense they are mechanics. But they have a purpose in mind which a mechanic does not have This means that they can do a lot of things without needing fancy equipment because languages right therein our brains and the people around us";   this means that linguists need to be really precise about cultivating meta-linguistic awareness.

Linguists have identified a few key features that distinguish one language from another way of communicating, Pinker (1994) pointed that language exists at two levels of the form like sound or hand shapes which do not have meaning in themselves; then there is the level of combination of forms that create meaning when it comes to speech, the sound /B/, /A/,
/n/ do not mean anything individually, but can be combined to make the word Ban, the combination makes meaning not the individual sound, because of the unique features of human language the number of words and sentences we can make out of our bodies in infinite; even though the human body that we use to make them is limited with tongue, lips, teeth and throat there is only so many sounds with this small set of shaped. Ingredients, human have created over then seven thousand (7000) identified language and so many varieties within them .You may know someone who speaks your language but has different words from something that you

do or pronounce the same word differently than you do . O'Grady, W. (2005)argued, "Linguists are interested in all different varieties of language that people speak and sign not just unique variation that gets taught in schools." That is because all language varieties tell us interesting things about how people use language; linguists study the variation within language as well as language itself. They approach the study of language by looking at all different levels of structure that all languages have in common.

First there is the study of individuals sounds in spoken language which is called phonetics language combine the individual sound into words according to specific patterns and the study of that called phonology , they can study how longer words can often be broken down into an internal structure and area called morphology, the study of how words grouped together to make sentences is syntax ,and they can study and talk about the meaning of words and sentences in semantics and study of words and sentences in larger social context is pragmatics. There are also ways linguists can analyze the structure of these different levels of language or the meaning that they create .Linguists can look at the language choices people make and how this relates to society, history, or the brain ;sociolinguistic ,historical linguistics and psycholinguistics . Explain language to study in many different ways like observing people, asking those questions or doing experiments with them. Linguists can work with existing texts, recordings, videos or historical documents.

Linguistics is relevant to anyone who uses language but it is especially relevant to certain people and industries directly relevant to speech pathologists, and people building speech recognition tools like the voice assistant on a phone. Crystal (2006)stated that knowledge of linguistics can also help people who teach grammar or language, also useful for lawyers, writers, editors, poets, journalists and people work in job that require a social understanding of language as a tool. Understanding linguistics and how language works is valuable for anyone who wants well understand humans and the world we live in.

In this theoretical chapter, we will review the background of linguistics, examine and provide a thorough review of the basic and fundamental concepts and principles underlying linguistics, pragmatics, and semantics. This chapter is intended to serve as a basic tool for understanding

these key areas of study within the broader field of language analysis and interpretation and see what the major problems of translation are.

1.2 Definition of linguistics

The concept of linguistics has a number of related views about its definition, as linguistics becomes an interesting topic since it unlocks the keys of language, communication and cultural understanding. At first linguistics is an invariable singular noun .It is similar to how astronomy is the science of space, and how Anatomy is the science of the body, and linguistics is the science of language. Noam Chomsky views Linguistics as a cognitive science concerned with the study of the human capacity for language he has not provided a single definition of linguistics his works including syntax structure, aspects of syntactic theory, and thoughts on language provide insight, into his theoretical foundations and approach to the study of language. According to Encyclopedia Britannica under the entry "linguistics. "Linguistics is the scientific study of language.[2]

The word was first used in the middle of the 19th century. " In addition to that, it is a study of what makes a language different from another language. Study also how to better use language for specific purposes. Language exists in all domains in human existence and linguistics has a relation with how to use language correctly and get a better understanding of it. Linguistics should not be equated with language teaching or learning crystal noted in his book Crystal (1974) what is linguistics? Edward Arnold Publisher "you are at the university are not you? What do you do there? Well I teach linguistics. How many languages do you speak? "Thismeans that few professional linguists are fluent in more than one language. Not speaking makes, someone a linguist but being able to speak about language, knowing about principles on which language is built and can be said to work.

Linguistic approach is descriptive, seeking to describe the actual situation of language use in speech and writing, accurate and complete description to obtain information about the nature of language to find out how language works.

1.3 The importance of linguistics

Study of linguistics Of course, it is important because language is everywhere. We use it to socialize, work, consume, in art and literature. Linguists is a huge and vast field, but we study language as a whole, not a certain language itself, including sound patterns, how people communicate and how we understand what word means and what phrase means. Very interesting very wide field of study and it can be broken down in a number of different sub areas such as linguistic area deal with sociology, psychology, anthropology, history, communication. there is a part that deals with just studying how words are formed, other field talk about how sound are created, syntax "grammar" as other field grammar actually is an interesting termthat comes from Latin word called "grammaire", which means the study of any kinds of really formal body information .Linguistics really Helpful practical: Communication, anthropology, psychology, speech and language pathology all of those areas require linguistic classes.

In many professions after they begin to work, people do need to get continuing education units or need professional development activities such as interpreters to the deaf take linguistics of their continuing education, language teachers, and police continuing in professional development credits. One of the important reasons is because most of us achieve our goals in language through the use of language. Do not really know much about language. taking linguistics class makes us aware, conscious of what is involved in language, helps in the use oflanguage a little bit more efficiently for purposes. The result is that the more we know about language the better and more successful we can be in reaching certain important goals in life.

Linguists try to figure out how the human capacity for linguistic communication actually works in the brain in Society. In the development of children across cultures and across different time period. Fuller understanding of language and how it is used think of all of things that we do with language we need read, write, argue, educate, give compliments, negotiate, apologize hint at things so on and so forth. Linguists help understand how all of this hangs together and how all of this works. Linguists have been interested in how language is used, how it is structured and how it changes over time, knowledge that is actually put to use every time that you are speaking or listening. Linguistics let you understand how that tool actually works. Learn what makes us a human; there is only one species on the planet that has language that is us. Animals communicate and use a large number of symbols, animals do not communicate in order to crack a joke or tell a story .Human language has structure and function. That is

absent from animal connector systems, be able to follow your own interest because language is relevant for basicallyevery aspect of our lives.

Linguistics is incredibly diverse so much, so that you will be able to follow your own interests and simply go deeper into those areas that fascinate you the most. If someone interested in the way human brain processes language there is branch of linguistics that deals with what is called neural linguistics, others interested in to find out how babies learn their first words so they can study first language acquisition. If someone cannot stop thinking about dialects and how people use their language in different ways. Well, good news. There is a branch of linguistics called sociolinguistics, working with computers; there is computational linguistics, and so on and so forth. The list goes on for quite a bit, get an access to different ways of doing science linguistics is quite unique in the way it is connected to other sciences such as the humanities, social sciences, engineering and in the Natural Sciences. The results of language gives you the insight that there are many scientific approaches that share the goal of understanding the world a little bit better science is about combining the best ideas from different traditions, linguistic puts you in a unique position to be part of that enterprise.

You will not just learn about Linguistics. You will learn how to do Linguistics. In linguistics, you actually learn how to carry out linguistic analysis .You will collect your own data that   is you will perhaps make recordings of conversations you will retrieve example from linguistic database and then you will analyze the data and draw your own conclusion. Linguistics it has been developed quite rapidly with regard to its research methods. Linguists carry out experiments, work with video data, use statistical and computational modeling and many more methods so with linguistics you become familiar with methods that are applied in similar form in other fields such as psychology, sociology, economics, computer science and data science. Linguistics sheds light on how language shapes social interactions, influencing various aspects of society, including politics, media and law; in essence, linguistics is significant because ithelps to understand the fundamental aspects of human communication, cognition, and society.

1.4 Basic Concepts in Linguistics

Language holds immense importance and ubiquity in human life, permeating every aspect of our existence. Language is deeply intertwined with culture and identity. It enables people to express their cultural identity, preserve their heritage and pass their collective knowledge from generation to

generation. The importance of language in human life cannot be overemphasized. It is the cornerstone of communication, education, social inclusion, culture, economic, creative expression, intellectual development and health care. . Linguistics, as a field of study, encompasses various fundamental concepts and central branches that encourage grasp the nature and the structure of language; basic concepts are sound, structure and meaning.

1.4.1 Phonetics and phonology

Phoneticians are interested in how speech sounds are produced, perceived and how they can be analyzed acoustically whereas phonology investigates the principles governing the sound system of particular languages and of language in general. Phonetics has common and general descriptions used and articulated to define the field of phonetics used by scholars, textbooks and so on ... to characterize the discipline of phonetics. It is scientific study of speech sound branch of linguistics focuses on the study of the physical properties of speech sound, produced by the vocal organs perception by the ear and the Brain, examines the auditory aspects of speech sound as well as the transcription using phonetics symbol. The branch of linguistics concerned with the study of the physical properties of speech sounds, including their production, transmission. Ladefoged & Johnson (2011) introduced further and detailed thoughts on their book "A Course in Phonetics (6th ed.). Cengage Learning. Trubetzkoy (1939) submitted that "phonetics is the study of sounds related to the system of speech", for Cohn & Huffman (2013) "phonetics is seen as the physical implementation of these structures and patterns."

According to Trubetzkoy (1939), "phonology is the study of sounds related to the system of language», Cohn & Huffman (2013) defined phonology as "corresponds to the cognitive aspects of sound structures and patterns."

Phonology branch of linguistics concerned with the systematic organization of speech sounds is the study of patterns of sounds in a language and across languages. It is the study of categorical organization of speech sound in language and the rules governing their distribution and patterning within a particular language system. In addition, how they find order within the apparent chaos of speech sounds. David Crystal (2005) states that phonology is "When we talk about the 'sound system' of English, we are referring to the number of phonemes which are used in a language and to how they are organized."

1.4.2 Morphology and syntax

Morphology is a sub-discipline of linguistics. The term was first used and named in 1859s. The word comes from Greek and is a makeup of morph -meaning, "shape", and ology "the study of something". Syntax is a part of linguistics that studies the structure, formation and grammar of sentences, using certain rules to deeply explain how phrases and words are arranged to form correct sentences related to their meanings.

Scholars and scientists have defined the term morphology in a variety of ways. While narrow definition morphology is like is a branch of linguistics like any other concept it deals with the study of the internal structure f word "study of words" , it's basically deals with " word formation" and the rules governing their formation .Focuses on analyzing morphemes and how smallest units of meaning in language can be combined to form words . Morphology investigates the rules and patterns of word formation, including prefixes, suffixes, and roots. Examines how words change their form to transmit grammatical information for example:gender, number and tense.

Haspelmath (2002), listed two definitions of methodology one "is the study of systematic Co-variation in the form and meaning of words. Two "Morphology is the study of the Combination of morphemes to yield words."Syntax analyze the relationship between different elements of sentence verb, nouns, prepositions and so on. To grasp how these elements work alongside to transfer and convey the exact intended meaning "specific meaning". Andrew Carnie (2012) defined syntax as "discipline studies the part of language knowledge that lies between words and the meaning of utterances: sentences. It is the level that mediates between sounds that someone produces (organized into words) and what they intend to say." Richard Nordquis (2020) stated that syntax" refers to the rules that govern the ways in which words combine to form phrases, clauses, and sentences." syntax is a tool used in writing proper grammatical sentences and a native speaker of certain language learn correct form of sentence "syntax " without realizing it it comes naturally. Types of sentences and their syntax modes include simple sentences, compound sentences, complex sentences, and compound-complex sentences.

1.5 Understanding Semantics

People who write dictionaries called lexicographers still need some other way of figuring out what the word means. Writing definitions is not always the most effective way of pinning down the meaning of a word. The area of linguistics interested in meaning and the many ways that can be described is

semantics to better understand the complexities of meaning: a humble definition, a clear and concise description of how people are using words. Definitions are what is reached in dictionaries and help us see when one word has a certain type of relationship to another word several words can have about same definition. Semantics branch of linguistics concerned with meaning and the principles of human language in general , there are many types of meanings, it could be meaning founded in painting , music , art ....but the meaning concerned in her is the study of the meaning of language it focuses on understanding how combined words

, phrases , sentences , dialogues , discourse contain and convey meaning .

The word "semantics" was first used by Michel Bréal, a French philologist, in 1880. He dealt with how languages are organized, how languages change as time passes, and the connection within languages. Semantics, originally Greek, is a recent addition to the English language,

However it was early used in the 19th century, term was not used simply to refer to meaning but to its development with what is today called historical semantics. Today semantics is one of the main area in linguistics often semantics is used synonymously with word semantics branch that seeks to explain the phenomenon of meaning in natural language by means of defining the nature of word meaning two ways looking or word meaning first reference "referential semantics " second deals with sense , it is often referred to as lexical. Pinker, S. (2007) .The Stuff of Thought: Language as a Window into Human Nature. Semantics is defined as: " the study of meaning, the meaning of words and phrases, and, by extension, the meaning of sentences." Ruhll (1989).stated "Semantics is the systematic study of meaning in language, especially the study of the relationships between linguistic forms and their meanings." Components of semantics work together to help understand how meaning is encoded and interpreted in language , covering both linguistic structure and real context of language used . Semantics is concerned with denotation meaning (refers to the literal or dictionary definition of a word, often focusing on its primary or direct meaning.) Rather than connotation meaning (which refers to the additional, implied, or associated meanings that a word or expression carries beyond its denotation meaning.), that means that semantics is focused on what is meant rather than how it is used in a context. Lexical relation has to do with either the meanings of words in relationship to one another: lexical relations has to do with first synonymy: words with similar meaning such as big, large. Different words have very similar meanings. Antonyms have the opposite meaning, there are two types: gradable and non-gradable, antonyms gradable are those in which there are kind of big

differences such as: wide ≠ narrow when one stops the other begins. Non-gradable they are different they are either alive or dead either one or the other there is no kind of in between. One word can refer to a specific number of a broader category "black" type of color, the term black specific word is a hyponym and the broader word color is hypernym . If you look up a word in a bilingual dictionary you will often find more than one possible translation and you need to know further context about how a language carves up the semantic space in order to know which translation to use. "polysemy" : has to do with words that are the same they spelled the same, they sound the same but they have multiple meanings. Often based on metaphor. Ullman (1967) defined Polysemy as a "situation" in which the same word has two or more different meanings, he added that Polysemy is a fundamental feature of human speech which can arise in a multiplicity of ways, consider the foot as in an anatomical part but can also talk about the foot of a table or the foot of mountain using the metaphor. Here, the anatomical part that is sort of the start source for us to understand that it is the part of the table that is holding the rest of the table up, the same thing with a mountain. Metonymy is really interesting because it is a big category, but it is really the idea of referring one thing based on same close relationships to another thing and this could be in terms of association such as if someone said table 14 needs water in the restaurants this means table does not need anything, it is an inanimate objects used to refer to customer who is seated on the table, they are the ones who need water. It is based on association.

componential analysis: it involves analyzing the meaning of words based on certain identifiable semantics features; the word bird and assign a number of semantics features to it based on what to see in real world. Birds have feathers many sing songs, and they can fly, most identify birds it is useful for differentiating the meaning of the word bird to me compare to other critters in animal kingdom, such as dogs. Sparrow, and hawk better represent the bird category better than penguins, ostrich are birds but do not readily possess the qualities that are identified with most birds, this is the idea of prototype theory that there are some representatives that are better for that category than others. Prototype theory is useful for linguists to take, especially a usage- based approach to the study of language because it acknowledges meaning as a shifting fluid thing that is also culturally determined. It depends on the birds that you see around you in your environment.

Compositional semantics that seeks to understand the meaning of phrases and sentences analyzing how the meaning of each individual part combined to produce the meaning of the whole sentence, by breaking them down into smaller semantic components, to see words and syntax work together to make sentences mean ,that was introduced by the American linguist Fillmore (1968). Semantics as any other

study or any discipline of study has theory and the most famous theories in semantics have significantly participated in reinforcing the understanding of meaning in language.

Semantic Field Theory (also known as a lexical field or semantic domain) was presented by Firth (1957), and Halliday (1978). It explores how a group of words is semantically related to one another within language interconnected within specific subject, and how meaning is shaped by cultural factors, most significant contribution in the philosophy of language is sense and reference distinction the idea is that the meaning of words comes in two layers first there is the layer of sense and then the layer of reference. Frege (1892) mentions, in his early writing that words have content and the content of words is effectively what those words mean. Sentence is composed of the contents of words in that sentence. In 1892 Frega published his Landmark article on sense and reference distinction, the motivation for making it, and consequences that can be drawn from it.

The name that we use to have an object can be arbitrary. you can pick any word or any name to name any object, it cannot be part of content itself. Names have two layers to their meaning one layer is the layer of reference that is the object to which the name refer, and have another layer of meaning which is the sense of the name which is the way in which the object that it refers to is presented to you. the sense of the name is the way in which you think about the objects when you understand the name such as: Joe Biden is old if you switch the name into the US president is old it has same reference; it ends up with another sentence , that must be true or false under same circumstances. Reference of words has something to do with whether or not what you say is true or false whereas the sense of your words in something to do with what it is you are expressing because of this Frega said that sense of the sentence and thoughts is the truth value. Semantics as a multifaceted field of study that contains several concepts. We mentioned the substantial notions that make semantics obvious to many readers. Semantics provides paramount insights in which language is a machine of transferring information, shaping the global understanding of the world, and it has a pivotal role in human interaction and cognition. It is closely related to pragmatics, which also deals with meaning and the power of words.

1.6 Principles of Pragmatics

Pragmatics is a branch of linguistics that has a relation with language in use and study how context influences meaning in one hand, and shows the power of words and how to do things with word in other hand , pragmatics unlike syntax and semantics which deals with only literal meaning of language, pragmatics goes deeper and examine how people use language to achieve specific goals , and interact in various social settings and navigate social interactions , gives importance to understand nuances such as tone , gestures ,expressions , and context ,what is said and what is meant the "intended meaning", helps also in deciphering implicit messages by taking into consideration speaker's intention and the context of communication , it resolves misunderstanding and convey messages clearly, highlight cultural differences ,It helps language learners understand the dynamic nature of language used in society. Levinson (1983). Provided comprehensive overview of pragmatics he mentioned that pragmatics was first attributable to the philosopher Charles Morris. (1938) he defined pragmatics as "the study of relation of signs to interpreters" Levinson (1983) added that pragmatics is "the study of language usage." which means language used in context. Overall, in his book he focused more on ensuring the central role in showing the complexities of human communication, and the various interactions within social and cultural context.

Understanding pragmatics is essential especially in everyday interactions, to build effective communication strategies in everyday life, especially for specific purposes to convince the listener or the reader by using certain speech acts , such as in requesting , declaring , expressing , demanding and so on and so forth , the meaning can vary depending to the context , social dynamics and individual interpretation. Pragmatics used in everyday interactions to offer variable insight into human communication , helps in navigating social exchange , by being aware of cultural differences such as in media: advertisers use pragmatic strategies to invoke the targeted audience and they decode the message according to their pragmatics awareness and cultural Background. In other hand, in business pragmatics helps in negotiation and in the presentation of the market or the service by choosing the right words for the right situation, interaction with clients by using politeness theory, to build professional relationships. Employing pragmatics techniques such as Implicative, presupposition and politeness strategies to interact, analyze and understand consumer preferences and motivations in their review and feedbacks , specifically customer service representatives must use language tactfully and resolve problems

diplomatically to maintain positive customer relationships and brand loyalty. Austin (1962), noted that Pragmatics presupposes that language is a socio-cultural artifact that individuals deploy in order not to simply dispense information that may modify others' worldview, but more importantly, to interact with people: to perform actions such as asking people for things, inquiring about information, apologizing, inviting, complimenting others on their achievements, convincing them of some facts , or to create, maintain, enhance or destroy social relationships Locher, (2006) and Spencer, (2008).

1.6.1 Theoretical Frameworks in Pragmatics

Speech act Linguistically speaking, a speech act is a sentence that is defined in terms of the speaker's intention and the effect that it has on the listener's mind, " actions performed via utterances'' (Yule, 1996: 47) this theory is one of the strict efforts to systematically explain the way a language functions. It sees language in terms of actions rather than a medium to convey ideas. Speech act proposed and developed by J. L. Austin 1930's, That involves not only conveying information but also performing actions (achieving goals by using words) "doing things with words", the term ''Speech Act'' was first by Austin. It involves, according to him, three levels of acts that utterances can perform. It categorized utterances into three main types: Locutionary act what is said, illocutionary acts (the intended meaning or force behind the utterance) what is meant by the utterance, and perlocutionary acts (the effect or response that the utterance emerge), the action that will happen. It was later expanded by John Searle (1969) who focused his investigations mainly on the illocutionary acts, and preferred in many of his articles referring to them as "Speech Acts". Additionally, Searle has also contributed to the speech act theory by introducing the notion of indirect speech act in his article ''Indirect Speech Acts"

(1975), and emphasized on the idea that the difference between direct and indirect acts is that the direct speech acts have an explicit performative verb which names their action; whereas, the indirect ones do not., performative utterance is not only saying something but is doing that thing it changes social reality.

Cooperative principles: In the book entitled ''Logic and Conversation'', Grice pointed the definition of Cooperative Principle as follows: ''make your contribution such as is required, at the stage at which it occurs, by the accepted purpose of the talk exchange in which you are engaged'' (1975, p.45), practicing the Cooperation Principle will help people become more flexible and accurate in their language use. Four maxims are given as part of the principle (1975, pp.45-46): maxim of quantity no more informative no less , maxim of quality say only the truth , maxim of manner avoid ambiguity and maxim of relevance the speech has to be related to the topic .being (informative, relevant, and truthful) to ensure successful interaction .

Politeness theory the term ''Politeness'' originated from the Latin ''Politus'' that signifies the state of being smooth and shiny. The concept, in general, represents the act of applying good manners or showing regards towards other people. Proposed by sociolinguists Penelope Brown and Stephen Levinson, explores how individuals use language to maintain social harmony and manage interpersonal relationships. The theory distinguishes between positive politeness (the individual desire of a person to be appreciated by others) .Negative politeness (refers to one's need to be independent) to have freedom, and not to be imposed on by others used to mitigate face-threatening acts and uphold social norms. These theoretical frameworks offer valuable insights into the pragmatic aspects of language they delve into the intention behind speech , social dynamics and contextual elements that influence language use providing systematic ways to analyze and understand the complexity of communication beyond the literal meanings of words. She shit light on understanding of how language functions in everyday interactions.

1.6.2 Unpacking «how to do things with words" from theory to application

The heart of this discussion lies on the power of language that is used as a tool to accomplish specific goals, perform actions and make things happen. Speech act theory and illocutionary

force are a theory that can be practically applied to various aspects in life goes beyond linguistic proficiency—it contains recognizing the power of language to perform action .Mastering speech acts are pivotal in determines the impact and effectiveness of the message and is an instance of a culturally-defined speech act type, characterized by a particular illocutionary force; for example, promising, advising, warning, Searle & Vanderveken,. (1985) discussed the conditions for successfully performing an illocutionary act "First, some of the preparatory conditions might not obtain and yet the act might still be performed. This possibility holds only for some, but not all, preparatory conditions. Second, the sincerity conditions might not obtain, i.e. the act can be successfully performed even though it is insincere".

Speech act theory needed in several domains such as at schools teachers provide opportunities for students by designing interactive activities by using language to achieve the goal of enhancing commutative skills and critical thinking abilities. On the other hand, such as in business negotiation and relationship-building happen by mastering the speech act using clear and precise language by respecting cooperative principles. Adapt communication style to suit the preferences and expectations of the audience. Professionals who are knowledgeable about communication can effectively conduct transactions to enhance positive relationships with clients and partners (global partners),In that case learning about cultural norms and communication styles of different cultures is essential to adapt language and behavior to suit the cultural preferences of the audience.. This is achieved by providing them with appropriate offers, presenting products or services in a concise, smart manner that carries sincerity and clarity, and offering guarantees, agreements and achieving desired outcomes in both personal and professional contexts. This only happen through linguistic artistry, which can solve many problems and obstacles, by mentioning the problems, awareness of speech acts and the power of rhetoric can facilitate constructive dialogue and mutual understanding. This can be achieved by practicing active listening to understand the rhetorical power and decipher the underlying code behind the data, especially conflicting ones. Language is used here to calm conflicts and

enhance cooperation, address fundamental issues, and work towards satisfactory solutions for both parties.

1.7 Problems of Translation

Translation is the process of reworking and converting text , dialogue or speech from one language to another, while trying to preserve its meaning context and style as much as possible taking into account linguistic and cultural nuances, translation has always been a great factor in the building up of civilizations, cultures as well as the development of many languages and literatures around the world, Jumpett argued it, "the age of translation" (as cited in Newmark, 1981).. Translators translate and cover various forms of communication: spoken dialogue , written documents, websites , literature , including formal versus informal language, politeness levels and tone and so on and so forth . Different languages (spoken , written) obviously have different idiomatic expressions, different structures, and different vocabularies pose difficulties in accurately conveying meaning , since "no two languages are identical , either in meaning given to corresponding symbols or in the ways in which such symbols are arranged in phrases and sentences" Nida (2000), translation which aims at conveying a message from the SL into the TL is often accompanied by many linguistic problems : lexical , syntactic , semantics and stylistic. Cultural differences play a crucial impact on language use; oblige translators to navigate nuances in humor, etiquette, and social context to maintain appropriate communication. No matter how hard the translator tried to translate the sentence, text or the speech from one language to another, they will certainly face difficulties in analyzing the speech and conveying its meaning accurately to another language. Ambiguity in language, such as polysemous words, ambiguous sentences, and multiple meanings, makes it difficult to determine and accurately convey the intended message.

Each language has its idioms and colloquial expressions are culturally specific, and can be difficult to translate because literal interpretations may not effectively convey and capture the intended meaning as it is preserving, the author's tone and style during translation requires careful consideration of the linguistic nuances and rhetorical devices specific to each language.

challenges in finding equivalent terms across languages ,Translators have to grasp the context surrounding the text, including historical, social factors , translator should have larger time for research division to guarantee linguistic accuracy, and good quality .Translators must be sensitive to cultural nuances and avoid inadvertently offending or misrepresenting cultural beliefs, practices, or identities Effective translation involves overcoming linguistic, cultural, and contextual difficulties and complexities while remaining faithful to the meaning and intent of the original text.

Speech acts are performed, interpreted and vary across cultures that involves the loss andperversion of illocutionary force of a certain speech, this occurs when the intended meaning behind the utterance in language is not conveyed in the targeted language, such as directive speech in a certain cultures is presented in a particular way. It may lose its politeness and may sound overly formal or even rude; this failure may lead to misunderstanding and misinterpreting.Other common examples such as idioms and proverbs of specific cultural background pose significant challenges in translation, another obstacle which is important is polysemy or multiplicity of meaning in which is words spelled the same but have multiple meanings, the translator must disambiguate such expressions based on context and pragmatic inference, to ensure that the intended meaning is translated right in the targeted language.

In the field of business (export and import), the external trade transaction in general involves interpersonal interaction with stakeholders from diverse cultural backgrounds. Translation poses big challenges that can affect successful communication effectiveness, most commonly companies decide to adopt whether localization or globalization strategy of translation. Localization adopting specific content of local market (language , cultural reference) , and globalization aim for coherence across market the problem in here that global market has totally different languages which is related to culture, the translator must be aware of the needs of diverse stakeholders while maintaining brand consistency. As global marketing and advertising known and related to specific cultural norms, consumer preferences and linguistic nuances, if a translator misrepresent marketing content and the brand message can lead to dilute the brand identity undermine marketing efforts, and hinder market penetration. In addition to that,

business global transactions cannot be happened without contracts and legal documents that have serious legal implications and financial consequences for businesses. Translating legal and contractual language demands precision and attention to detail to guarantee that the rights and terms are conveyed in targeted language. Technical jargon and industry specialized terminology unique to various industries are frequently employed in business communication , translating such specialized language necessitates expertise in the source language and the targeted one , and should be coupled with deep understanding of the relevant industry concepts. Errors, misunderstanding can be happened if the translator fail in translating these technical words that impact business operations and decision-making. There are many other fields with their own specialized terminology, such as medicine, science, ,physics, technology and international organizations such as the United Nations and European Union Newmark, (1981) and Massoud, (1988) which cannot be translated literally by the translator. Instead, they must find suitable alternatives, because Newmark (1981).argued that "Translation is more than a mechanical task. Translators have to decide the most dynamic way to transfer the meaning of the source text.» Poor translation and the consequences of wrong translations cannot only lead to hilarity or to minor confusion, but it can be catastrophic as in cases of serious inadequacy in knowledge areas such as science, medicine, legal matters, or technology. To this extent, the quality of translation depends prominently on the quality of the translator, i.e. on her/his knowledge skills, training, cultural background, expertise, and even mood.

1.8 Recapitulation

In the foregoing chapter, which is the theoretical chapter, entitled as background of linguistics principles, problems of translation, the endeavor has been to clarify the multifarious and frequently elusive key concepts, which would constitute the pivotal elements of the issue under investigation. In fact, it provides a brief review of linguistics definition, its importance, and its fundamental principles with particular focus much more on pragmatic "how to do things with words". Followed by the problems of translation that has underscored the complexity of bridging linguistic and cultural divides, these insights serves as a springboard into further exploration into the complex web of human interaction.

Chapter 02:

Context of the Study

2.1 Introduction

In this second chapter, we deal with the research context of the present work. We will focus on three main concepts: firstly; entrepreneurships, start-ups as a new philosophy in Algerian universities. Secondly; the importance of language skills in the business world and thirdly; how foreign language skills can play a significant role especially in international trade. In the light of these points, we focus on the various measures, which are done by the Algerian ministry of higher education and scientific research (MESRS) to promote Graduates for creation of their own start-ups, small and micro enterprise on changing global economy.

2.2 Entrepreneurship and Start-up as a New Philosophy

Universities are seen as fundamental part of the innovation in a cooperative exchange relationship with other sectors; they promote the regional economy and social development. That is why promoting innovation, creativity and entrepreneurial thinking is now an important task for universities. In 2006, the European Commission defined entrepreneurial thinking and acting as a key competence for the 21st century, by focusing on the development of competences through the actual creation of entrepreneurial value, Entre Comp breaks down the boundaries between education, work and civic engagement Ivana, et al, (2006).[1] In recent two years, Algeria has increasingly integrated the idea of entrepreneurship into its economy and in its higher- Education System (Universities). This development is reflected in a variety of measures aimed at creating a business-friendly environment created by students to strengthen the private sector. From supporting start-ups to providing financial support to entrepreneurs, Algeria has taken remarkable steps to recognize and promote the importance of entrepreneurship in the level of universities for the entire economic growth in Algeria. Against this background, the idea of entrepreneurship, creations of Start-ups in Algerian higher education has been also clarified as a new philosophy in higher education.

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[1] Reviewed from https://joint-research-centre.ec.europa.eu/entrecomp-entrepreneurship-competence-framework_en#:~:text=EntreComp%20consists%20of%203%20competence,Opportunities%3B%20Resources%3B%20Into%20action.&text=In%202006%2C%20the%20European%20Commission,key%20competences%20for%20Lifelong%20learning.

2.3 Definition of Entrepreneurship

Defining the concept of entrepreneurship in this master is nevertheless an important step, because our entire present master dissertation is based on it. The literature research in the field of economics gives us the opportunity to think about what entrepreneurship actually is and means. In this literature review, the most prominent researchers in the academic field agreed that the concept of entrepreneurship is something that is indistinguishable from innovation and as something that should not be circumscribed to new ventures Alvaro (2007). However, in the literature research we read other definitions of entrepreneurship with other subscribes of other notions, which are certainly referring on their background of research and fields. Against the background of innovation, we conclude with the above definition, which is referring the term of innovation, because our study will involve new and better ways of doing things that could be commercialized whilst scientific invention entails the creation of a new product (linguistics services for Algerian import-export companies). In light of the emergence of the knowledge-based economy and new trends in business management, there is another significant step in these contexts, which focus on creation of small or micro enterprise, which are known as Start-Ups. Like entrepreneurship, start-ups are also another source of innovative ideas. Micro enterprises (Start-ups) are considered on the other hand as pivotal catalysts for fostering inclusive and sustainable economic development. This entails their role in tackling unemployment, fostering creativity and innovation, and refining the skills and competencies demanded in the contemporary labor market. Badache (2023) defines the term of start-up as a term, which is often used in English language to describe a small business that is just getting off the ground. It is made up of two parts: "Start," because, well, it is starting something new, and "Up," because we expect it to grow quickly. People started talking about Start-Ups right after World War II, especially with all these new venture capital companies popping up. For the essayist, programmer, and programming language designer Graham (2017) start-Ups are as businesses engineered for rapid expansion. He clarifies that mere recent establishment does not suffice to label a company as a Start-Up. Furthermore, Start-Up need not exclusively operate in the realm of technology, rely on venture capital, or adhere to a

predetermined plan. Graham (2017) underscores that the pivotal factor defining Start-Ups is their potential for growth, with all other aspects revolving around this core element. Referring to Beggah's perspective (2023), Start-Ups are depicted as innovative ventures that have their own characteristics and operating principles to the business landscape. Beggah (2023) assumes some characteristics of the start-up such as temporary start up, which means that its main goal is to get out of this status as soon aspossible, Search for a Business Model (**BMC**), which means to bring value to customers with product, or service that no one has never done before is "being a Start-Up". The third feature of Start-Ups according to Beggah is industrializable of products and/or services and as fourth characteristic of Start-Ups is its scalable (growth exponential), that mean This means that Start-Ups should have by its start and creation a model where the more the number of customers increases, the greater the margins. Thefirst ones customers cost more than the following ones, and so on.

2.4 Promoting Entrepreneurship and Start-up in the Algerian Universities

For the striving to further develop the Algerian higher education system by increasingly promoting entrepreneurships, Start-Ups and innovation in general among students from the different field, the Ministry of higher Education and scientific research (MESRS) created several supporting structure within universities, such as **Incubators** and **centers for entrepreneurships**, **CATIS** (Centre d'appui à la technologie et l'innovation).[2] All of these new funding structures should not only sensitize graduates to the opportunity that they can realize their innovative ideas in their academic theses, dissertations and even in their projects, but also they should play the role of an advisor and/or supervisors and organize therefore scientific conferences, open days, study days etc. in this context for graduates from different field and for all student from diffident Level (from 1st year BA to PhD-Level).

In light of the emergence of the knowledge-based economy and new trends in business management, there is another significant step in these contexts, which focus on

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[2] Trans : Incubator (Incubateur /حاضنة الاعمال الجامعية) CATI (centre d'appui à la technologie et l'innovation), Entrepreneurship (مركز تطوير المقاولتية)

creation of small or micro enterprise, which are known as Start-Ups. Like entrepreneurship, start-ups are also another source of innovative ideas. Micro enterprises (Start-ups) are considered on the other hand as pivotal catalysts for fostering inclusive and sustainable economic development. This entails their role in tackling unemployment, fostering creativity and innovation, and refining the skills and competencies demanded in the contemporary labor market. Badache (2023) defines the term of start-up as a term, which is often used in English language to describe a small business that is just getting off the ground. It is made up of two parts: "Start," because, well, it is starting something new, and "Up," because we expect it to grow quickly. People started talking about Start-Ups right after World War II, especially with all these new venture capital companies popping up. For the essayist, programmer, and programming language designer P, Graham (2017) Start-Ups are as businesses engineered for rapid expansion. He clarifies that mere recent establishment does not suffice to label a company as a Start-Up. Furthermore, Start-Ups need not exclusively operate in the realm of technology, rely on venture capital, or adhere to a predetermined plan. Graham underscores that the pivotal factor defining Start-Ups is their potential for growth, with all other aspects revolving around this core element. So, we can define a Start-Up as a company that's in its initial operational phase, typically founded by its creators based on an idea or identified problem with significant potential for commercial impact and opportunity.

The Ministry of Higher Education and scientific research (MESRS) has worked therefore closely with other ministries and institutions to prepare students in better way for the job market. They have signed various agreements to ensure that students continue to thrive after graduation through projects and other support measures. We do not want to limit the number of ministries and institutions with which the Ministry of Higher Education and scientific research (MESRS) signed bilateral agreements, but we will mention the most interesting ones such as ministry of knowledge economy, Start-Ups and micro enterprises, the National Agency for Support and Development of Entrepreneurship (ANADE) etc. On the ministry's website for higher Education we can access a comprehensive compilation of all signed agreements and thus gain a comprehensive understanding of the commitment and the planned policies in this

context.[3] In order to effectively implement the policy of fostering innovation, entrepreneurship, and the establishment of Start-Ups among students and professors, the Ministry of Higher Education (MESRS) outlined the responsibilities and operational protocols for newly established support entities such as Incubators andEntrepreneurship Centers, to be enacted by a ministerial Resolution which is officially recognized as Ministerial Resolution No. 1275, issued on September 27, 2022.[4]

2.5 Polities for promoting English in Algerian Higher Education

Over the past two years, beginning in 2022, a noticeable trend has emerged within Algerian universities and higher education institutions towards embracing innovation and fostering Start-Ups. While precise figures on registered and established Start-Ups are unavailable, reports from the Ministry indicate a consistent year-on-year increase in their numbers.

Recognizing the potential of these initiatives and aiming to further their development, both the Ministry and the broader state policy have prioritized the promotion of English language proficiency within schools and universities, because it (English) is become a global lingua franca in technologies, innovations, education and the global business etc. Since the transition from the Bouteflika regime in 2019, English has been accorded primary importance and is now introduced as the first foreign language from the third grade onwards. In addition to receiving specialized funding programs at the university level, English has attained a high interesting status within the educational landscape. Efforts are underway to integrate English not merely as a foreign language but as a primary medium of instruction, particularly within scientific and technical disciplines, as part of higher education support programs. This strategic shift aims to enhance Algeria's international competitiveness by equipping graduates with proficiency in English, opening doors to global collaboration, research, and employment opportunities. Additionally, integrating English into technical fields enables access to a wealth of knowledge and resources available in English, fostering innovation and academic excellence.

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[3] https://www.mesrs.dz/index.php/fr/textes-juridiques/conventions/
[4] A copy of this resolution can be found in the appendix of this work

For fostering of the English language among Algerian lecturers in higher Education, the Algerian Ministry of Higher Education and Scientific Research (MESRS), in collaboration with the British council in Algiers[5] has embarked on an English training program for university lecturers across the country. In addition, the ministry is equipping all English departments, when possible and centers for language intensive language learning (CEIL) with special programs in English for lecturers.

Recognizing the continued importance of English as a global language, the Ministry has increased its efforts to facilitate access to English learning. As part of this initiative, the Ministry has continued to create online programs that enable lecturers to improve their English skills from the comfort of their own homes. These programs provide a variety of learning materials and interactive exercises to help students develop their reading, writing, listening and speaking skills. Through these online resources, both foreign and PhD students from all universities can reap the benefits of learning English and develop their language skills to achieve their personal and professional goals. The fundamental goal in English language learning is reaching at least the B2 or C1 level on the Common European Framework of Reference (CEFR). However, the overarching aim is to equip these Lecturers with essential skills that proficiency in English can foster. These skills encompass critical thinking, embracing diversity and respect for others, analytical reasoning, persuasive argumentation, self- reflection, as well as leadership and entrepreneurial capabilities. Messeded (2023)

The Ministry has made considerable efforts in two recent years to promote the dissemination and use of the English language. These efforts have proven extremely effective and the made progress is clearly visible. Targeted programs and initiatives have increased awareness of the importance of English as an international language of communication. In addition, resources were made available to increase access to quality English education and increase the population's proficiency in the language. This has led to the wider use of English in various flied, be it education, entrepreneurship, business and administration. The increased presence of English in these areas is a clear sign of the success of the Ministry's efforts and underlines the

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[5] https://www.britishcouncil.dz/en/English

importance of linguistic diversity for national development and international exchanges.

2.5.1 Language Skills and International Trade

In the coming sections, we will discuss how foreign language skills are required in a business context. We want to deepen our understanding of the ideas and concepts underlying the work. This endeavor will not only demonstrate the multidisciplinary synergic between foreign languages and other fields, but also discuss how to navigate the complexities of international business using foreign language skills.

Against the backdrop of rapidly advancing information technology Daniushina (2010)states in this context that there is a notable trend towards greater interdisciplinary collaboration in modern society. This development fosters interactions between diverse fields of knowledge and encourages the emergence of what (Daniushina (2010) refers to as "cross-border disciplines." These interdisciplinary contact zones within science offer new perspectives on how various domains intersect and influence each other, reflecting the evolving nature of knowledge and innovation in our interconnected world Daniushina (2010) advocates for the establishment of a new branch, which is, call "Business Linguistics" as a distinct discipline within Applied Linguistics, citing compelling reasons. According to him, Business Linguistics focuses on examining language dynamics in business environments, including the utilization of linguistic resources in business activities and the analysis of verbal and non-verbal communication aspects within corporate settings. Therefore, experts from Business sector are currently emphasizing the crucial significance of foreign language proficiency among employees for ensuring and enhancing their company's success on the international stage. This necessity is projected to grow in the coming years, as indicated by various studies, including one conducted by the Directorate General Education and Culture on behalf of the European Commission on December 2005.[6] This study, carried out in collaboration with (the national center for Languages) CILT,

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[6] The results of this study can be read at the following link:

https://ec.europa.eu/assets/eac/languages/policy/strategic-framework/documents/elan-summary_de.pdf

the British national center for languages, and an international research team, draws insights from surveys conducted within companies, such as those by the Institute of German Economy in Cologne. An illustrative instance of the successful application of linguistic tools in business practice is evident in the growing engagement of corporate websites and the catalogues of numerous multinational companies. A tangible example observed in Algeria is the products from China, which are labeled not only in English and Chinese but also in Arabic. This multilingual approach is adopted because the products are exported to an Arabic-speaking country.

In this context, Fidrmuc (2016) argues for causality of relationship between trade and languages proficiency and he argues that today, trade and foreign language proficiency are interdependent. Large companies tend to favor locations where a common language is shared in communication, making trade much easier. Conversely, if trading individuals have different foreign language skills, trade may not go smoothly, and processes may even come to a halt.

Other eminent scholars and researchers such as Klikauer (2008), Campell (2006) et. al have extensively delved into the realm of languages skills, particularly focusing on aspect of communication competence, which has emerged as an indispensable attribute and a foundational requirement for success in the spheres of business leadership and management. As posited by Klikauer (2008), assuming the role of a strategic manager entails embodying the role of a "communication manager." The significance of a leader's communicative traits in contributing to the overall success of a company has been underscored, leading to the development of a framework for effective communicative conduct by leaders, as elucidated by Campbell (2006). This model, drawing upon classical speech act theory, delineates that an adept manager should tailor their communication style, employing direct or indirect language contingent upon the perceived threat to the subordinate's internal "self," and employing specific linguistic strategies to engage subordinates in the process of "active listening."

Now let us highlight briefly a quick review about researching business linguistics at Algerian universities. In the last few decades, the field of foreign languages has not only been concerned with basic questions of teaching and learning languages (didactics), linguistics, literature etc, but within the framework of interdisciplinary,

other research gaps have been addressed, such as ESP (English for specific purposes). Although precise data regarding the extent of specialized language offerings within master's programs are not readily available, it is evident that generally the students are now learning specially English, not because they are interested in the English languageor English culture as such, but because they need English for other purposes.

The significance of foreign language skills and their correlation with business affairs can be highlighted by referencing the interviews we already conducted, which constituted a practical component of this present study (3rd Chapter). In these interviews, the majority of Algerian import-export companies emphasized the considerable importance they place on foreign language proficiency. In the next chapter, we will circle back to this point and try to illustrate how foreign language skills are crucial in the world of trade.

2.5.2 Language and Business Discourse

When we emphasis the role of languages and its correlation to economics' world, we are addressing a vast domain of study and practical applications primarily within the realm of English for Specific Purposes (ESP). This domain is centered on the use of languages within professional settings and workplaces. As such, it may require very versatile and complex linguistic and extra-linguistic skills, because it is used in many situations, in both oral and written interaction. The most common contexts in which languages appears are the following: attending business meetings and shareholders' meetings, drawing up intra-company documents (memos and reports) and inter- company papers (letters, offers and advertising material), communication between colleagues, arrangement of commercial contracts, participation in negotiations and business phone calls. For the present study, our focus lies on Business English, given its status as one of the most dominant languages in professional and international contexts. In discussions regarding language and discourse in the business realm, the focus is often on how language is employed for particular purposes. Initially, it is imperative to establish the concept of language use for specific purposes. In this context, we delve into elucidating the characteristics and attributes associated with technical language.

In academia, it is acknowledged that diverse language requirements dictated by various professional contexts, such as English for Economics, English for Business, English for Secretaries, English for Technicians, and more. ESP operates on the principle of aligning language learning with the particular needs and goals of the learners within their respective domains. According to Hutchinson and Waters (2010), ESP is considered as methodology of teaching language that prioritizes tailoring content and methods according to the learner's specific motivations for acquiring the language. The distinction between how and why foreign languages are learned is clearly outlined by several of scholars. Generally speaking, the Learners' needs and interests shape the design of the course of the language and it influence the motivation as well as the effectiveness of the whole learning process. As far as ESP courses are concerned, one may notice that since the focus on the learner is of a vital value, needs analysis is of equal importance. So, Basturkmen (2006)

The term Business English in the present dissertation can be seen as a type of ESP- Courses and it refers generally to the use of English for Business purposes in international meeting, international communication and trade. However, we cannot limit this definition, because the use of languages in Business can refer to the existence of varied interpretations and definitions offered by different individuals. In this context, the term "Business English» can raise several questions, including whether it differs from English as a Second Language (ESL) and whether it's entirely distinct from General English. In order to differentiate business language from general language, we try to highlight the main characteristics of business language and its discourse in the following section.

2.5.3 Feature of Languages Use in Business Discourse

It should be evident that Business English and General English differ significantly, particularly in terms of the learner profile and their motivations. Typically, Business English learners are adults seeking to apply English in their professional endeavors. They focus on acquiring specialized communication skills relevant to their workplace, which can be applied across various organizational levels. These learners come from diverse age groups compared to the more homogeneous age distribution found in General English classes.

Additionally, BE (Business English) courses diverge from GE (General English) counterparts in their subject matter. While General English often covers topics related to everyday life,such as family and social interactions, Business English courses prioritize themes like global business cultures and office protocols. Moreover, the focus shifts from basic conversational skills to specific business communication competencies like delivering presentations or negotiating contracts. The course materials reflect this emphasis,typically tailored to the needs and contexts of the business world.

A notable disparity lies in the learning objectives of General English versus Business English. In General English, learners aim to develop proficiency in all four language skills—listening, reading, writing, and speaking. Conversely, Business English learners prioritize language skills based on their professional requirements. This discrepancy underscores the tailored nature of Business English instruction, aiming to equip learners with a specialized linguistic toolkit relevant to their specific field or industry. Another notable difference lies in the utilization of teaching and learning materials. Business language necessitates bespoke instructional resources tailored specifically to its unique requirements and contexts.

In summary, the distinction between General English and Business English is evident when considering their respective goals, curriculums, teaching and learning Materials. General English aims for overall language proficiency, whereas Business Englishfocuses on mastering a targeted set of linguistic skills pertinent to a particular discipline or professional context.

2.5.4 Situation of Business English in Algerian Context

In the winds of worldwide globalization in business and industry, Algerian companies participate more and more in it and are always acquiring to personnel who demonstrate in the context of professional communication, not only their business competence, but also linguistics skills and intercultural backgrounds in economics 'areas, for better communication with foreign partners. The emergence of internationalcompanies could also be another reason for employees to improve their foreign language skills, especially in English, because of its international status as a lingua franca. In this part, we seek to investigate the use of English as a lingua franca in Algerian international business. When we examine Algeria's language policy since 1962 (Independence) up to the present, we see that the country has experienced many reforms in its educational system. Although the decision-makers attempted to rebuild the entire system to Arab-Muslim nation, French took over the position of dominant languages in several domains and sectors, such as Administration, education and in particular in economics. Despite the enormous and intensive efforts to reduce the dominant French position in the sectors, the most of Algerian companies are still alive influenced by the French language, as Algerians today speak a hybrid language, a mixture of French and different Algerian dialects, Benketaf (2022). As example for this are some ministers who are using french until now in their declarations, Meeting etc. In reaction to the leadership of the French language and its impact in the social, political and economic spheres, a popular movement (Hirak) began on February 22, 2019 and protested against the corruption. One of the most important demands was theintroducing of English as the first foreign language. Many studies confirm that the use of English remains relatively limited in Algeria. In our opinion, this may be due to the fact that English has recently acquired an important status. We can note that the growth of the reformist and Nationalist movements that there were some Algerians with a new vision in the education showed great interest in teaching English to their children, and many Algerian decision maker with English oriented background, especially politicians like the current president Abdelmadjid TEBBOUNE, who is strongly committed to the use of the English language in education, higher Education,

economics etc. Elsewhere, the move away from French is even more noticeable especially in the economic sector. In several companies, the official names have gradually changed from French to English. Recently there has been a strong interest in learning foreign languages, many companies encouraging their employees to learn English in private schools, intensive language teaching center (CEIL) etc. The English language courses in private schools, CEIL etc are led by highly professional staff that have been trained as English teachers and whose concern for quality and efficiency is a constant concern. However, despite their commitment to the task, the courses they ran encountered major difficulties, particularly in teaching ESP. As an example of this difficulty, we can cite the steady decline in the number of learners attending their CEIL courses. Khaledi (2020) reports in this context and says that in the period 2020-2022, out of the 150 learners in CEIL of Ouaregla enrolled at the beginning of the year, only 90 were still studying in June, which corresponds to a waste of almost 60%. Others report that the ESP courses are still general English because the field of ESP remains relatively new and needs further intensive work on curriculum development etc. Moreover empirical research, dealing with learners' perceptions of BE teaching and the corresponding challenges, have been receiving extensive attention from researchers (Zagan- Zelter & Zegan-Zelter, 2010; Dzięcioł-Pędich, 2014; Pratoomrat & Rajprasit, 2014; Zhang, 2018; Bunchutrakun et al, 2019; Abduh & Sofyan, 2019; Xie, 2019; Jantasin & Pantawee, 2020; Alhassan, Ali, & Ali, 2021; Zhengguo, Lin, & Wenzhong, 2016). However, in Algeria, although the courses of BE are provided in all universities in different CEIL, the ESP teaching situation is not well investigated Larbi & Bensafa (2020), Sartorio & Hamitouche (2021) and has been a subject of complain and dissatisfaction among students. Therefore, aiming to fill this gap in the literature, the experience of students with BE teaching needs to be explored.(Snouci 2023).

2.6 Linguistics' Service Providers

In a world that is constantly changing and highly connected, many other professions have emerged, for example in the field of foreign languages, there are not only the professions of a teacher or translator, but there are many other professions that deal

with foreign languages and can therefore offer several services such as linguistic service provider which refer today to any professional which provides services in the world of spoken and written languages in general, as well as in related sectors. A language service provider can be an individual, or a company that provides particular with in the field of linguistics, such as content translation, but it can also be versatile. The term of language service provider known as LSP is one of the most important professions in the sector of foreign language today. According to Barnes & Adkins (2021) a linguistic Services include activities in interpretation and translation, both oral and written, to eligible customers. These activities must be provided by qualified linguistic services providers on request by customers from different sectors and according to their expressed needs. The linguistic services provided must accordingly cooperate with the customer in order to be able to maintain a reasonable, adequate service. Based on data from an interesting research about the Current Situation of Community Interpreting and services in foreign languages in Algeria conducted by Bora and Boughrira (2022), the service in languages as defined above is not widespread in Algeria and it is usually equated with translation services. The concept of Languages service providers is mostly linked to another type of translation that is implemented in the public services in order to ensure easy communication and full access of a particular group to public services and thus achieve the public interest. Since Arabic and Berber are official and national languages of the most Algerians, foreigners (tourists, businessmen, etc.) prefer to use in their communication and interaction with Algerians the French language, because it stills the most used communicative language which linked foreigners and Algerians.

Many authors and practitioners have acknowledged that language service providers (LSP) in term of Business-Affaires exist only in the traditional form of Translators. However, others focus on language service in another form.

2.7 Linguistic-Assistance as a Project

Taking into consideration the described situation of Interpreting and Translation und all their issues in Algeria, we would like as next step to propose a project in the field of

foreign languages that can offer another type of language service in term of communication, especially in the domain of Import-export. In our project, we aim to outline all components and expectations that our service providers must adhere when they are delivering a specific service category to the customers. The Project aims therefore to take steps towards professionalization, because much language services in Business, Administrations (embassies) and in social settings are done by friends, family members etc. The experiences with import and export manager (see. Chapter 03), has shown that they recognize the need for professionals in foreign languages to facilitate their communication with their partners; the advertised job descriptions typically seek an "intercultural mediator" rather than an "interpreter" or "translator.", because intercultural mediators can create a safe cultural space in which open and honest communication and can take place without causing further Misunderstanding in translation. The Job of an intercultural mediator differs also from the request activities of a Translator and/or Interpreter, the basic requirement for successful communication is not only the mastery of a common language, but an awareness of gestures, facial expressions, posture and other cultural peculiarities are also necessary in the process.

In our Project we would like to take all of these dimensions into account for assure a successful communication between the partners from different areas (Languages/cultures). In the fourth chapter of this present work, we return to the projects presentation with further details.

2.8 Recapitulation

To conclude the second chapter of the present dissertation, we would like briefly to recapitulate the most important ideas covered in this chapter. In this chapter, a number of important points have been tackled under four major sections such as: the fostering of the Algerian student by creating their own start-ups, in which student could realize their innovations and entrepreneurial ideas. The necessity of fostering of innovative projects has urged the Algerian decision makers (MESRS) to call for urgent implementation the concept of Entrepreneurship and start-up as new philosophy in all higher educational institutions to ensure better professionalization of prospective Graduate to meet both the needs and the requirements of the working life and the

different markets. In addition, we have focused in this chapter on the importance of the English language as a lingua franca and its new implementation and its fostering by the Ministry of higher for education. As a next step, we dealt with English language in relation to international trade and business I general. The communication and the use of the English language in term of Business was explained in term of its distinguishing main points from the use of the general English, its feature and its properties in trade and business in general. Finally, we have undertaken to present Dissertation the most important points of our project, in which we could build a bridge between language use and language needs. The next two chapters will explain the methodology of the current study in terms of the setting and participants, instruments, procedure and the ways for establishment of language service providers as Start-Ups project.

Chapter 03:

Data Collection, Layout and Interpretation

3.1 Introduction

This chapter will address the research practical part and includes, the design of the research, the methodology, the participants picked in this research, limitations and the final results explained and interpreted to obtain the objectives of this research study.

3.2 Research Design

A descriptive research method was employed in this study to investigate the phenomenon under investigation, to make it clearer for readers and evaluators, by describing the phenomenon being studied without influencing or manipulating in any way. This approach seeks to provide information about one or more variables. It is used to answer the question "what exists? ». 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" . Similarly Donald (1985) noted that descriptive research studies are intended to gather information about the current state of phenomena. Moreover, In line with Gay's view point (2000),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 opinions on establishing an Algerian institution run by Algerian students to provide linguistic support to economic operators, not just in English but other languages as well. This study was made by the means of a qualitative method of research ,it's particularly useful for studying subjective experiences, understanding behaviors , social interactions, and emphasizes understanding the context, meaning ,processes and perceptions through non-numerical data such as Semi-Structured interviews , to explore the depth of our research, rather than quantifying them to capture rich and detailed data. Contributing to a holistic understanding, delve deeply into a subject , uncovering intricate details and nuances that quantitative surveys or experiments might overlook , generating rich, contextually grounded insights that can inform theory.

3.2.1 Participants

The selection of samples is required in any research work, our study was carried out at Algerian Society of Fairs and Exports - Algiers Fair SAFEX, we have interviewed a diverse sample of companies in Algeria, including large, medium, and small in various industries. The sample included five economic operators, and company practitioners who represented the companies, and one interview with the moderator of MEETFENSTER ALGÉRIE in Tiaret.[1]

For the sake of the particularity of the research outcomes. We obtained consent from all participants who agreed to participate in the study. They agreed to have their voices recorded, except for one person, so we diligently transcribed his responses on paper. They were highly cooperative throughout the interview process.

We commenced each interview by providing a clear explanation of the purpose and significance of our research.

3.2.2 Participant's Profile

The participants for this study are representatives of companies, are experts and practitioners from the commerce sector , Commercial specialists at SAFEX , they are accountable in managing the commercial activities associated with trade fairs and exhibitions .These specialists promote Algerian commerce by organizing events that help in promoting Algerian products and services, attracting international buyers, and establishing business connections. They have a comprehensive understanding of the market and its needs, especially in terms of communication and language.

With their help, we were able to identify the obstacles they face both administrative in general, and linguistics in particular. There was an interview with the owner of MEETFENSTER ALGÉRIE in Tiaret who operates companies in both German and Algeria. This interview focused more on the linguistic problems they face in import and export transactions to find out their views on current issues related to language barriers, as well as their acceptance of the idea of a language assistant. In addition, we

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[1] An Algerian cooperator of the German Company of MEETH in Tiaret, https://www.meeth.de/ueber-uns/

wanted to highlight these issues, the need for language support and the potential benefits of Start-Ups offering such services.

3.3 Research Tools

Data collection tools refers to the device used to gather data that helps to provide the answer to the research questions. The instruments for this research include a qualitative tool which is the semi-structured interview conducted with Commercial specialists at SAFEX experts and practitioners from the sector of trading and commerce, and the moderator of MEETFENSTER ALGÉRIE, allowing us to probe deeper based on the responses by being flexible to uncover detailed information that might not emerge through more rigid data collection methods; this face-to-face interview helped in building rapport and trust,and encourages participants to share their opioid more openly and honestly compared to written surveys or questionnaires.This to provide in-depth responses, offering nuanced insights into their opinions.

In addition to that, the use of voice recording as an investigative tool to capture not only the words but also the tone, pace, and emotion behind the responses during interviews. This method allowed us to accurately transcribe and analyze the data, preserving the richness and nuances of participant's responses; this minimizes the risk of misinterpretation or loss of information.

3.4 Description of the Interview

The interview was conducted in Arabic; the responses were a mix of Algerian dialect, Modern Standard Arabic, and French. We asked the questions in Arabic to avoid any misunderstandings.

The interview contains 10 Questions, the first four aimed to gather information about the companies, their trade name to understand their branding and identity, theirmarket presence duration to determine if they are well-established, the total number of employees to major their magnitude, and then whether they have markets inside and outside the country "external trade transactions" to determine if they have

international dealings and explore the scope of the institution's market presence. If the answer is yes, we ask about the international markets they are currently present in, whether they are African or European. If the answer is no, we inquire whether they are considering and planning to enter international markets in the future or not. Subsequent question focuses on the obstacles and difficulties they face in general,then the two most important questions of the study asked ; whether they consider linguistic and cultural aspects of the foreign countries they deal with are important factors or not . The final question was about their opinion and willingness to have international accompaniment to assist them linguistically and culturally. The aim behind this interview is to solve all their language-related problems and gain insights into the effectiveness of linguistic support services.

3.5 Ethical Considerations

During the data collection process, we exerted a great effort to ensure ethical conduct throughout the study. We informed all the participants about the research before participation about the nature, purpose and procedures that included voice recordingsof the interviews, and for participants who do not wish to be recorded their preferences were respected. We documented their verbal consent by taking written notes instead of recording, we ensured that all gathered data were solely utilized for research purposes and all data collected are kept secure, and lastly participants were informed that they could skip any question or stop the interview at any time.

3.6 Presentation, Analysis and Discussion of Data

The main purpose of this interview is to identify all language-related problems faced by export and import companies, and to gain insights into the effectiveness of linguistic support services. This research is based on a series of semi-structured interviews with economic operators and company practitioners. The semi-structured questions asked in these interviews are recorded. We aim to summarize the overall findings from these interviews.

> ➤ **Question -item 1:** Do you have linguistics and cultural barriers ?

This question explores whether the respondent experiences challenges related to language and cultural differences.

o **Responses**

In response to this question, each of the surveyed exporting companies faced various obstacles. They mentioned a range of problems including exportation barriers, financial problems, and administrative obstacles. Non-exporting companies anticipatedproblems related to taxes, a lack of knowledge about foreign markets, product integration into the market, and language (communication) issues. All surveyed operators highlighted language problems. They indicated that they could provide workers who speak English and French, but were uncertain about Portuguese and Chinese, particularly in their domestic market. The moderator of MEETFENSTER ALGÉRIE in Tiaret focused on this point in his response he argued that even if the workers speak the language, they might not fully understand the official culture ofeach country they export to. It is crucial to know both the language and the culture of the country they are dealing with, especially in their own country and when interactingwith their foreign customers.

> ➤ **Question -item 2:** Do you see culture and language in export and import countries as important factors in this process?

This question explores the significance of cultural and linguistic considerations in the context of international trade.

o **Responses**

As regards this question, all the surveyed companies we asked about the importance of language and culture in export and import gave the same response and one opinion and confirmed the importance of language and culture. They also added that theproficiency of the language of the target market ensures clear communication with partners and reducing misunderstandings and errors. Build strong and trustworthy

relationships with international markets, facilitates smoother entry into new markets, tailoring marketing messages to align with the cultural values and language, cultural awareness and language skills improve the ability to negotiate terms and conditions to avoid legal issues and penalties.

➢ **Question -item 3:** What do you think about language assistance as an Agency?

This question seeks to understand several key aspects from the respondent's perspective to see their overall view and attitude towards the concept of language assistance specific needs and requirements for language assistance that the agency might address, also to note their suggestions for improvements, previous experiences with language assistance services and the level of satisfaction with those services.

○ **Responses**

There was unanimous agreement and emphasis on the importance of this idea, and they were eager to implement it. Their fervency and positive reception were clearly evident in the voice recordings, where they articulated their satisfaction and support for the initiative. This collective approval underscores the value they place on the proposed idea and their readiness to move forward with its implementation.

3.7 Limitations of the Research

This present research, like any other survey, has a number of limitations. Initially, the economic operators of the companies we approached showed no interest and completely refused to answer our questions. After some time and thorough research,we found those who agreed and answer our questions. However, later on, we faced difficulties in locating trading specialists and could only speak with workers who lacked the information we needed. Additionally, many also deviated from the topic and shared personal experiences that were not relevant to our research. We also encountered a participant who strongly opposed being recorded due to his conservative nature. While there was some positive reception, it was not universal.

3.8 Recapitulation

This chapter is set up to uncover language-related challenges within export and import sectors, while also evaluating the effectiveness of linguistic support services. The Insights gathered underscored significant barriers and challenges; we focused on the language related problems. Participants unanimously recognized the importance of language and cultural competence in international trade, Moreover, respondents expressed strong support for enhanced language assistance services, highlighting their fervency and satisfaction with the initiative's potential to improve business outcomes.

Chapter 04:
Presentation of the BMC
Business Model Canvas

4.1 Introduction

In this second chapter of the empirical part of the present dissertation, we will provide a detailed overview about our project by focusing on the Business Model Canvas framework. This approach not only allows us to present our project in a structured format and comprehensive way, but it ensures that all possible aspects are thoroughly addressed and it gives a complete overview of what we can offers services to our target customers. By focusing on nine elements in the Business Model Canvas, we attempt to meet the needs of our customers while maintaining operational efficiency. The following elements of our chosen BMC (Business Model Canvas) should be more specific and concrete and should provide a clear overview of the concept of Linguistics service providers and how it differs from work of Interpreters and Translators.

4.2 The Model of the Business Model Canvas (Which BMC Model do wehave?)

Many researchers such **Osterwalter** (a Swiss theorist in economics) have given various definitions of the term of Business Model Canvas (BMC) and categorized it into different types. Based on the different definitions we can say that the concept BMC refers to a well-structured Tool for defining, describing or developing of the business. A BMC should refer in addition to a whole set of elements such as customers segments value proposition, , resources, channels, procedures, and to any other components necessary to explain how the whole business operates. Fuller & Mangematin (2015). **The emerging literatures on business model canvas have classified it depending on the products or service the business model into three main models:**

1. Business-to-Business (known as B2B): B2B is the abbreviation for business-to-business and can be translated as "from company to company". Here, services and products are sold from one company to another.

2. Business to Costumers (Known as B2C): In B2C Model, companies engage directly with the end-users of their products or services directly to individual consumers.

3. Business to Government (Known as B2G): In B2G, the relationship is when a business sells its products, services and markets to a government agency.

In order to be able to determinate which model can be more suitable and more effective for our current project, we have first to outline our main activities and the services, which we can offer to our target customers. This first fundamental step of presenting will guide us by presenting the whole project and it provides a clear understanding of our approach. But before we start presenting our service, we need to identify the problems that our target customers may have.

4.2.1 The Statement of the problem: (What is the Problem?)

We believe that Algerian export and import companies need foreign language skills for effective communication with international partners. We were able to guest this notion or hypotheses during our visit to 31st Edition of the fair in Algiers (CF chapter three), where we interviewed export and import operators who emphasized our observations. This has led us to think about creating a language service to meet the identified needs. Our target sample in this study confirmed that they have difficulties to communicate effectively and have therefore understanding problems in other various foreign languages such as German, Turkish, and Portuguese etc., which are new to them. They need also more than just translation and interpreting services; they demand clearly comprehensive language localization to overcome these barriers, improve their language skills, and achieve their personal and professional goals. In addition, we could also see this problem among individuals who have contact with foreign institutions, such as with embassies, universities, Heath centers etc. and they face the same problems when interacting with them through email, letters, calls etc.

4.2.2 The Solution: (What is the solution?)

According to our interviewed Import and Export operators in Algiers during our visit to the 31st Edition of the national fair, we can say that foreign languages have become a major concern for many Algerian Import-Export companies. Consequently, the mastery of several foreign languages acts today not only as a key to unlocking the

global marketplace, but opens moreover opportunities to explore new markets and tap into previously untapped consumer segments. To achieve these goals, we as language practitioners, especially in **English and German** languages will create a Linguistics service Providers, which offers more than translation and interpreting. We will be their language partner in their business, and help them with language assignments as well as expediting business dealings with international partners. Whether it is writing for instance correspondents, Mails etc. and translating documents such as contracts, catalogues, interpreting, organizing meetings, comprehending specific cultural nuances, or negotiating regulatory frameworks, we will also set up effective cross- border collaboration and clear intercommunication, assisting partners in building stronger bonds and successful partnerships.

4.3 Key Activities (What do we offer?)

Our linguistic services will also cover uncharted domain, which means our planned project of linguistics services goes beyond the job of translation and interpretation. We will deal more with understanding the nuances, cultural backgrounds, and unique needs of both national and international partners. In addition, we will address a variety of cross-cultural communication and cooperation challenges by offering our services in other languages, particularly in English and German, in order to ease commercial transactions between the national and international partners. Within the framework of this initiative, our area of expertise will be assisting Algerian Operators in import and export businesses as well as to individuals with all of their correspondence with foreign partners. Additionally, our service covers all foreign language-related services; therefore, partners will get all their linguistics needs in our services, which is their language bridge to outside businesses. By offering our linguistics services in translation, interpretation, understanding specific cultural nuances, Teaching of languages with defined issues, writing etc, our project may handle to a diverse clientele, including businesses, individuals, government agencies, and non-profits organization, addressing their various language and communication needs.

In addition, we suspect that employees of companies often have other plans after their work and in view of their work obligations; they do not have time to attend a language course in schools. Therefore, we offer them individual specific language courses with flexible scheduling options. All these activities in the foreign languages may be needed and required by many different industries and sectors, which means that our project may encompass all three models of standard Model Business B to B, B to C and B to G. Having all three models in the project seems confusing at first, but we wish to attract thousands of customers, but since we specifically target our language services to import/export operators and individuals, we limit our services to the two business models, also **B2B** and **B2C**. In the next steps, especially in (**4.7 customer segmentation**) , we will identify our target customer segments for this project and present some of their characteristics and preferences in order to highlight their requirements, demands and needs in terms of multilingual communication with international partners on one hand, and in order to fix our canvas model on the other hand.

To recap again our main (key) activities in our project of linguistics service assistance,we would like to summarize it briefly in the following points below:

- *Translating and Interpreting;*
- *Linguistic and cultural localizations;*
- *Grasping the nuances in communication;*
- *Writing and answering all kind of Correspondences;*
- *Maintaining and Developing of linguistics software such as „live chat"*
- *Organizing and managing of Meetings, visits with audience;*
- *Offering of specific languages courses to individuals and/or groups in their companies in flexible way*

4.4 Customer Segmentation (who are our Customers?)

The step of customer segmentation should enable us to determinate the requirements, demands and needs of our target customers more precisely and target our marketing efforts more precisely. Customers who wish to receive tailored support and assistance

to their individual requirements, in linguistics issues would be more convert into long- term, devoted business partners for our project. Based on the data which we could obtain in the previous chapter (Chapter 03: Interviews), we can discern some patterns and similarities such as such industry, size of the business, internationals markets frequency of linguistics needs, possible preferences and budgets. In the following table, we will illustrate how we approached for the process of segmentations. During the process, we paid particular attention to identifying commonalities and patterns. The table recaps our target customers and describes their activities, preferences and budgets briefly.

Segment's Name	Region	Description	Preferences and Budget
Foreign international Corporations	All 58 states Algeria	These are corporations that operate and do their businesses in several countries throughout the globe.	Prefer comprehensive language services and localization. Their budge should be High
Small and Medium Enterprises (SMEs	All 58 states Algeria	These are smaller businesses which are mostly looking to have experiences and reach a wider audience, especially in foreign labors	Prefer linguistics services in writing and general communications With Medium budget
Travel and Tourism Businesses	All 58 states Algeria	Language services for this sector are even mandatory	prefersmultilingual support and cultural localization. The Budget can be low to Medium.
Individuals such as Students, persons with specific Medical and Healthcare etc.	All 58 states Algeria	this includes all individuals who require personal document translation for immigration, study, or work abroad, contact with institutions etc.	With their Low to medium budget, they demand fast and certified translation services.
Exhibitors of products at international trade fairs	Exhibition hall of Algiers/Oran etc. Or Overseas exhibition hall	often need language support to communicate, need languages for explaining their product features, benefits, and technical specifications with a diverse, global audience/visitors	Prefer comprehensive language services and localization. They should invest for it high to Medium budget

Self-created table: Customer segments

4.5 Customer Relationship (Which Kind of Relationship?)

Like any committed relationship, the relationship between business and its customer needs nurturing, we need customers to run a successful business, and naturally customers are going to have expectations, so we would like to make it sure that our linguistics services can deliver on the expectation of our customers and develop those relationship as our own business develops. In addition, here we have to ask the following question: **which kind of relationship do we want with our target customers?**

In order to reach a wide clientele with our language services for translation, interpreting, localization, etc., we will focus to build a sold relationship with our customer. By demonstrating them a solid mastery and knowledge in foreign languages this means that we present our potential to our customers by showcasing the expertise of our language offering, because we believe that happy customer will talk about how are they happy with our services. Our goal is to build a much deeper bond that lasts a long time. Due our services in linguistics assistance, we will maintain a personal relationship with our customers, because regular communication and attending industry events and meetings should therefore deepen our understanding of their linguistics needs, expectations and market trends. By integrating multilingual support such as live chats into your websites, social networks, calls, etc., we could stay in constant contact with our customers, thereby further increasing their customer satisfaction and promoting business growth. Our relationships with customers should therefore be as follows:

- *Personal (assistance);*
- *Direct (face to face);*
- *Cooperative;*
- *Flexible (according to their needs)*
- *Win-Win relationship ();*
- *Online (developing chat live in their websites in request languages);*

As conclusion to this step, we should say there is no one ideal relationship between customers. We suspect that relationship seems to better and lasts longer when customers feel well served.

4.6 Value Proposition (what Core Value do we deliver to the Customer?)

The element of value proposition is crucial for the creation of our project because our target customers should be convinced that the offered service in languages to them willadvance their business. We believe that our language services—including translation, interpreting, localization, and writing, addressing and adapting cultural nuances can offer our customers a range of valuable services in their communication and interaction with international partners. Here are some of the key values we propose:

- *Ensuring accurate translation of all kinds of documents;*
- *Contextually appropriate localization of cultural contents and regional preferences*
- *Offering personalized linguistics services such as Writing of correspondences,Mails etc;*
- *Offering of implementation of Software technologies in websites, cataloguesetc.*
- *Ensure accompaniment during work visits, when required;*
- *Offering of Competitive Pricing of the several linguistics services*

4.7 Key Sources (Which are our sources?)

Whenever a Start-Up or small enterprise is growing up and scaling up, many issues may arise such as questions about the quality of the offered services, existing competitors who are launching similar products and services into the same markets (strong competition), because within the competitive in linguistics service industry, customers ask which providers are worth it? Moreover, who will be a reliable partner to our business? When it comes to a qualify linguistics service providers for businesses and individuals, it is essential to have in our project high skilled graduated students with

high intercultural communicative competence, because we will not consider someone as language service provider just because he/she already know two languages (mother tongue and the foreign language). In our proposed model of linguistics service providing includes methodological analysis of foreign language communication and should create a portfolio, which could demonstrate unique patterns of behavior of a particular culture and language.

Digitalization and the use of new technologies represent another important source for our language services because we want to benefit all possibilities of technology to our language services by making it even more efficient and secure (the use of Translation and Interpreting-software). With the use of those new technologies, natural language data (Linguistics Databases) such as text corpora or language corpora from the various target cultures could be processed faster, more precisely and more efficiently. The use of AI (artificial intelligence) for instance has indeed revolutionized the language services sector, but it has also created exciting new job prospects and career opportunities for language service providers' and professionals.

Since we plan to offer tailored language training and courses to our customers in our Languages services in various formats (intensive, individual or in groups, blended learning etc.), the use of specific teaching and learning materials is also another significant source that enables us to adapt the planned language training according to the specific learners needs.

4.8 Key Partners (Who are our Partners?)

Looking for good partnerships with partners is another crucial step for the success of our language service provider. We should also pay special attention to this step and try to build a cooperative, respectful and supportive relationship with them as key language partners to our service and leveraging their strengths, resources and networks for our mutual benefit. Depending on the nature and scope of our described project, we have a broad range of key partners. Key partners to our project are in general those partners who can help us overcome linguistic and cultural barriers and we benefit from their opportunities in our entrepreneurial trip such as freelance Translators,

Interpreters, graduated students etc. In order to establish and ensure successful language partnerships that match the goals and vision of our own Start-Up, our partners will be categorized based on their roles and contributions to our operation. Here below are some of identified key partners according to their contributions:

- **Freelance Translators and Interpreters** who provide translation; interpretation, and localization services in specific languages and industries;
- **Technology Providers**: who offer services in multimedia and e-learning; voiceover, dubbing, subtitling, and video localization, etc;
- **Localization Engineers who** assist and support in technical aspects and/or issues of localization, such as software localization, website localization, and handling complex file formats;
- **Universities,** especially those in which a big offer of foreign languages programs exists such as the University of Oran, Algiers, Annaba etc;
- **Businesses and organizations** requiring language services;
- **Cultural Consultants** who provide insights into cultural nuances and preferences to ensure culturally appropriate language service such as embassies;
- **Private teachers and trainer in foreign languages,** especially those who offer training and professional development for entrepreneurs and businesses etc.

When it comes to establishing of partnerships, we will be very flexible, because we are looking for potential language key partners that could deliver a wide range of language services effectively and efficiently, ensuring high-quality outputs that meet our customer needs across different industries and languages.

4.9 Channels (How can we reach costumers?)

For providers of all types of services, the selection of effective channels is crucial step to reach a range of customers. Channels serve not only as the vital conduits through which we deliver our value proposition to our target customers, but also attract and retain customers and build with them strong, lasting relationships. Channels can therefore raise awareness among customers about our Languages service providing. In today's marketing, there are numerous channels through which providers of products

or services reach their customers. It would be important for us to test and evaluate the effectiveness of each channel before using and adapt it strategy accordingly. We will select and use based on the customer needs all available channels which can help us to reach as many customers as possible. Here are some channels which we might consider because of its potential for reaching a range of customers:

A. **Presence in the online Networking and it includes following accesses:**
    -creation of a professional, informative, and optimized website;
    - post Blog on the internet;
    - use social Media: Platforms like **LinkedIn**, Facebook, Twitter, and Instagram

B. **Search for online marketplaces and portals**
    - Visit Freelancer Platforms, because it helps in finding Customers looking for language services;
    -Visit Platforms and Portals of specific industries;
    -Subscribe in print and online Newsletters of Translators, Interpreters, companies etc.

C. **Visit of national and international Events and Trade fairs**
    - attend and exhibit at industry-specific events and trade fairs;
    -attend and participate at conferences, study-days at faculties, universities etc;
    - host online and offline informative sessions about language services;
    - Contact and connect with potential customers and industries through flyers, posters, etc.

4.10 Revenue Streams (How profitable is a Language service providersagency?)

The creating of an agency for language service providers may faces many challenges, one of these challenges is the question if Language service providers LSP could make money by offering their linguistics services? This question is central because the success or failure of the project depends heavily on it. We will attempt to illustrate how we can generate revenues with offering language services to customers by taken in consideration some important factors such as the type of customer, the various

services, the operational efficiency (quality of service), the customer satisfaction, and the market competition (pricing) etc.

When we take the customer factor, we can assume that it can form an interesting revenue stream to us, because businesses, companies regularly require high- volume, specialized, and consistent language services due to their frequent and deep-rooted needs for language services such as translation, comprehensive language support, localization that involve a specific need. This emphasizes the reasons for the increased investment in language services providing. By analyzing some prices of typical translation agencies, we found that Customers (individual) generally spend between 1000 - 1500 DA per page, and this can be higher depending on the complexity, length, urgency and specific language requirements of the translation work. Our project will not only survive on revenues of translation and interpreting activities, but our variety of multilingual services in localization, teaching (courses), writing of Correspondence, contracts and negotiations etc. can be another lucrative source for getting more revenue streams. In addition to the described services, our project can also diversify its revenue streams by offering other linguistics activities such as analysis of linguistics data, assisting customers in their language-related plans (Marketing/call centers etc.) Summarizing, we can say that an agency for language service providing becomes more beneficial and fruitful when it earns revenues from its various services and when these revenues exceed its total fixed and variable structures costs such as office space, employee salaries, freelancers, software, and other operating costs.

4.11 Costs Structures (What are the Cost Structures?)

In the realm of the language services industry, the costs structure are as complex as important because every linguistic activity, from translating and interpreting to teaching languages based on specific requirements and writing specific correspondences to customers, and other linguistic activities, requires energy and has aprice that is deeply woven into the cost structure of the whole service. Within the

context of business, costs structures include all the costs and expenses that a particular business will have to support during of producing of goods or services. Generally speaking, businesses divided costs structures into two types which are fixed andvariable costs. As nomination of both suggest, fixed costs are defined as costs that could not be changed or omitted during the process of production of the service or goods. However, variable costs can appear momentarily. For our case, our costs structures can be divided into fixed and variable costs.

A. Fixed Costs

In order to enter the market, we estimate to have fixed costs for followingelements:
- An Office and rental costs (including electricity, gas etc.);
- Software and technologies (computers, Internet);
- Salaries for staff (linguistics providers/experts);
- Linguistics materials such as encyclopedias, dictionaries, Teaching and learning materials

B. Variable Costs

This might include costs associated with administrative tasks that that may addadditional costs such as:
- secretariat;
- Marketing and advertising expenses;
- Costs for research and Development;
- Licensing for software and technology ;
- Material maintaining;
- …etc.

We have classified these costs as variable costs. Even though they are critical for language service providers, we have classified them as variables only to enable them to effectively manage our pricing strategies, maintain profitability, and at the same time provide high-quality services to their customers.

4.12 Recapitulation

Finally, we would like to emphasize that the tool of the Business Model Canvas framework helped us enormously to present our proposed project of language services agency as a Start-Up in a comprehensive and structured way. By thoroughly analyzing and presenting of all its 09essential elements, we were able to create a detailed overview of our key activities (offering), value propositions, customer relationships, and revenue streams and presents it in a compact version.

Our strategic approach to customer segmentation and relationship building underlines our commitment to understanding and meeting the specific needs of different customer segments, from large international companies to individual consumers who require linguistics need for their own relationship with foreign institutions such as universities, embassies, health institutions etc.

By building strong partnerships with freelance translators, interpreters, universities, and technology providers, we ensure a robust network that supports our service offering and enhances our operational capabilities.

The financial viability of our project is strengthened by a wide range of revenue streams, including translation, interpreting, localization, language training and additional language services such as Writing, Meeting organizing etc. Our cost structure analysis, which includes both fixed and variable costs, provides a clear understanding of the financial requirements and sustainability of our business model.

Regarding the nature of our language services, we intend to expand it also to international companies and individuals coming to Algeria in order to address the linguistic challenges and barriers, which could face them in the Algerian market und during their stay in Algeria.

General conclusion

The present research was conducted to investigate at first the importance of combining language with commerce dealing under the slogan of "how to do things with words" to show that with words (language) commerce and trade will be well enhanced and improved in import-export operations. Through the creation of start-ups, we aimed to bridge the gap of language and cultural understanding and awareness by providing assistants capable of facilitating communication between Algerian import-export companies and their global partners using language for specific purposes. Allowing to realize innovations, ideas and proposing a bridge between language use and needs. This research study was carried out in the Algerian Society of Fairs and Exports-Algiers "SAFEX".

This linguistics assistance has met the linguistic nuances and specific requirements of the Algerian business landscape and offer solutions to overcome language barriers by facilitating, fostering stronger relationships and reducing misunderstandings, delays, errors, and logistical challenges associated with language barriers. This research examined the language and cultural barriers faced by exporting and non-exporting companies, as well as their views on language assistance services.

The analysis of data drawn from the investigative instruments which are (Semi-structured interview, voice recording to capture verbal responses during interviews) revealed that both exporting and non-exporting companies face major obstacles, specifically language barrier. Global agreements of all surveyed companies emphasized the importance and the role of language and culture in international trade. All the respondents agreed on the need of language assistance services and showed their satisfaction. They have shown a strong desire to establish this service soon. Key findings emphasized that language barriers, particularly in less common languages like Portuguese and Chinese, pose substantial obstacles to effective communication and business operations. Moreover, cultural competence showed as essential for enhancing strong relationships and integrating successfully into global markets. The study demanded practical solutions, including language assistance, to better prepare future assistance for global trade challenges. Looking ahead, future research should focus on developing effective language assistance models, conducting studies on the impact of cultural competence training, and exploring

how multilingualism affects domestic markets. These efforts will contribute to overcoming critical barriers in global trade and enhancing linguistic and cultural competence in international business practices.

Reflecting on the study's limitations, such as sample size and regional specificity, and considering its implications for policy and practice, particularly in educational and governmental sectors, will further support the research's relevance and applicability.

Overall, this research had shed light on essential barriers in global trade and provided effective passage to enhance language and cultural competence, facilitating smoother international business operations and fostering stronger global partnerships.

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Appendix

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

قرار رقم 1275/مؤرّخ في 27 سبتمبر 2022 يحدد كيفيات إعداد مشروع مذكرة تخرج للحصول على شهادة جامعية -مؤسسة ناشئة من قبل طلبة مؤسسات التعليم العالي

إنّ وزير التعليم العالي والبحث العلمي،

- وبمقتضى المرسوم الرئاسي رقم 22-305 المؤرخ في 11 صفر عام 1444 الموافق 8 سبتمبر سنة 2022 والمتضمن تعيين أعضاء الحكومة،

- وبمقتضى المرسوم التنفيذي رقم 13-77 المؤرخ في 18 ربيع الأول عام 1434 الموافق 30 يناير سنة 2013 الذي يحدد صلاحيات وزير التعليم العالي والبحث العلمي،

- وبمقتضى المرسوم التنفيذي رقم 22-208 المؤرخ في 5 ذي القعدة عام 1443 الموافق 5 جوان سنة 2022 الذي يحدّد نظام الدراسات والتكوين للحصول على شهادات التعليم العالي،

يُقرّر ما يأتي:

المادة الأولى: يهدف هذا القرار إلى تحديد كيفيات إعداد مشروع مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة من قبل طلبة مؤسسات التعليم العالي.

المادة 2: يهدف مشروع مذكرة تخرج للحصول على شهادة جامعية -مؤسسة ناشئة في الأساس، إلى خلق جيل من الطلبة رواد الأعمال لهم القدرة والرغبة في التوجه نحو ريادة الأعمال الابتكارية وخلق المؤسسات الناشئة الخلاقة للثروة ومناصب شغل، والتي تعد عملا مربحا يقوم على أسس ودعائم الابتكار والتكنولوجيا، يهدف إلى إيجاد حلا تقنيا، أو تكنولوجيا، أو رقميا لمؤسسات قائمة أو مؤسسات مستقلة بذاتها.

المادة 3 : تشتمل مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة على مجموعة من البرامج التدريبية في مجال إعداد مخططات الأعمال موجهة لمرافقة الطلبة المسجلين لإعدادها، والتي تسمح لهم بإعداد مذكرة تخرج قابلة للتحويل إلى مشروع مؤسسة ناشئة.

المادة 4: يسمح لطلبة الليسانس والماستر والدكتوراه وطلبة الهندسة والهندسة المعمارية طلبة علوم البيطرة من مختلف التخصصات والكليات إعداد مشروع مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة.

المادة 5: يتلقى الطلبة المسجلين في هذا المسعى دورات تدريبية وورشات ميدانية حول نموذج الأعمال والتسويق الالكتروني والمناجمنت والتمويل والملكية الفكرية.

المادة 6: يمكن لكل طالب في السنة الأخيرة من مساره التعليمي صاحب فكرة قابلة أن تتطور إلى مؤسسة ناشئة أن يرافق من حاضنة أعمال مؤسسته الجامعية ويناقش مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة.

المادة 7: يمكن للطلبة الذين يعدون مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة تكوين فرق عمل تتكون من مجموعات صغيرة من الطلبة (من طالبين (02) إلى ستة (06) طلبة) من تخصصات وكليات مختلفة من أجل مشروع مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة.

المادة 8: يقوم الطلبة المسجلين بإعداد مشاريع مذكرات تخرج للحصول على شهادة جامعية - مؤسسة ناشئة في شكل "فكرة مؤسسة ناشئة Start-up.

المادة 9: يحصل الطلبة الذين يقومون بإعداد مشروع مذكرة تخرج للحصول على شهادة جامعية - مؤسسة ناشئة، بعد القيام بعرض ومناقشة مشاريعهم أمام لجنة علمية وخبراء متخصصين في مجال إختصاصهم. تضم: المؤطر، عضو من حاضنة الأعمال أو دار المقاولاتية وممثل عن الشركاء الاقتصاديين والاجتماعيين، على شهادة نهاية الدراسة الجامعية وعلى دبلوم مؤسسة ناشئة، يهدف على الأقل للحصول على وسم "لابل" مشروع مبتكر.

تسهر إدارة حاضنات الأعمال الجامعية على مرافقة المشاريع الحاصلة على وسم " لابل" مشروع مبتكر للتحول الفوري إلى مؤسسات ناشئة حاصلة على وسم " لابل" من قبل اللجنة الوطنية لمنح علامة "لابل".

المادة 10: يتم تسجيل المشاريع المتميزة في مسابقة وطنية لأفضل المؤسسات الناشئة و تُثمّن المشاريع الفائزة بدعم مالي مناسب من طرف وزارة التعليم العالي والبحث العلمي والشركاء الاقتصاديين والاجتماعيين المهتمين بالمجال.

المادة 11: ينشر هذا القرار في النشرة الرسمية للتعليم العالي والبحث العلمي.

حرر بالجزائر في   27 سبتمبر 2022
وزير التعليم العالي والبحث العلمي

وزير التعليم العالي والبحث العلمي

كمال بداري

Interview   الحوار

مقدمة: في إطار مذكرة التخرج هذه، نهدف إلى إبراز أهمية اللغات الأجنبية في تعزيز التواصل بين المتعاملين الاقتصاديين من مختلف الجنسيات. نطلب من سيادتكم التكرم بالموافقة على إجراء هذا الحوار معكم، الذي يتضمن مجموعة من الأسئلة. يهدف هذا الحوار إلى إثراء بحثنا من زوايا متعددة، بهدف تقديم رؤية شاملة ومتعمقة للموضوع. نشكركم على تعاونكم معنا، ونتعهد بالحفاظ على سرية بياناتكم.

Introduction: The present dissertation aims to highlight the importance of foreign languages in facilitating communication between economic operators from different nationalities. We kindly request your participation in this interview, which includes a series of questions. This interview is intended to enrich our work from various perspectives, providing a comprehensive and in-depth view of the subject. We appreciate your cooperation and assure you that your information will be kept confidential.

• What is the trade name of your company?	- ما هو الاسم التجاري لمؤسستكم؟
• Since when are you present on the market?	- منذ متى و أنتم في السوق؟
• What is the total number of employees in your company?	- كم عدد الإجمالي للعمال في مؤسستكم؟

• Do you have markets inside and outside the country?
     No   Yes
	- هل لديكم أسواق داخل و خارج الوطن ؟
	    لا نعم

• If the answer is yes: What are the main international markets you are present in?	- إذا كانت الإجابة بنعم: ما هي أهم الأسواق الدولية أنتم موجدون فيها؟
• If the answer is no: Are you considering entering international markets?	- إذا كانت الإجابة لا: هل تفكرون في ولوج الأسواق الدولية؟
• Are international markets part of your plans?	- هل الأسواق الدولية ضمن مخططاتكم ؟
• If you are exporters of Algerian products, what obstacles do you face?	- إن كنتم مصدرين للمنتج الجزائري ما هي العراقيل التي تواجهكم ؟
• If you are exporters of products, what obstacles do you foresee?	- إن كنتم ر مصدرين للمنتجات ما هي العراقيل التي تتصورنها؟
• Do you see culture and language in exporting and importing countries as important factors in the process?	- هل ترون الثقافة و اللغة في بلدان التصدير و الاستيراد عامل مهم في العملية ؟
• What is your opinion on being accompanied nguistically in these markets?	- ما هو رأيكم في مرافقتكم لغويا في هذه الأسواق؟

First record: TosyaliAlgérie
Date of the interview : December 23, 2023 .
Location of the interview: SAFEX .

Interviewee: Peace be upon you.

Interviewer: What is the trade name of your institution?

Interviewee: Tosyali , Peace be upon you. The trade name of the company is TosyaliAlgériefer et Acier .

Interviewer: How long have you been in the market?

Interviewee: Since 2013.

Interviewer: The total number of workers in your institution?

Interviewee: currently 5600 workers. By 2024 to 2025, God willing, it will be 1000 workers.

Interviewer: Do you have markets inside and outside the country?

Interviewee: Sure, there is a domestic market and also foreign markets. Uhm , we are exporting iron and steel.

Interviewer: Good. What international markets are you currently present in?

Interviewee: The largest market right now is Turkey, number one is the United States, Canada, Turkey, and uhm a few countries in Europe.

Interviewer: Uhm If possible, can you tell us about some of the obstacles you face in exporting?

Interviewee: One of the biggest obstacles is what could be, um, as we say, one of the biggest obstacles is transportation.

Interviewer: Transportation

Interviewee: Yes transportation Until now, Algeria does not have its own means of transportation, especially for our type of materials. Our customers have to provide the means of transportation, we are talking about ships.

Interviewer: Good, sir. Now we move to the central question of our research, which concerns language and culture. Do you see that culture and language in the exporting countries are important factors in the export process?

Interviewee: Of course.

Interviewer: uhm ..What is your opinion on the support of Algerian institutions in providing linguistic assistance? How do you see the idea?

Interviewee: It would be a very important need for Algerian universities to help provide linguistic services to economic operators in the export process.

Interviewer: Thank you very much.

Interviewee: You're welcome.

Second transcription: Soficlef
Date of the interview : December 23, 2023 .
Location of the interview: SAFEX .

Interviewer: What is the commercial name of your institution?
Interviewee: Sofici.

Interviewer: How long have you been in the market?

Interviewee: Since 1998.

Interviewer: What is the total number of employees in your institution?

Interviewee: More than 350 employees.

Interviewer: Do you have markets inside and outside the country?

Interviewee: We primarily have markets inside the country, but we also have some markets outside the country.

Interviewer: What are the international markets you are currently present in?

Interviewee: The African market.

Interviewer: Do you perhaps consider entering other markets, such as European markets or the North American market?

Interviewee: Not North America no , but Europe we have previously exported to France, a specific product.

Interviewer: If you are exporters of Algerian products, what are the main obstacles you face in the export process?

Interviewee: There are financial obstacles, particularly the financial system and the recovery of funds after the export process. The current financial system does not allow quick recovery of funds as it does with imports. I think it's very important to open branches of Algerian banks abroad in the markets targeted by the state. Another issue is the need for more active participation in fairs and exhibitions for better communication. There should be commercial attachés at embassies making more efforts to promote Algerian products and markets.

Interviewer: Do you see foreign embassies as supporters for presenting Algerian products?

Interviewee: Algerian embassies abroad can be supportive, but their efforts need to be increased; it's not enough.

Interviewer: In the context of our research on establishing linguistic support institutions in Algerian companies, do you think language and culture in these countries are obstacles in the export process?

Interviewee: Honestly, for us, it's not an obstacle because the primary language we use in exporting is English. Except for some African countries that use French, we don't have an issue. Generally, with countries like China, Turkey, and Spain, we have no problems at all on the commercial level.

Interviewer: Does your institution ensure linguistic training for employees?

Interviewee: Certainly. We require proficiency in languages, especially for employees working in import and export. It's essential for them to be good speakers of the language, and we have linguistic training facilities.

Interviewer: What is your opinion on establishing an Algerian institution run by Algerian students to provide linguistic support to economic operators, not just in English but other languages as well? We called it in French, l'assistance linguistique. How do you see this idea?

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Interviewee: The idea is positive and good, but in my opinion, its scope should be limited and specific. General linguistic support is understood, but there could be an issue when it comes to specifics, like when dealing with a community that doesn't speak English and you need to speak their language. Here, support is necessary. Also, in terms of communication, because when we talk about trade language, we have no problem, but when it comes to communication, the person might not feel comfortable. For example, when dealing with documentation or catalogues, support is needed in these areas to assist with sales.

Interviewer: In conclusion, do you encourage promoting the idea of establishing linguistic support?

Interviewee: I support it but advocate for studying customer needs before announcing it. It's important to analyze the actual needs of economic operators. Sometimes, even the operator may not be able to express their needs, so more interaction is needed to understand them.

Interviewer: Thank you.

Interviewee: thank you for your visit.

The third transcription: EPE POVAL SPA UNITÉ POMPE:
Date of the interview : December 23, 2023 .
Location of the interview: SAFEX .

Interviewer: What is the commercial name of your institution?
Interviewee: POVAL National Pump and Valve Company.

Interviewer: How long have you been in the market?

Interviewee: Since 1974.

Interviewer: What is the total number of employees in your institution?

Interviewee: Currently or before?

Interviewer: Currently.

Interviewee: Currently 1200 employees.

Interviewer: Do you have markets inside and outside the country?

Interviewee: Markets soon, soon inside the country, yes, and outside the country soon, God willing.

Interviewer: Are you considering entering markets?

Interviewee: Soon.

Interviewer: What international markets are in your plans?

Interviewee: The African and European markets.

Interviewer: What obstacles might you face when exporting your products?

Interviewee: We don't have obstacles; we are under state protection.

Interviewer: What obstacles do you imagine?

Interviewee: Maybe Customs taxes.

Interviewer: If you want to export your product, do you think the culture and language of the country you are exporting to are important factors?

Interviewee: Of course, we need to manage three languages.

Interviewer: Which ones?

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Interviewee: English, which is globally present, English uhm French, and Arabic. But in Africa, most of our importers speak Arabic, classical Arabic, better than Emiratis. They occasionally use French words because they were colonized by France.

Interviewer: The last question (before explaining the project first).

Interviewer: An institution that helps exporters with linguistic support in all languages, the language they need is available at the institution. Is this a good idea or not?

Interviewee: Very good, definitely. For example, we have managers who can't speak other languages, they only speak Arabic with a few French words. Linguistic assistance is a good idea.

Interviewer: Not just translation, but supporting you linguistically and culturally. As economic operators, how do you see the idea of us, as university students and professors, establishing institutions that provide linguistic support to economic operators?

Interviewee: It's a good idea, it helps.

Interviewer: In proposing this idea as linguistic assistance, do you think it would be effective?

Interviewee: Very effective, because we face difficulties with people we send abroad; they face unimaginable difficulties. They are anxious before boarding the plane, scared. But, for example, if they have contact with this assistant as a linguistic helper who will be there waiting for them, they will feel at ease. They would remind themselves that they have someone waiting there who will handle matters, knows the place, and is the translator. This person should go ahead of the company representative to pave the way and organize things. The plan should include a day for work, a day for study, a day to visit factories to see the assembly, and a day for tourism. Why not include tourism? It shouldn't just be work, work, work. They should go to places to relax and see the markets.

The forth transcription : IAMS-MB:
Date of the interview : December 23, 2023 .
Location of the interview: SAFEX .

Interviewer: What is the commercial name of your institution?

Interviewee: First, Ms. ReemBenzian, I am responsible for sales development and marketing in the company's chamber 00, responsible for the distribution and pre-sales of vehicles manufactured by our factory, which is used and installed in Tiaret, which produces the announced trucks. We also have Rouiba, responsible for the production of trucks and buses, so our main activity is sales and after-sales services.

Interviewer: How long have you been in the market?

Interviewee: So, we have been in the market since 2014, and thus our first vehicle production was in 2014.

Interviewer: What is the total number of employees in your institution?

Interviewee: So, there are several institutions, 3 institutions in total with 1000 employees. I am talking about all institutions...

Interviewer: Do you have markets inside and outside the country?

Interviewee: Inside the country, of course, we are present to meet the needs of public and private institutions in the country.

Interviewer: Are you considering entering international markets?

Interviewee: Yes, we have a project aimed at contributing to the development of our economy, of course, because our institution is affiliated with the development of the automotive industry under

military industries, and their goal is to develop the economic sector. So, certainly, exporting is part of our project.

Interviewer: So you have moved beyond the thinking stage and are in the planning stage?

Interviewee: Yes, in the planning stage.

Interviewer: If you are not exporting Algerian products, what are the obstacles that you see standing in the way of the Algerian exporter in general?

Interviewee: So, I think one of the obstacles is the lack of knowledge about foreign markets. We don't have institutions that inform us about the potential of each market abroad, like Senegal or another country. Usually, at this stage, Algeria has opened up to exports, especially African ones. We usually have agencies where we go to get information and data on the needs of all these countries, and I believe there isn't enough.

Interviewer: Do you see that culture and language in the countries you are exporting to are obstacles to export or not?

Interviewee: They can be, they can be. Not the product itself, because the product itself can be used, but more so the workforce, which is a very important factor. So, there needs to be qualified labor, and they need training. And I definitely believe that every country has a language barrier.

Interviewer: In the context of the research we are conducting at the University of Tiaret, Department of English and German, we are proposing the establishment of an institution to linguistically support Algerian economic operators, meaning we provide linguistic services to the institution. What is your opinion?

Interviewee: Well done. I, for one, congratulate you. I think it's a very good initiative. On the contrary, we need this support, whether it's in German or, as you said, English. I think we need you even in the local market. We've noticed the support in foreign markets, but even in local markets, there is a lack of language proficiency. We have many partnerships abroad, well done. So, I say to you, leave us your contact information because we might need you someday.

Interviewer: Thank you very much. God bless you.

The Fifth transcription : MEETFENSTERALGÉRIE
Date of the interview : March 03rd, 2024.
Location of the interview: TIARET

Interviewer: Peace be upon you and God's mercy.

Interviewee: And upon you be peace and God's mercy. Welcome.

Interviewer: What is the commercial name of your institution?

Interviewee: The commercial name of our institution is Meeth Ltd. Meeth Ltd, and the name is taken from the original company in Germany.

Interviewer: How long have you been in the market?

Interviewee: We have been in the market since 2007.

Interviewer: What is the total number of employees in your institution?

Interviewee: So far, about 15.

Interviewer: Do you have markets inside and outside the country?

Interviewee: We have markets inside the country, and thank God, we are comfortable. In the foreign market, we were working here in Algeria and also in Germany. We distributed to Germany and now, God willing, we plan to export the product directly from Algeria instead of from Germany. We also have customers in France, for example.

Interviewer: Are you present in international markets?

Interviewee: We are present in France so far.

Interviewer: Are you considering entering other international markets besides France?

Interviewee: Of course, of course.

Interviewer: So international markets are part of your future plans, God willing?

Interviewee: Yes.

Interviewer: In the process of export and import, are there any obstacles you face in this process?

Interviewee: The biggest problem is the obstacles in Algeria.

Interviewer: Administrative obstacles?

Interviewee: Administrative, of course. Administrative, of course. Generally speaking, when we talk about administration, wherever you go, there are obstacles. If you want, I can give you a very small example to make it clear to people.

Interviewer: Please go ahead.

Interviewee: We have a company in Germany and a company in Algeria. When we export from Germany, any work we do in export in Germany, for example, I am in the office exporting from southern Germany and the shipping is in northern Germany in Hamburg, for example, the customs procedures are completed in the office in two minutes.

Interviewer: Online, it's very easy.

Interviewee: Very easy. Here, it takes weeks.

Interviewer: Sir, let's move on to the two important questions for this study, which we are conducting as part of a master's thesis for the class of 2024.

Interviewee: God bless.

Interviewer: Do you see culture and language in export and import countries as important factors in this process (i.e., the export and import process)? Is the linguistic and cultural aspect of these countries necessary?

Interviewee: When you speak English, it helps a lot, removing 80% of the obstacles. But when you speak the language of the country, it makes a huge difference. You understand the mentality of the people there, understand the nature of the work, which helps a lot. Learning the language helps a lot.

Interviewer: So you, as economic operators, see the cultural and linguistic aspect as important?

Interviewee: It is an important aspect. Personally, I see it as very important.

Interviewer: Okay, sir, the last question. What is your opinion on accompanying you linguistically, meaning if we presented this project to provide a linguistic support institution, how do you see the idea? Is it an acceptable idea? How do you view it?

Interviewee: Well, it is an acceptable idea, especially for the national market. For example, I consider it as consulting offices that help a lot in opening pathways, not just routes but intellectual pathways in facilitating transactions, i.e., conveying the idea. This is very important, not logistically but mentally.

Interviewer: Mr. Abdelkader, do you encourage the establishment of this?

Interviewee: Very much, very much.

Interviewer: God bless you.

Interviewee: We discussed this in 2007 as a very important matter. God bless you, Mr. Abdelkader, for this interview. We were very pleased to be with you at your institution.

Interviewee: Welcome, and good luck, God willing. May God bless you and make things easier for you.

The Sixth transcription : Sonaric
Date of the interview : December 23, 2023 .
Location of the interview: SAFEX .

Interviewer: What is the commercial name of your institution?

Interviewee: Sonaric

Interviewer: How long have you been in the market?

Interviewee : since 1982

Interviewer: What is the total number of employees in your institution?

Interviewee : 600 worker

Interviewer: Do you have markets inside and outside the country?

Interviewee : we have market inside Algeria, and Tunisia and we think and plan for exportation

Interviewer: Are you present in international markets?

Interviewee : we are present in Tunisia so far .

Interviewer: Are you considering entering other international markets besides

Interviewee: we are planning not only thinking .

Interviewer: In the process of export and import, are there any obstacles you face in this process?

Interviewee: obstacles in the integration of the product, and language problems need of interpreters .

Interviewer: Sir, let's move on to the two important questions for this study, which we are conducting as part of a master's thesis for the class of 2024.

Interviewee: go ahead

Interviewer: Do you see culture and language in export and import countries as important factors in this process (i.e., the export and import process)? Is the linguistic and cultural aspect of these countries necessary?

Interviewee: of course really important.

Interviewer: Okay, sir, the last question. What is your opinion on accompanying you linguistically, meaning if we presented this project to provide a linguistic support institution, how do you see the idea? Is it an acceptable idea? How do you view it?

Interviewee: I think that the idea of a linguistic assistant is a really good and helpful idea .I would support the idea by adding our experience once We wanted, for the first time, to deal with Portuguese partners to settle matters and look for new partners. Naturally, we do not speak or know the Portuguese language. We searched for people and did not find any; we found one or two people, but they were not qualified, so we did not hire them. As a result, we lost the deal.

Business Model Canvas

Key Partners

- Freelance **Translators and Interpreters**

- **Technology Providers**

- **Universities**, especially those in which a big offer of foreign languages programs

- Cultural **Consultants**

- High qualified **teachers and trainer** in foreign languages

Key Activities

- *Offering Traslating and nterpreting,*
- *Grasping the nuances in communication;*
  - Offering **localisation,**
  - Offering **specific lang. Learning**
  - Dealing with all **correspandaces**
  - *Organizing and managing of Meetings* with partners
  - Maintaining and developing linguistics Softwares **live chat**

Key Resources

- high skilled **graduated students** with high intercultural communicative competence in several languages English, German, Spanish etc
- **Linguistics Databases**
- **Dictionnairies**
- NewTechnologies AI
- **specific** teaching and learning **materials**

Value Propositions

- Ensuring **accurate translation** of allkinds of documents;
- Ensuring appropriate localization of **cultural contents** and **regional preferences**
  - Providing clear, accurate, and **professional language services**

- Helping to enhance their International reach/market

- *Offering of Competitive Pricing of the several linguistics services*

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Customer Relationships

Personal (assistance);

Direct (face to face);

Cooperative;

Flexible (according to their needs)

Win-Win relationship ;

Online

Channels

- creation of a professional, informative, and optimized website;
- use social Media: Platforms like **LinkedIn**, Facebook, Twitter, and Instagram

- Visit Platforms and Portals of specific industries

- Visit of national and international Events and Trade fairs

Customer Segments

- Foreign mulination **Corporations** coming to Algeria

- **Algerian Import-Export Companies** (Small and Medium Enterprises)

- **Exhibitors** of products at international trade fairs

- **Individuals** such as Students, persons with specific linguistsics need

- Travel and Tourism Businesses

Cost Structure

A- Fixed Costs: An Office and rental costs (including electricity, gas etc.); Software and technologies (computers, Internet) Salaries for staff (linguistics providers/experts) Linguistics materials such as encyclopedias, dictionaries, Teaching and learning materials

B- Variable Costs: secretariat; Marketing and advertising expenses; Costs for research and Development; Licensing for software and technology ; Material maintaining

Revenue Streams

Our project will not only **survive on revenues of translation and interpreting activities**, but our variety of **multilingual services in localization**, teaching (courses), **writing of Correspondence**, contracts and negotiations etc. can be another lucrative source for getting more revenue streams. In addition to the described services, our project can also diversify its revenue streams by offering other linguistics activities such **as analysis of linguistics data, assisting** customers in their **language-related plans** (**Marketing/Visting** etc.)

Résumé en Français:

Ce présent mémoire de Master, inscrit sous la décision ministérielle 1275 et intitulé "**Prestations linguistiques en tant que Startup : l'assistance linguistique des entreprises algériennes d'import-export à travers les langues étrangères**", rédigé en langue anglaise, traite d'un sujet assez original dans le domaine des langues étrangères. L'objectif principal de ce travail est d'encourager l'esprit entrepreneurial chez les étudiants en langues étrangères afin d'exploiter leurs idées et de créer des projets innovants. Ce modeste travail vise également à découvrir le potentiel de l'industrie linguistique, en soulignant son importance et les opportunités qu'elle présente pour l'entrepreneuriat et l'innovation commerciale. Ce mémoire a été divisé en deux grandes parties : une partie théorique avec deux chapitres et une partie empirique comprenant également deux autres chapitres. Le Business Model Canevas (BMC) créé pour ce mémoire est l'étape la plus importante, car le BMC doit refléter l'ensemble du projet de manière générale et précise. Il nous reste, après sa soutenance publique, à obtenir le LABEL Startup pour devenir éligibles aux aides financières de l'État.

ملخص العربية:

إن هذه المذكرة التي بين أيدينا و المسجلة ضمن القرار الوزاري 1275 المعنونة ب: تقديم الخدمات اللغوية كشركة ناشئة للفاعلين الاقتصاديين الجزائريين قد عالجت موضوعا أصيلا لحد ما في مجال اللغات الأجنبية و صناعاتها.

الهدف الأساسي من هذا العمل هو تشجيع روح المقاولتية و الابتكارية و ريادة الأعمال لدى طلبة اللغات الأجنبية و حثهم في استغلال أفكارهم في إنشاء شركات ناشئة خاصة بهم و إكتشاف عالم الصناعة اللغوية.

عالجت هذه المذكرة الموضوع المقدم في شكله النظري و التطبيقي، مع التركيز أكثر على إدراج نموذج الأعمال لتقديم فكرة الموضوع بصفة عامة و دقيقة.

و لتجسيد فكرة المشروع على ارض الواقع، سنسعى بعد المناقشة العلنية للموضوع للحصول على علامة مؤسسة ناشئة من طرف الهيئات المختصة، بغية الاستفادة من المساعدات المالية المقدمة من طرف الحكومة في هذا الشأن.

Summary English:

The present Master's dissertation, registered under ministerial Resolution **1275** and entitled "Establishment of Language Service Providers as Startup: Supporting Algerian Import-Export companies through Language Assistance," written in English Language, addresses a rather original topic in the field of foreign languages. The primary objective of this work is to encourage an entrepreneurial spirit among students in foreign languages, enabling them to exploit their ideas to create such innovative projects. This modest study also seeks to explore the potential of the language services industry, emphasizing its significance and the entrepreneurial and business innovation opportunities it offers.

This thesis is divided into two main parts: a theoretical part with two chapters and an empirical part, which also contains two other chapters. The Business Model Canvas **(BMC)** created for this project represents the most important step, as the **BMC** must reflect the entire project in a general and precise manner. To realize the project idea on the ground, we will strive to obtain the Startup LABEL from the relevant authorities after it public defense, in order to benefit from the financial assistance provided by the government in this regard.