Cohort N°   dissertation N° _____

Investigating the Role of Pragmatics in Online Marketing Strategies
Case Study: Clothing Brands in Algeria

This Dissertation is submitted in Partial Fulfillment of the Requirement for the Degree of M.A in *Linguistics*

Submitted by: **Supervised by:**
Miss Ammar Ammanet Allah Khitem   Dr. Belarbi Khaled
Mr Mokhtari Tayeb   Dr. Bouzouina Ahmed

BOARD OF EXAMINERS

Members	Name & Surname	Institution
Chairwoman	Abdelhadi Amina	**Ibn Khaldoun Tiaret**
Supervisor	Khaled Belarbi	**Ibn Khaldoun Tiaret**
Co-supervisor	Ahmed Bouzouina	**Ibn Khaldoun Tiaret**
Examiner	Bourzeg Meymouna	**Ibn Khaldoun Tiaret**

Academic Year: 2023/2024

Acknowledgements

First and foremost, we would like to express our hearty gratitude to Dr **K.Belarbi** and Co-supervisor Dr **A.Bouzouina** for their precious tutelage, *support*, and warm advice without whom this work would not have been possible.

Special thanks and gratitude are addressed to the members of jury who accepted to read and evaluate our humble work, namely, Dr **A.Abdelhadi**, and Dr **M.Bourzeg**.

Many thanks are dedicated to all students and teachers of IBN KHALDOUN, Tiaret for their cooperation.

An appreciation goes also to everyone who contributed to the realization of this work, in one way or another.

Dedication

All praise is for ALLAH the Almighty Who has given me guidance, strength, and patience to complete my studies along with this work and to whom I'm grateful for the infinite blessings.

To my beloved parents, Thank you for believing in me and offering me unconditional love and support. I hope I can always make you proud,

To the most precious soul who left this world, My Father , may your soul rest in peace,

To my beloved siblings: for their encouragement,

Last but not least, to every student in the English Language department of Tiaret

Tayeb

Dedication

Glory to Allah in thought and fulfillment.

First and foremost, to the woman I love the most, who has been my rock, my biggest supporter, and the reason I'm here: my mother.

To the man who has been there for me throughout my entire life, my unwavering source of strength and support: my father.

I will always be appreciative of what you have done for me, dear mother and father.

My beloved uncle and his wife are my second family.

To my precious brother: for his constant companionship and belief.

To my dear friend "Nadji": throughout thick and thin.

Khitem.

ABSTRACT

The current study aims at exploring the Important role of pragmatics and its implications for online marketing strategies in the clothing industry in Algeria. Pragmatics, as a subfield of linguistics, examines how context influences the interpretation of meaning in communication. The study aims to provide insights into how clothing brands tailor their marketing strategies to resonate more effectively with local consumers. Through a mixed-method approach both qualitative and quantitative, a content analysis method is implemented to sample a group of marketing posts and videos on social media, and also a sample group of 100 clients with a university level background. This research highlights the importance of understanding both linguistic nuances and cultural context in developing successful marketing campaigns.

Keywords: PRAGMATICS, MARKETING STRATEGIES, ALGERIA.

Arabic Words Transcription

Word	Transcription	Phonetical Transcription
لامرأة قوية و انيقة	A strong and elegant woman	(la' mar'a qawiyya wa 'aniqa)
تجذبين الكي الأنظار و دعي النساء يحسدنك	Attract attention and let women envy you	(tajdhibīn al-anẓār wa daʿī al-nisāʾ yaḥsudnaki)
توالم الشتا و الربيع	Suitable for winter and spring	(tuʾālim al-shitāʾ wa al-rabīʿ)
سعر لا يقاوم	Unbeatable price	(siʿr lā yuqāwam)
سلام عليكم خاوتنا	Salam Alikom, our brothers	(salām ʿalaykum khāwatna)
كاليتي هايلة	Great quality	(kāliyatī hāyila)
يناسب حرارة الصيف كوتون	Cotton suitable for summer heat	(kūtūn yunāsib ḥarārat al-ṣayf)
التوصيل و الدفع عند الاستلام	Delivery and cash on delivery	(al-tawṣīl wa al-dafʿ ʿind al-istilām)
تقدر تفتح الكولي قبل ما ترفدو	You can open the package before receiving it	(taqdaru taftaḥ al-kūlī qabl mā tarfidu)
حصلت واش تلبس ملفوق	Didn't find what to wear on top	(ḥṣalt mādhā talbas milfūq)
عااااجل	Urgent	(ʿājil)
تخفيضات مغرية	Attractive discounts	(takhfīḍāt mughrīya)
فاست لي دارت حالة	A trendsetting cardigan	(fast lī dārat ḥāla)
فينيسيو نقية	Clean finish	(fīnīsīū naqīya)
تخليك ديما حطة و كلاس	Keeps you always trendy and classy	(tukhallīka dīma ḥaṭṭa wa klās)
سعر مكاش كيفو	Price is unmatched	(siʿr makāsh kīfu)
بروفيتي	Take advantage	(burūfītī)
غير الجديد معانا	Only the new with us	(ghayr al-jadīd maʿanā)

List of Tables

List of Figures

Table of Contents

Chapter One: Literature review of Pragmatics, Language, Culture, and Marketing Strategies

Chapter Two: Methodology Procedure

Chapter Three: Empirical Findings and Hypothesis Discussion

General Introduction

Language and Culture have an essential role in the communication between people and interpretation of information. The study of language use in a certain context, is important in understanding how language shapes perceptions and influences consumer behavior, which makes pragmatics a crucial tool in making successful marketing strategies. Pragmatic factors in general are essential in understanding variations of communication and social interaction within different cultural contexts. In marketing, understanding the importance of pragmatics role in language and culture is crucial for developing productive communication strategies that resonate with consumers and lead to brand engagement.

1. Problem Statement

This research aims to investigate the role of pragmatics and its implications in marketing strategies, focusing specifically on clothing brands in the Algerian market. Language and culture impact the effectiveness of marketing strategies and consumer behavior. A deep understanding of the role of pragmatics in language and culture is important in order to make creative marketing strategies that influences consumer behavior and develop persuasive marketing messages. Advertising campaigns usually fail to get the wanted results because of the lack of cultural contexts and the bad choice of words used in the content of advertisements with the absence of pragmatic factors.

2. Significance of the Research

Investigating the role of pragmatics and its implications on marketing strategies, with a special focus on clothing brands in Algeria, will provide insights on the use of pragmatic factors in language and cultural context in order to develop persuasive marketing messages that helps in the process of engaging brands. This research will help marketers to deeply understand the importance of the language use in a certain context and how to make advantage of it. Understanding the role of pragmatics in language and culture and its implications in marketing strategies is crucial in helping Clothing brands to create successful advertising campaigns.

3. Research Questions

The research will address the following questions:

➢ Does pragmatics influence the Algerian-consumer behavior?

➢ How do clothing brands employ pragmatics in their online marketing strategies?

4. Research Hypotheses

Our research discusses three Hypotheses:

The use of pragmatic language elements, such as implicature and conversational maxims, influences consumer behavior in different cultural contexts by enhancing message comprehension and emotional engagement.

Integrating pragmatics into marketing strategies can lead to higher consumer satisfaction and brand loyalty for clothing brands.

Clothing brands that employ pragmatic language and demonstrate cultural sensitivity in their marketing strategies achieve better market penetration and customer retention in diverse markets compared to brands that do not consider these factors.

5. Objectives of the Research

The main objectives for this research are:

➢ To investigate the role of pragmatics and its impact on consumer behavior in the context of marketing.

➢ To analyze case studies of successful marketing campaigns of clothing brands in different cultural contexts, focusing on pragmatic factors.

6. Research Design and Methodology

This research implicates a mixed-method approach, both qualitative and quantitative methods. This research is divided into two stages: Exploratory research and Confirmatory research. The data collected from both researches is integrated and analyzed to provide a comprehensive understanding of the research topic. The findings are compared with existing studies and used to answer our research questions and objectives considering ethical approaches.

7. Research Tools

In order to efficiently carry out the present study, it is necessary to provide balanced instrumentation. The first instrument adopted is a questionnaire which is directed to English students and professors in Algeria with a total number of 100 participants who are asked to answer different questions concerning the subject under investigation. Besides, a structured social media content analysis is implemented to find out whether the concerned party is familiar with this phenomenon or not.

8. The Structure of the Research

The present work consists of three chapters to determine the aims of this examined case study. The first chapter is devoted to the literature on the theory of Pragmatics and its implication in Marketing Strategies. It seeks to draw a clear understanding of the phenomenon and its related concepts in the Algerian setting. The second chapter discusses the methodology procedures to investigate the role of Pragmatics in Language and culture and its implementation in the field of marketing within the clothing industry in Algeria. It deals with the research design and methodology including the sampling and the research informants as well as the research instruments. It comprises the data collection instruments with the procedure of collection followed by their analysis, interpretation, and triangulation of the findings that seeks to answer the research questions by confirming or disconfirming the research hypotheses. Then, it concludes with the research main results. Some suggestions and omnibus recommendations are provided for the sake of further research avenues.

9. Practical Implications

The proposed mixed-methods research on the role of pragmatics within the marketing strategies of clothing brands holds an important practical implication for various contributors in the business and academic fields. The findings are expected to contribute to the improvement of marketing processes and the understanding of the importance of pragmatics use in different cultural contexts especially in clothing brands' advertisements.

➢ Enhancing Cross-Cultural Marketing Strategies: Understanding the pragmatic implication with language and culture will empower clothing brands in their marketing messages, by acknowledging the cultural nuances highlighted in the research, brands can refine their communication strategies, ensuring they are not only globally appealing but also culturally sensitive.

➢ Guiding Ethical Marketing Practices: The research will help brands navigate marketing challenges with greater ethical awareness, avoiding appropriation and cultural sensitivity.

➢ Consumer Engagement and Brand Perception: The knowledge gained from the confirmatory research stage can inform marketing strategies with a better connection with consumers on a deeper level, thereby influencing purchasing behavior.

10. Theoretical implications

The theoretical implications of this research are the contribution to the academic understanding of the relationship between pragmatics, language, culture, and marketing, particularly in the context of clothing brands.

➢ Strengthening Pragmatic Theory in Marketing: By navigating the pragmatic dimensions of language use in marketing strategies, this research contributes to the enrichment and refinement of pragmatic theories, specifically in the marketing domain. It seeks to have a deeper understanding of how language works in cross-cultural context, adding depth to existing theories and models.

➢ Challenging Assumptions in Cross-Cultural Understanding: This research provides a basis for questioning existing assumptions and encourages scholars to revisit and reconsider established notions in the field.

➢ Recognizing Gaps in Subcultural Understanding: The study emphasis on understanding how subcultures interpret pragmatic language use differently to delve deeper into the complexities of subcultural influences on marketing strategies.

Chapter One: Literature review of Pragmatics, Language, Culture, and Marketing Strategies

1.0. Introduction

In the evolving landscape of global marketing, understanding the role of language and culture has become important. This thesis, titled "Investigating the Role of Pragmatics and Its Implications in Marketing Strategies: Case Study of Clothing Brands in Algeria," delves into the nuanced intersection of linguistic pragmatics and marketing. This literature review seeks to establish a theoretical and empirical foundation for understanding the pivotal role of pragmatics in marketing. It will present how linguistic and cultural insights can be leveraged to create more effective, culturally attuned marketing campaigns in Algeria.

1. Pragmatics

1.1. Definition of Pragmatics

Language is a tool for communication between human beings, and pragmatics is the study of the language use in a certain context. Wijana (1992) stated that pragmatics is a branch of linguistics that examines the meaning of lingual units externally and has meaning according to context. While Levinson (2008) discussed that pragmatics is the study of the relationship between language and context that is encoded or programmed in the structure of language. Basically, the meaning of the speech is understood according to the context and the purpose of speech is taken by certain aims and objectives, so various speech can be used in expressing the same meaning.

1.2. Context

Context is the connection and relation of the meaning of an utterance and the context in which it uttered. Hasan (1986) defines context of situation as environment of the text including the verbal and the situational environment in which the text is uttered. The context that has been formed involves not only the sound surrounding but also the whole of practices that are engaging in. Also, Subroto (2008) defines the context as something that is dynamic, not something static, it concerns objects and things that are in the place and time when the speech occurs. Context is the psychological condition of speakers and speech partners, as well as presuppositions, background knowledge, schemata, and implicatures.

1.3. Kinds of Pragmatics

Pragmatics does not only study the inherent meanings of the words, morphemes, or sentence used but also studies the context when an utterance is uttered. There are two kinds of pragmatics, as follows:

1.3.1. Pragmalinguistics

The analysis of the general conditions of communicative language usage is known as pragmalinguistics. Pragmalinguistics can be extended to realistic research of linguistic aims, in which we recognize a language's unique tools for conveying such illocutions. Illocution is a means of expressing something without actually saying it. Grammar and pragma linguistics are inextricably related.

1.3.2. Sociopragmatics

The analysis of local or more complex local factors surrounding the use of language is known as sociodramas. In the local community, it is more precisely observed that the concepts of cooperation and politeness differ across cultures, social contexts, and social groups.

1.4. Characteristics of Pragmatics

Pragmatics is the study of how signs (symbols) communicate with their interpreters. It focuses on how people use words and how languages communicate with each other using meaning. Deixis, implicatures, presuppositions, speech actions, and elements of discourse structure are all studied in pragmatics. Pragmatics also focuses on the study of how language is used to communicate, especially the relationship between sentences and the meaning and contexts in which they are used. Leech (in Gunawan 2004) sees pragmatics as a field of study in the field of linguistics which is related to semantics. This relationship is known as semanticism, which sees semantics as a part of pragmatics. For that, pragmatics is divided into two:

a) Pragmatics as an area of linguistic studies and pragmatics as a function of language are the two types of pragmatics that can be taught.

b) Pragmatics as something that act in teaching colorly; Pragmatics basically pays attention to aspects of the communicative process (Noss and Lamzon, 1986). Based on their statement, there are four key elements in pragmatic studies: the relationship between

the positions, the event environment, the subject, and the medium used. The ability to use language in communication involves the modification of type (language) or variety of language with the determinants of communicative behavior, which is known as pragmatics.

Language is a crucial communication tool that unites humans and is closely related to context. Pragmatics studies the conditions of human language use, determining societal context. Leech emphasizes the importance of context in understanding meanings in relation to speech situations. In communication, speakers aim to convey messages to the interlocutor, striving to make their remarks transparent, understandable, and important to the situation.

1.5. Language

1.5.1. Definition of Language

Language is more than just a set of sounds or a set of words with meaning. Language is the primary way in which people communicate, and this communication typically takes place within a social context. People use language to interact socially and emotionally, and to express friendliness, love, anger, and pain. Language enables ideas to be communicated and tasks to be accomplished (tell a story, provide information, complain, or ask for help). Effective communication requires more than just an understanding of the words of the language being used. Effective communication requires an understanding of how the words of the language are being used by those speaking it.

Oral language develops naturally in children through their interaction with other people. Children's oral language development begins in the years prior to school, and usually without direct instruction (Brown, 2008). This development continues throughout childhood. When children use language to learn to read and write, direct instruction is needed, including instruction about how the language is organized.

Language is the foundation of reading and literacy instruction, and it is therefore important for teachers to understand how language works. When teachers and students with different mother tongues come together for learning experiences, it is the teachers' responsibility to foster linguistic understanding and acceptance within the classroom. It is also important for the teacher to know how to instruct students with diverse language skills.

1.5.2. Origin of Language

Many theories of language origin exist (Yule, 2006). Two of the more popular hypotheses (beliefs) concerning the origin of language are the Divine Creation Hypothesis and the Natural Evolution Hypothesis. The Divine Creation Hypothesis states that language is the gift of gods and humans were created with an innate capacity to use language. According to this hypothesis, language and society are inseparable. Wherever humans exist, language exists.

The second hypothesis is the Natural Evolution Hypothesis. This hypothesis states that humans evolved to have more intelligence, which made language invention and learning possible. The simple vocalizations and gestures gave way to a system of language, perhaps within one or two generation(s). According to the Natural Evolution Hypothesis, as soon as humans developed the capacity for creative language, the next step would have been the development of a specific system of forms (words) with meanings.

1.5.3. Characteristics of Language

Universal properties of language are categories or rules which all human languages have in common. Language is a systematic, human trait, and everyone using the language must understand the rules associated with the language. All languages contain the elements of phonetics, phonology, morphology, and syntax. These elements address different components of the language, particularly sounds and sound patterns, word structure, and sentence structure. All languages also use word categories such as noun and verb (Parker & Riley, 2010). Not only do languages use word categories, but they also have phrases and clauses to help clarify meaning (these will be discussed throughout the subsequent chapters of this module).

All languages have the characteristic of productivity (are able to add new words as needed), and variation (according to the situation or purpose of use; Fasold & Connor-Litton, 2006). Language productivity refers to the speakers' ability to create new words and add modifiers to phrases, creating long sentences that express specific ideas. As time moves on, new words are introduced to describe new technology or ideas. Every language operates in a speech community in which language variation is evident among the speakers. Dialects are part of language variation and allow communities to develop distinct cultures associated with their specific dialect. Since language is used for communication,

it does not develop automatically without a culture and use. These are passed on to the younger generations.

Language is a discrete symbolic system. This means that language is a system of spoken or written symbols (sounds and words) which people, who belong to a social group and participate in a culture, communicate. Language is human. Language is a purely human method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Sapir, 1921).

Language is a form of social behavior. 'Language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols' (Hall, 1968). Language must be acquired and learned; it does not pass from parent to a child genetically. Learning of language is made possible in society. A human child learns to speak the language of the community or group in which he or she is placed.

Language is dynamic. Language keeps changing at all the levels-sounds, words, word-meanings, and sentences. Language is changing, growing every day, and new words continue to be added to it in the course of time. Each generation modifies and changes its languages to adapt to changing needs and demands of the people who use it. Language is thus open-ended modifiable, and extendable (Mukherjee, 2016).

1.5.4. The Role of Language

Language is essential to society, fulfilling numerous functions such as describing, evaluating, expressing emotions, evoking responses, persuading, questioning, directing actions, performing acts, and providing entertainment. Descriptive language conveys factual information or paints a picture of a situation or object. Evaluative language shares opinions, while emotional language reveals feelings. Evocative language stirs emotions in others, and persuasive language convinces people to accept ideas or take action. Interrogative language seeks information without directly asking questions, whereas directive language gives instructions. Performative language enacts actions, like sentencing someone to prison. Recreational language brings joy or amusement, such as telling jokes. Through language, people connect with each other and their communities, establishing identities.

1.6. Culture

1.6.1. Definition of Culture

Culture is a multifaceted concept with countless definitions across various fields, making it challenging to pin down. Hall (1981) and Brian Steed (2002) both argue that defining culture is less important than understanding it as an ongoing process of creating meaning, including debates over its own definition. Rosaldo (1984) supports this view, emphasizing that culture goes beyond a mere collection of rituals and beliefs; it is a dynamic process of meaning-making.

Anthropologists generally agree that culture encompasses the entire way of life of a people, including social constructs, ways of thinking, feeling, believing, and behaving that are imparted to members of a group through socialization. Tylor's renowned 1871 definition describes culture as a "complex whole" comprising knowledge, beliefs, arts, morals, law, customs, and other capabilities and habits acquired by humans as members of society. Lyons (1990) defines culture as socially acquired knowledge, while Duranti (1997) underscores the interdependence of language and community culture. Seelye (1997) suggests that culture provides the "software of the mind," giving meaning to behavior and teaching individuals how to act within a group.

Kramsch (1996) identifies two primary definitions of culture: one from the humanities, which focuses on how a social group represents itself and others through material productions, and another from the social sciences, which looks at the attitudes, beliefs, ways of thinking, behaving, and remembering shared by a community. Lazar (2001) condenses existing definitions of culture in the context of foreign language teaching into two main categories: formal culture, which highlights intellectual and artistic achievements, and deep culture, which emphasizes everyday life aspects.

1.6.2. Characteristics of Culture

1.6.2.1. Culture: A Man-Made Construct

The development or existence of culture is not a natural thing coming directly from sky, but is man-made. Edward B. Tylor (1871: 1) rightly said, "Culture, or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society". In the words of Taylor, "Culture consists of the works of man."

1.6.2.2. Culture: An Acquired Trait

According to (Ottaway), culture can be called as the social heredity. Its meaning and definitions say that it is acquired and learned by the people through social contacts and interaction, no matter formally or informally. According to Robertson (1992), "Culture is that which individuals, groups and societies produce and acquire in order to function effectively."

1.6.2.3. Culture: A Distinct Entity

It has distinctiveness which makes it vary from place to place. It varies widely around the globe. Different societies of the world have their distinct cultural patterns which help in establishing different identities of different nations. Every society is characterized by its distinct and unique culture.

1.6.2.4. Culture: A Material as Well as Non-Material

Culture includes intangible ideas, customs, traditions, beliefs, etc. along with tangible objects and things created by human interaction. The look at an object gives idea about its culture.

1.6.2.5. Culture: A Transmittable Legacy

Cultural traits are transmitted from one generation to another. This transmission is a continuous process. Every generation has freedom to modify cultural heritage and transmit it to coming generations.

1.6.2.6. The Utility of Every Culture

A culture is considered to be good if it possesses the quality of being utilized by the individual as well as the entire society. It should be ideal for the group. The decay of any cultural pattern depends upon its level of utility.

1.6.2.7. Culture: A Dynamic in Nature

Culture is not static but dynamic. It tends to change according to the changing trends and time. Our own beliefs, ideas, thinking patterns, behaviors, etc. are different from our forefathers'. That's due to the changing nature of culture.

1.6.2.8. Culture: Social not Individual Heritage

Culture is not an individual product, but a social product which is being shared by the members of the group.

1.6.2.9. Culture: Symbolic

Culture and its transmission are based on symbols which are exclusive to human beings. Symbols are the central component of culture. Symbols refer to anything attached with meaning and used for communication with others. Language is one of the symbols of culture which helps in preservation and creation of culture for retrospective as well as prospective analyses.

1.6.3. Types of Culture

1.6.3.1. High Culture

The term 'high culture' was introduced in English by Victorian poet-critic Matthew Arnold in his work Culture and Anarchy (1869). It was defined as a force that encouraged moral and political good, aiming to "know the best that has been said and thought in the world." T. S. Eliot believed that both high culture and popular culture were essential for a complete culture. High culture encompasses literature, performing arts, music, and visual arts, often created during periods of patronage by wealthy, sophisticated, and aesthetically inclined people. This concept has roots in the Graeco-Roman period and Renaissance, as well as ancient civilizations like Egypt, Greece, Rome, India, Byzantium, Persia, and China.

1.6.3.2. Low Culture

Low culture, often misunderstood as the opposite of high culture, refers to popular culture with mass appeal, such as kitsch, slapstick, pulp fiction, cinema, popular music, and dance. The Romantic Movement re-valued low culture during the influence of medieval romances in literature. Low culture can encompass diverse aspects of society, such as gossip magazines, talk shows, sports, film music, best-selling books, and take-away food. In the post-Modern era, the distinction between high and low cultures has become blurred, with examples like kitsch, slapstick, pulp fiction, cinema, and popular music and dance.

1.6.3.3. Popular Culture

The term 'popular' was initially used in law and politics to denote 'low', 'base', 'vulgar', and 'of the common people'. However, it gained positive connotation in the 18th century as 'widespread' and 'well-liked'. Popular culture refers to activities and associated symbols that are popular or common, often determined by mass media and local language. It features constant change and is limited by space and time, forming interdependent values and attitudes. Popular culture encompasses various fields, including mass media, entertainment, cooking, literature, clothing, sports, fashion, music, and more. It has had a significant influence on art, particularly from the 1950s in the UK and the USA. However, it is often viewed as superficial, driven by consumerist motives, corrupted, sensationalist, and catering to the lowest common denominator. Critics argue that it is debased and inconsequential, skirting the deep realities of life while ignoring the simple, artless joys of existence. Some works blur the line between 'high' and 'popular' culture, appearing to belong to both categories for one or the other reason.

1.6.3.4. Folk Culture

Folk culture is the tradition and customs of a community or society, reflected in local lifestyles and transmitted through oral tradition. It reflects a strong sense of community and reflects differences between traditional practices and new ways of doing things. In pre-industrial times, folk culture was equivalent to mass culture and was known as the popular culture of that time. Today, folk culture is part of popular culture, spread through word of mouth and the internet and SMS. It is deeply rooted in a sense of place, even when elements are displaced. Folk culture differs from popular culture in that it emphasizes looking inward without referencing the outside. However, folk culture has always influenced both popular and high culture, with many features becoming an indistinguishable part of both.

1.7. Pragmatics in Language and Culture

1.7.1. Pragmatics in Language

Pragmatics plays a crucial role in language by exploring how context shapes meaning. It helps uncover implicit meanings, decode social cues, and navigate subtle nuances in communication, enhancing effective interaction and minimizing misunderstandings.

Pragmatics is fundamental to the richness and flexibility of human language. Erving Goffman, a pioneering sociologist from 1922 to 1982, explored how individuals manage impressions in social interactions, highlighting the role of dramaturgy in human behavior. Though not strictly focused on linguistics, his insights into face-to-face encounters and social rituals have implications for pragmatic aspects of communication.

Deborah Tannen, a sociolinguist active since the late 20th century, has studied gender and communication extensively, shedding light on how language operates in social contexts. Her work, including "You Just Don't Understand: Women and Men in Conversation" (published in 1990), examines communication differences between genders and their impact on pragmatic elements such as conversational style, perceptions of indirect speech, and relationship dynamics through language. Her research underscores how socioeconomic and cultural factors influence language use and interpretation.

1.7.2. Pragmatics in Culture

Pragmatics, the study of language usage in context, plays a critical role in establishing cultural norms of communication. It shapes how individuals express themselves, convey meaning, and interpret messages within specific cultural contexts. Cultural nuances, like norms of politeness and indirect communication strategies, often have deep roots in pragmatic principles. Understanding pragmatics is essential for navigating and respecting diverse cultural communication patterns.

Alessandro Duranti, an Italian-American anthropological and linguistic anthropologist, has dedicated years of study to exploring language, culture, and social interaction. His influential work, spanning from the late 20th century to the present, delves into themes such as language usage, communication dynamics, and cultural practices. Duranti's notable publication, "Linguistic Anthropology: A Reader," provides a comprehensive overview of foundational concepts and methodologies in the field. His research has significantly contributed to our understanding of how language shapes and reflects societal norms and cultural behaviors.

1.8. Marketing

1.8.1. Definition of Marketing

The American Marketing Association defines marketing as an organizational function that involves creating, communicating, and delivering value to customers, while managing customer relationships for the benefit of the organization and its stakeholders.

Marketing is a societal process that involves the creation, offering, and exchange of goods and services of value with others. It is a direct and incidental aspect of business activities that direct the flow of goods and services from producer to consumer or user. This definition is supported by the American Marketing Association (1948) and AMA (1960).

1.8.2. Nature of Marketing

Marketing is an economic function that involves all business activities involved in transferring goods and services from producers to consumers. It is a legal process were ownership of goods transfers from seller to purchaser or producer to consumer. Marketing is a system of interaction between businesses and stakeholders, aiming to earn profit, satisfy customers, and manage relationships. It is a managerial function, focusing on how individual organizations process marketing and develop strategic dimensions. Marketing is also a social process, delivering a standard of living to society. According to Cunningham and Cunningham (1981), societal marketing performs three essential functions: - a philosophy based on consumer orientation and satisfaction; - profit making and consumer satisfaction; and - a philosophy based on consumer orientation and satisfaction. Marketing has dual objectives - profit making and consumer satisfaction.

1.8.3. Scope of Marketing

The study of consumer wants and needs is crucial for marketers to identify and satisfy these needs, which motivate consumers to purchase goods. Marketers also study consumer behavior to help in market segmentation and targeting. Product planning and development, from idea generation to commercialization, includes branding, packaging, and line expansion. Pricing policies are essential for marketing, varying based on competition, product lifecycle, and marketing goals. Distribution channels are essential for maximum sales and profit, and the right promotion mix is crucial for achieving marketing goals. Consumer satisfaction is the main objective of marketing, and marketing

audits are conducted to control marketing activities. Overall, understanding consumer needs and behaviors is essential for effective marketing strategies.

1.8.4. Marketing Activities

Marketing involves a wide range of activities, including:

a) Market Research: Understanding client preferences, market trends, and rivals.

b) Product Development: Creating and enhancing products or services to fulfill client requests.

c) Advertising: Using numerous media to promote items and interact with the target audience.

d) Public Relations: Managing the image and reputation of a brand through media relations and other communication tactics.

e) Sales: Directly engaging with clients to enable product or service transactions.

f) Digital Marketing: Utilizing internet platforms, social media, and search engines to reach and connect with a bigger audience.

g) Material Marketing: Creating quality and relevant material to attract and keep consumers.

h) Branding: Developing and sustaining a distinctive brand for a product, service, or corporation.

Successful marketing comprises a combination of these aspects adapted to the individual demands and goals of a firm.

1.9. Marketing of Clothing brands

1.9.1. Fashion Marketing

Searches using the term 'fashion' on Google will return in excess of 335 million results including amongst other topics clothing, retail, television, media, education, art, music and culture, however, clothing and footwear are what most people accept as being intrinsic to the 'fashion industry' (Hines, 2007) and for the purposes of this dissertation, the terms fashion and fashion marketing are used in relation to the marketing of garments. The fashion industry is therefore a hugely important sector for textiles, since all aspects of

textiles and garment production account for a huge proportion of the overall textiles industry. Thus, fashion marketing is a significant component of the broad study of textiles. Fashion marketing has evolved as an academic subject over the last 20 years yet its definition as a concept has not been explored widely. In its simplest terms, fashion marketing is an extension or more focused application of 'generic' marketing.

Fashion marketing is a distinct field from general marketing due to the changing nature of fashion and the role of design in leading and reflecting customer needs. Mike Easey's text argues that fashion marketing is different from other areas of marketing due to the changing nature of fashion and the role of design in leading and reflecting customer needs. Jackson and Shaw (2009) provide a useful analysis of marketing as a functional business operation within the fashion industry, suggesting that fashion marketing focuses on promotion and communications, leaving strategic decisions to other functions like design, buying, and merchandising. Evidence from the fashion business environment supports the idea that fashion marketing is unique, as the specific demands of fashion require a greater focus on these particular matters than the marketing function more generally.

1.9.2. Fashion and Marketing

Fashion is a short-term, creative industry driven by creativity and the need for newness. Historically, fashion has been driven by seasonality, with consumers buying new garments in line with the seasons. However, the rise of Fast Fashion has led to shorter lifecycles, making fashion products obsolete as new ranges become available. Fast Fashion has been strategically used by fashion businesses to produce new garments to replenish fast-selling lines and react to emerging trends.

The increasing short-termism of consumer wants in relation to fashion garments is one key feature, but the significance of creativity and design in producing fashion garments is also significant. Designers take inspiration from various sources to create their collections, with the level of creativity and design varying according to the brand or designer. In business terms, the design must be commercially viable, and the target market must want to buy the design.

Fashion consumers are unpredictable in terms of which trends they will buy into and how they might be influenced to purchase. While some aspects of design can be developed in response to clearly identified consumer demand, fashion consumers cannot always

articulate what they want. As a result, conventional marketing means are not possible to identify customer needs because customers do not know what they need.

Marketers of fashion products must balance being "fashionable" or creative enough with products to maintain consumer interest and be considered innovative while producing collections that are commercially viable. The debate over the role of fashion marketing within firms revolves around the tension between design and marketing imperatives.

The challenge for marketers of fashion products is therefore about how to achieve the right balance of being 'fashionable' or creative enough with products to maintain consumer interest and be regarded as innovative whilst producing collections that are commercially viable. As Easey (2009) articulates: 'At the center of the debate over the role of fashion marketing within firms resides tension between design and marketing imperatives.' Easey (2009)

1.9.3. Marketing of Clothing Brands in the Algerian Context

In the Algerian market, marketing for clothing brands involves understanding local consumer preferences, cultural nuances, and economic factors. Strategies must cater to a diverse demographic, including both urban and rural populations. Leveraging social media platforms, partnering with local influencers, and aligning campaigns with cultural events can enhance brand visibility. Pricing strategies should be sensitive to the economic realities of the market, ensuring affordability. Highlighting qualities like quality, durability, and comfort in apparel is key to appealing to Algerian buyers. Conducting localized market research is essential for crafting effective marketing strategies tailored to Algeria's socio-economic landscape.

When marketing apparel in Algeria, traditional channels such as television, radio, and print media remain impactful and should not be overlooked. Understanding religious and modesty preferences is crucial, with modest fashion playing a significant role. Brands can develop apparel lines that adhere to Islamic principles while incorporating contemporary trends.

Language localization is also important; incorporating Arabic and French into advertising materials expands reach and resonance. Collaborating with Algerian designers or incorporating traditional themes in designs can foster authenticity and connection with the local audience.

1.10. Persuasive Strategies

Persuasive strategies are techniques used by marketers to influence consumer behavior and decision-making. In the context of online marketing, these strategies are designed to attract, engage, and convert potential customers by leveraging various psychological and linguistic principles. Marketers use certain concepts such as Ethos which is the credibility to build trust with audience through the use of credible sources, testimonials, and endorsements. In online marketing, this can be seen in influencer partnerships, customer reviews, and brand transparency. They also use the concept of pathos (Emotion) to aim for the emotions of the audience to create a connection. Also, the implementation of the concept of Logos (Logic) by using logical arguments and factual information to persuade.

Aligning marketing messages with the cultural beliefs and values of the target audience enhances relatability and acceptance. However, understanding and respecting cultural norms and consumer behaviors helps to avoid misunderstandings and build trust by incorporating culturally relevant symbols, references, and narratives to resonate with the audience.

1.11. Gaps in Existing Literature

No study has ever tackled pragmatics in marketing strategies in the Algerian context, especially in subcultural nuances. This research gap motivates us to undergo this humble research to investigate the role of pragmatics in online marketing and have a deeper understanding on how to influence the buying behavior of customers by using pragmatic language in marketing messages within subcultural nuances.

Conclusion

In conclusion, the research examined underlines the role of pragmatics in influencing language and cultural implications within the field of marketing for apparel businesses. The synthesis of studies indicates that a sophisticated grasp of language etiquette, speech actions, and contextual interpretation is crucial for effective communication with varied customer bases.

Clothing choices, heavily connected with cultural norms, require marketers to apply pragmatics as a guiding concept in generating powerful messaging. Brands that integrate

pragmatic awareness into their strategies display a capacity to engage meaningfully with consumers, promoting trust and confidence.

By understanding and adjusting to the language and cultural differences, apparel businesses may negotiate the complexity of global marketplaces. This not only increases brand image but also leads to sustained consumer connections. Moving forward, the inclusion of pragmatics should remain a major factor for marketers aiming to produce compelling and culturally relevant campaigns in the evolving environment of the fashion business.

Chapter Two: Methodology Procedure

2. Introduction

Our study has been conducted in very particular methodological procedures which are as follow:

2.1. Method of the study

Our study adopted mixed approach; qualitative and quantitative that includes the following methods of investigating the study variables:

2.1.1. Content Analysis Method

Content analysis is a systematic method used to analyze textual, visual, or audio content within Algerian media, documents, or other sources, with the aim of identifying patterns, themes, and trends relevant to a specific research question or topic of interest. This process involves coding and categorizing the content based on predetermined criteria, allowing for objective interpretation and inference.

2.1.2. Implementation of the method

We implemented the content analysis method as follows:

•   We collected a representative sample of clothing advertisements from Algerian social media platforms like Instagram, Facebook.

•   We ensured the sample to include diverse formats such as images, videos, texts that features clothing content in Algeria.

•   We Examined the content of textual, visual, and audio materials to uncover meanings and patterns.

•   We Analyzed the content of communication materials to facilitate the identification of recurring themes, trends, or discrepancies across different sources or contexts.

2.2. Sampling

The procedure of sampling is said to be very crucial in order to meet valid and reliable outcomes. For, our study has sampled its units upon non-parametric methods; purposive sampling as we tend to study a linguistic phenomenon in a particular sphere.

2.2.1. Social media samples

The current study has extracted six posts and three videos from different social media sites.

2.2.1.1. Posts (Pictures)

Social media is considered a powerful tool for advertising and marketing clothing brands, offering unparalleled reach and engagement opportunities. Platforms like Instagram, Facebook, and TikTok enable brands to connect with a vast audience, showcase their products through visually appealing content, and interact directly with consumers.

So, we have sampled some particular clothes brand that have been targeted in various social media sites.

The posts sample of the study are characterized as follow:

Post	Item	Audience	Linguistic Stimuli	Frequency	Annotations
Picture One	Coat	Male Adult	a. *عرض* 3 أيام فقط b. زدنا*نقصنا* السعر للحبات *اللخرين* c. مع الأسف بقاو 3 XL.2XL.3XL d. فيستا*فور باطل* e. *تتناسب* مع مجموعة كبيرة من ملابسك	7	The limited Offer on this item for three days, affordable price, and good properties are a huge impact on costumers buying behavior.
Picture Two	White Blouse	Female Adult	a. لامرأة*قوية و انيقة* b. *تجذبين* الكي الأنظار و دعي النساء *يحسدنك*	2	Targeting the personality side, and looks to have an impact on the buying behavior.

Picture Three	Half Season Jacket	Male Adult	a. <u>حصلت</u> واش تلبس ملفوق b. <u>توالم</u> الشتا و الربيع c. <u>سعر لا يقاوم</u> d. ***Qualité premium*** e. علاش <u>لازم</u> تشريها	5	Useful for winter or spring, mentioning more details about the item to persuade the costumers.
Picture Four	Green T-shirt and Pants	Male Adult	a. <u>سلام عليكم خاوتنا</u> b. تريكو و سروال <u>حطة</u> c. <u>كاليتي هايلة</u> d. <u>كوتونيناسب</u> حرارة الصيف e. التوصيل و <u>الدفع عند الاستلام</u> f. تقدر <u>تفتح الكولي</u> قبل ما ترفدو	6	Translating the sounds of words to have an effect on the hearer by using the common language between people in the society.
Picture Five	Hooded Cardigan	Adult Male	a. <u>عاااجل</u> b. <u>تخفيضاتمغرية</u> c. فاست <u>لي دارت حالة</u> d. <u>فينيسيو نقية</u> e. تخليك ديما <u>حطة و كلاس</u>	5	Using the "Limited Offer" and "Sale" to have an impact on the costumer reading the post.
Picture Six	Jogger Sport Tracksuit	Male Adult	a. اونسومبل <u>كاليتي</u> b. <u>سعر مكاش كيفو</u> c. <u>بروفيتي</u> d. غير <u>الجديد</u> معانا	5	Mentioning the good quality of the item and the good deal that the costumer would make in case he purchases the item.

23

			e. متوفِر كل المقاسات		

Table 1: **Posts(picture) sample characterization**

Table 1 represents the sample characterization of the analyzed posts from social media, to identify the items, audience, linguistic stimuli, and the frequency of key words.

2.2.1.2. Video sample

Social media platforms like Instagram (Reels) and TikTok are powerful tools for marketing and advertising through short-form videos. These platforms enable brands to create creative and relatable content that can quickly go viral, reaching a wide audience. By leveraging sophisticated algorithms, participating in trends, and collaborating with influencers, brands can enhance visibility and engagement.

The sample videos of the study are characterized as follow:

Video	Item	Audience	Linguistic stimuli	Frequency	Duration
Video One	Oversized T-shirts	Adult Male and Female	a. كامل علابالنا كاين مشكل كبير في *كاليتـي* القماش في الجزائر. b. يفسد من اول غسلة. c. سومة غالية. d. wabshirts بكل فخر نقولولكم تقدملكم *أفضل جودة* في السوق بأفضل سعر e. تصميم *عالمي عصري* f. ماركة 100% جزائرية g. *افضل معاملة*	**10**	30 Seconds

Video Two	Sneakers	Adult Female	a. ***Coucou*** les filles. b. Stockage ***spéciale*** likoum. c. ***Très tendance*** w ta3 rbi3. d. Basket ***de qualité*** avec une très bonne finition. e. Plusieurs Modèle disponible.	**7**	30 Seconds
Video Three	T-shirts	Adult Male	a. les في ***خاطركم*** وفرنا كامل couleurs. b. ***l'equipe*** أفينيسيو ما نحكيش c..الخياطة مش حتى نقولكم. d.15 couleurs في ***تنسيك*** كل وحدة ختها e.عطونا رايكم. f. ***Seha Ftorkom***	**6**	1 Minute 22 Seconds

Table 2: **Video sample characterization**

Table 2 represents the sample characterization of the analyzed posts from social media, to identify the items, audience, linguistic stimuli, and the frequency of key words.

A. Video number one Annotations:

The Marketer mentioned an important point, which is the poor fabric quality of other items that are on the market and asked the customers to give a chance to local products by providing attractive offers and promises regarding the price and the verification of the product before payment.

B. Video number Two Annotations:

The speech is addressed to girls by saying "Coucou les Filles!", which is an attractive sentence to make the customers focus on the content of the advertisement. Since girls are into fashion, using this specific language and mentioning that there is a limited quantity is a huge advantage in the process of influencing the buying behavior.

C. Video number Three Annotations:

The marketer in the third video talks about making all the colors available for customers while mentioning the good quality of the T-shirts that is unique and different from other brands. Then asking the hearer to give feedback about the product which is crucial for the advertising for the next customers to feel good about the product before buying it.

2.2.1.3. Linguistic and Pragmatic Categorization of the Sampled Stimuli

This section provides a detailed analysis of the linguistic stimuli extracted from the sampled social media posts and videos. The stimuli are categorized based on the language used (Arabic, French, or English) and their pragmatic functions. This categorization aims to identify the various pragmatic elements employed in the marketing strategies of the clothing brands and how these elements might influence consumer behavior.

A. Table 1: Posts (Picture) Sample Characterization

Picture One:

➢ "Reducing the price on the last amount of coat remaining" - Speech Acts: Commissive
➢ "Limited offers" - Speech Acts: Commissive
➢ "Vest that gets along with a wide range of other clothes items" - Speech Acts: Commissive

Picture Two:

➢ "لامرأة قوية و أنيقة" - Presupposition
➢ "تجذبين الكي الأنظار و دعي النساء يحسدنك" - Presupposition

Picture Three:

➢ "حصلت واش تلبس ملفوق" - Deixis
➢ "توالم الشتا و الربيع" - Deixis
➢ "سعر لا يقاوم" - Speech Acts: Commissive
➢ "Qualité premium" - Presupposition
➢ "علاش لازم تشريها" - Speech Acts: Directive

Picture Four:

➢ "سلام عليكم خاوتنا" - Speech Acts: Expressive
➢ "تريكو و سروال حطة" - Presupposition
➢ "كاليتي هايلة" - Presupposition
➢ "كوتون يناسب حرارة الصيف" - Deixis
➢ "التوصيل و الدفع عند الاستلام" - Speech Acts: Commissive
➢ "تقدر تفتح الكولي قبل ما ترفدو" - Speech Acts: Commissive

Picture Five:

- "عاااجل" - Speech Acts: Expressive
- "تخفيضات مغرية" - Speech Acts: Commissive
- "فاست لي دارت حالة" - Presupposition
- "فينيسيو نقية" - Presupposition
- "تخليك ديما حطة و كلاس" - Presupposition

Picture Six:

- "اونسومبل كاليتي" - Presupposition
- "سعر مكاش كيفو" - Speech Acts: Commissive
- "بروفيتي" - Speech Acts: Directive
- "غير الجديد معانا" - Presupposition
- "متوفر كل المقاسات" - Speech Acts: Commissive

B. Table 2: Video Sample Characterization

Video One:

- "كامل علابالنا كاين مشكل كبير في كاليتي القماش في الجزائر" - Presupposition
- "يفسد من اول غسلة" - Presupposition
- "سومة غالية" - Speech Acts: Commissive
- "تقدملكم أفضل جودة في السوق بأفضل سعر wabshirts بكل فخر نقولولكم" - Speech Acts: Commissive
- "تصميم عالمي عصري" - Speech Acts: Commissive
- "ماركة 100% جزائرية" - Presupposition
- "افضل معاملة" - Politeness

Video Two:

- "Coucou les filles" - Politeness
- "Stockage spéciale likoum" - Speech Acts: Commissive
- "Très tendance w ta3 rbi3" - Implicature
- "Basket de qualité avec une très bonne finition" - Speech Acts: Commissive
- "Plusieurs Modèle disponible" - Speech Acts: Commissive

Video Three:

- "في خاطركم وفرنا كامل les couleurs" - Speech Acts: Commissive
- "فينيسيو ما نحكيش l'equipe" - Presupposition
- "الخياطة مش حتى نقولكم" - Implicature
- "كل وحدة تنسيك في ختها 15 couleurs" - Speech Acts: Commissive
- "عطونا رايكم" - Politeness
- "Seha Ftorkom" – Politeness

2.2.1.4. Sample group of 100 clients

Describing the demographic features of the sample group of the study:

1) Age variable:
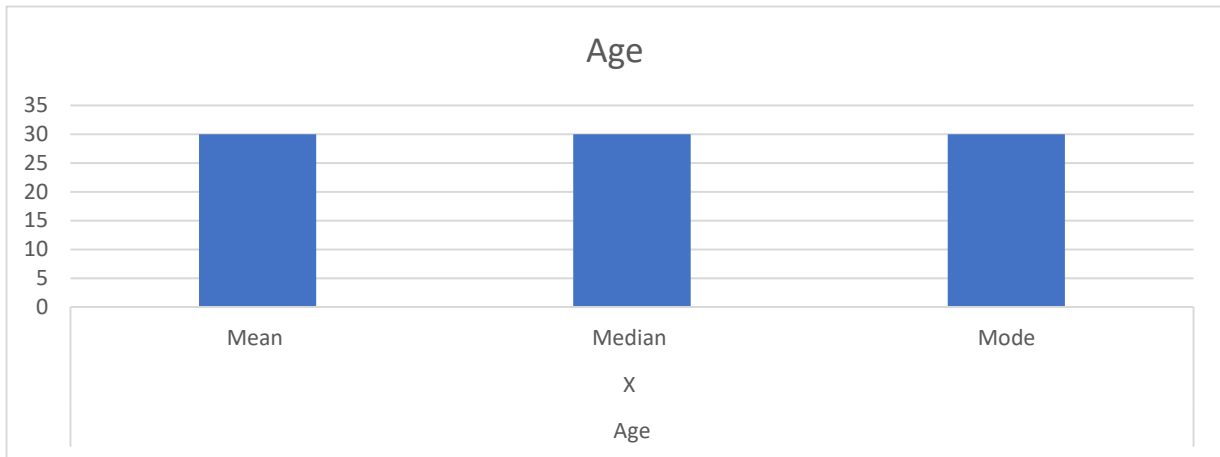
***Figure 1.* Respondent's age variable**

Figure 1 displays the variable of age that has taken the mean ($\bar{x}=30$) which is very suitable for the investigated variable; clothes brand.
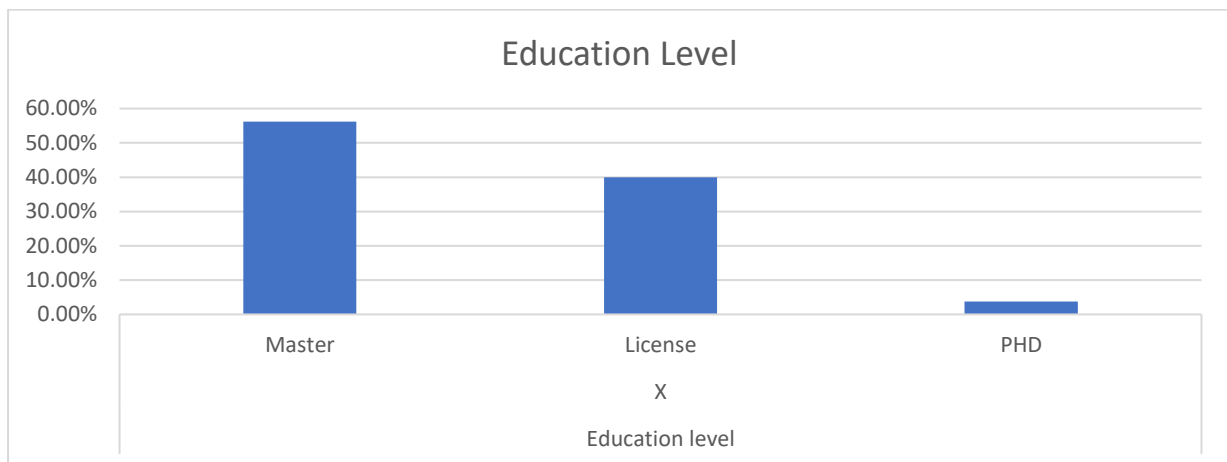
2) Gender:
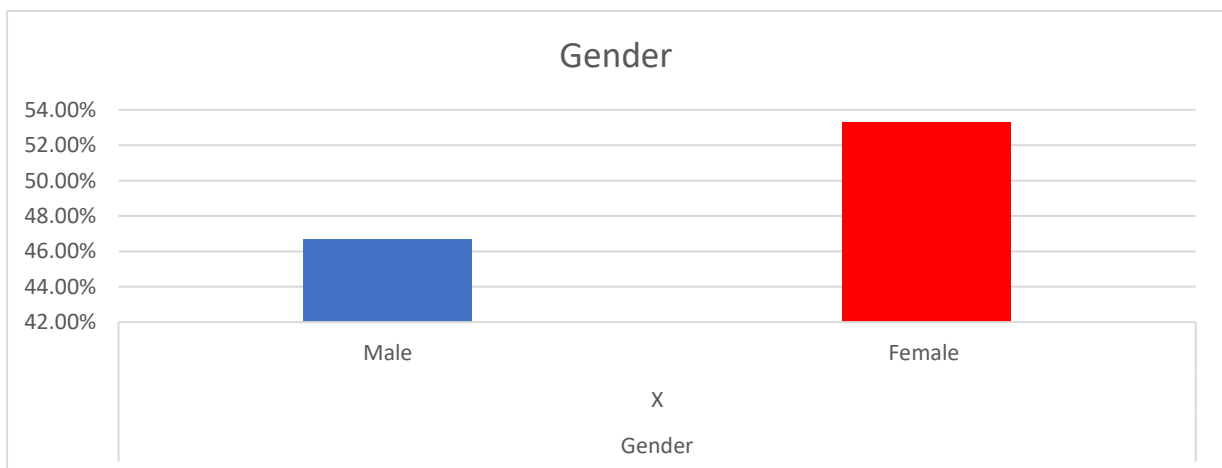
***Figure 2.* Respondent's Gender variable**

Figure 2 displays the variable of Gender comparing male and female participants highlighting that female customers make up a slightly higher percentage of the total number of participants.

3) Education Level:

Figure 3. **Respondent's Education Level Variable**

Figure 3 displays the variable of Education Level comparing License, Master, and PHD participants highlighting that Master level participants make up a slightly higher percentage than License level ones, while PHD level participants showed less than 5% of the total number of participants.

2.3. Tools

Our research referred to mixed tools to investigate the phenomenon.

2.3.1. Questionnaire

The current study used a questionnaire. It is oriented to describe the language used by branders and how customers receive and represent it mentally.

2.3.1.1. Global description of the questionnaire

We invited participants in our research study focusing on the role of pragmatics in language and culture, particularly its implications in marketing strategies, with a case study of clothing brands in the Algerian context, to collect insights and perspectives which are important in helping us gain a deeper understanding of consumer behavior and preferences in the Algerian market**.** The questionnaire explores various aspects related to marketing communication, including language choice, cultural relevance, message tone, and perceived effectiveness of marketing campaigns. The questionnaire consists of a series of statements regarding marketing messages on social media platforms, to which responses uses a Likert scale ranging from "Strongly Agree" to "Strongly Disagree". The Target Audience is the Algerian consumers who

engage with clothing brands on social media platforms. Feedback will provide valuable insights into the intersection of language, culture, and marketing in the Algerian context.

2.3.1.2. Objective of the questionnaire

This questionnaire aims to investigate how language use, cultural norms, and pragmatic considerations to influence consumer responses to marketing messages on social media platforms in Algeria. By examining these factors, we seek to identify effective marketing strategies tailored to the cultural context. The questionnaire explores various aspects related to marketing communication, including language choice, cultural relevance, message tone, and perceived effectiveness of marketing campaigns. We aim to capture experiences and perceptions of consumers of clothing brands in Algeria.

2.4. Description of the Designed Questionnaire

It is characterized as follow:

2.4.1. Format of the Questionnaire

This study has adopted a practical tool; a questionnaire of 42 prompts that has been designed according to the following criteria.

2.4.1.1. Introduction Section

A brief introduction to the purpose and aims of the questionnaire, providing context for the respondents.

The form of prompt is a text box for a short paragraph.

2.4.1.2. Personal Information Section

Includes questions pertaining to demographic information such as gender, age, and educational level.

This section has been designed dichotomously based on:

➢ Gender: Selective choices - "Male," "Female,".

➢ Age: Selective choices - "17-19," "20-29," "30+,".

➢ Educational Level: Selective choices - "License," "Master, "Doctorate,".

2.4.1.3. Questions Section

In this area, we have designed the questions in the following way:

a. Pragmatics in Language Implicated in Marketing Strategies:

This section contains questions related to the concept "Pragmatics" in language as it pertains to marketing strategies and its dimensions.

We used the Likert scale questions with options: "Strongly agree," "Agree," "Disagree," and "Strongly Disagree."

b. Pragmatics in Culture Implicated in Marketing Strategies:

This section explores questions concerning "Pragmatics" in culture within marketing strategies and its dimensions.

We also used the Likert scale questions with options: "Strongly agree," "Agree," "Disagree," and "Strongly Disagree."

2.5. Variables of the Designed Questionnaire

The current questionnaire studies two different variables which have been incorporated both conceptually and methodologically to guarantee a data collection.

2.5.1. Pragmatics in Language implicated in Marketing Strategies

Pragmatics in Language Implicated in Marketing Strategies refers to the study of how language is utilized within marketing communications, considering contextual factors such as social cues, cultural norms, and speaker intentions. Its dimensions encompass language tone and style, appropriateness, clarity and transparency, persuasiveness, and adaptability. These dimensions assess the effectiveness of language in shaping consumer perceptions, conveying product information, and influencing consumer behaviors across diverse audiences and communication channels. Understanding and leveraging pragmatics in language is vital for crafting impactful marketing messages that resonate with target audiences and drive engagement effectively.

2.5.1.1 Dimensions of Pragmatics in Language implicated in marketing

Pragmatics in Language Implicated in Marketing encompasses various dimensions crucial for effective communication strategies.

➢ Firstly, Language Tone and Style evaluates the tone and style of marketing language, ensuring it resonates with the target audience and aligns with brand identity.

➢ Secondly, Language Appropriateness assesses whether language choices suit cultural norms and social expectations, enhancing audience reception.

➢ Thirdly, Language Clarity and Transparency examines how clearly marketing messages convey product information, fostering consumer understanding and trust.

➢ Fourthly, Language Persuasiveness gauges the effectiveness of language in influencing consumer attitudes and behaviors through rhetorical devices and persuasive techniques.

➢ Lastly, Language Adaptability evaluates the flexibility of language across diverse communication channels and cultural contexts, enabling brands to maintain relevance and coherence in their marketing efforts. Understanding these dimensions enables marketers to craft compelling and culturally relevant messages that engage audiences and drive desired outcomes.

2.5.2. Pragmatics in Culture implicated in Marketing Strategies

Pragmatics in Culture Implicated in Marketing Strategies refers to the examination of how cultural factors influence communication strategies and consumer behavior within marketing contexts. This variable explores dimensions such as cultural values, norms, and beliefs, and their impact on marketing messages, branding strategies, and consumer preferences. It assesses how cultural nuances shape language use, imagery, symbolism, and messaging tone in marketing materials, aiming to align communication strategies with cultural expectations and values. Understanding the role of culture in marketing enables companies to tailor their strategies effectively to diverse cultural contexts, fostering consumer engagement and brand resonance across global markets.

2.5.2.1 Dimensions of Pragmatics in Culture implicated in Marketing Strategies

The dimensions of pragmatics in culture implicated in marketing strategies encompass key aspects essential for navigating cultural nuances in communication.

➢ Firstly, Cultural Values and Beliefs delve into understanding the values and beliefs of target audiences, ensuring marketing messages resonate positively within their cultural frameworks.

- Secondly, Cultural Symbols and Imagery evaluate the use of symbols, imagery, and cultural references in marketing materials to effectively communicate with diverse audiences.

- Thirdly, Cultural Sensitivity assesses the awareness and sensitivity of marketers towards cultural differences, avoiding stereotypes and potential cultural misunderstandings.

- Fourthly, Cultural Adaptation examines the adaptability of marketing strategies to different cultural contexts, enabling brands to tailor their messages appropriately.

- Lastly, Cross-Cultural Communication evaluates the effectiveness of communication strategies in bridging cultural gaps and fostering meaningful connections with global audiences. By comprehensively addressing these dimensions, marketers can develop culturally informed strategies that resonate authentically with diverse consumer groups, driving brand relevance and engagement across cultural boundaries.

2.6. Questionnaire Assumptions

2.6.1. Alternatives

The current questionnaire is an Alternative-based questionnaire that show the respondent tendency towards the study variables.

The questionnaire was based on 4 different alternatives demonstrating the intensity of each respondent towards each expression belonging to a particular prompt. They are as follow:

Strongly Agree	Agree	Disagree	Strongly Disagree

Table 3: **Questionnaire's answer alternatives**

2.6.2. Quotations

The following questionnaire was measured on the following numerical method:

Strongly Agree	Agree	Disagree	Strongly Disagree
4	3	2	1

Table 4: **Questionnaire's answer quotations**

2.6.3. Questionnaire Data Analysis

2.6.3.1. Data Display

Section 1: Background information

Question Item One: Gender

Gender	Males	Females
Average (%)	46.7	53.3
Number	49	56

Table 5: **Respondents' Gender**

Table 5 shows that the number of females is 56 (53.3%) and the number of males is 49 (46.7%). This reflects that our study consists of both genders; however, the number of female learners outnumbers the males' one.

Question Item Two: Age

Age	17-19	20-29	30+
Number	22	75	8
Average (%)	21	71.4	7.6

Table 6: **Respondents' Age**

The statistical data in table 6 reveal that the respondents' age distribution. These age ranges are of course arbitrary. It shows that the number of most respondents whose age is between 20 and 29 is 75, representing 71.4%. The number of those whose age is between 17 and 19 is 22, representing 21%, and only 8 students are 30 and above, representing 7.6% of the total number of respondents.

Question Item Three: Education Level

Education Level	License	Master	PHD
Number	42	59	4
Average (%)	40	56.2	3.8

Table 7: **Respondents' Education Level**

Table 7 reveal data about the respondents' education level which shows that most of the respondents are Master degree students with the number of 59 representing 56.2%. License degree students are 42 representing 40%, and only 4 PHD students representing 3.8% of the total number of respondents.

Question Item Four: Residence
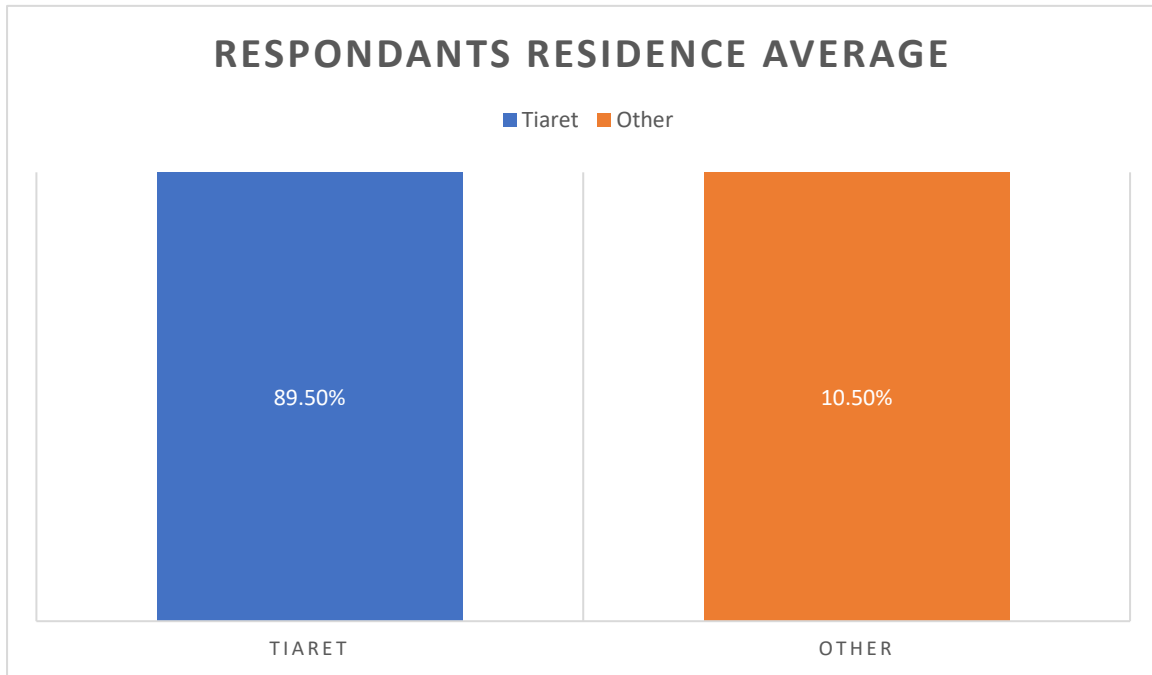

Figure 4: **Respondents' Residence Variable**

Figure 4 represents the statistical number of the respondents' residence answers with 94 out of 105 from Tiaret representing 89.5%, and only 10.5% from other cities.

Section Two: Questions of Pragmatics in Language implicated in Marketing Strategies and its' Dimensions

Question Item Five: Speech Acts

Marketing messages that use clear requests or commands are more persuasive.
105 responses

Strongly Agree	47 (44.8%)
Agree	50 (47.6%)
Disagree	9 (8.6%)
Strongly Disagree	0 (0%)
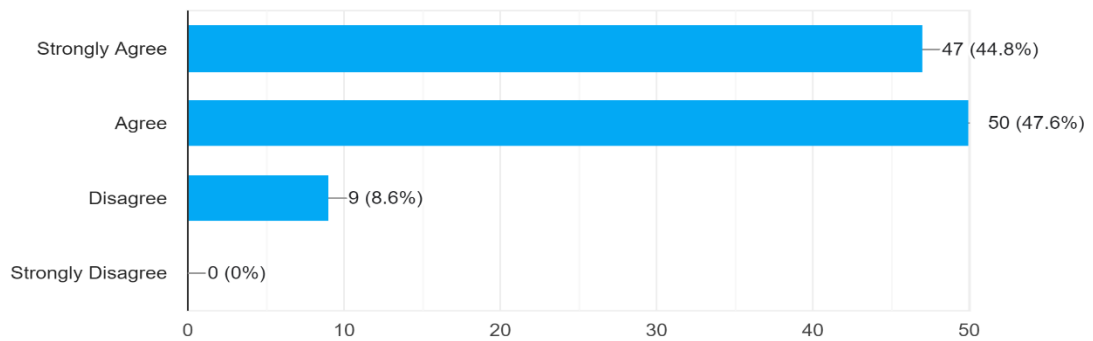
I feel motivated to take action when marketing content includes promises or commitments.
105 responses
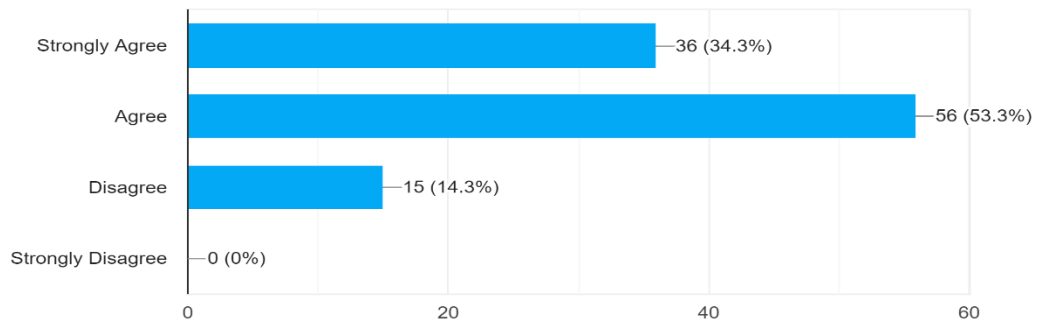
Strongly Agree	36 (34.3%)
Agree	56 (53.3%)
Disagree	15 (14.3%)
Strongly Disagree	0 (0%)

Using language that implies urgency, such as "limited-time offer," influences my purchasing decisions.
105 responses

Strongly Agree	40 (38.1%)
Agree	44 (41.9%)
Disagree	21 (20%)
Strongly Disagree	2 (1.9%)
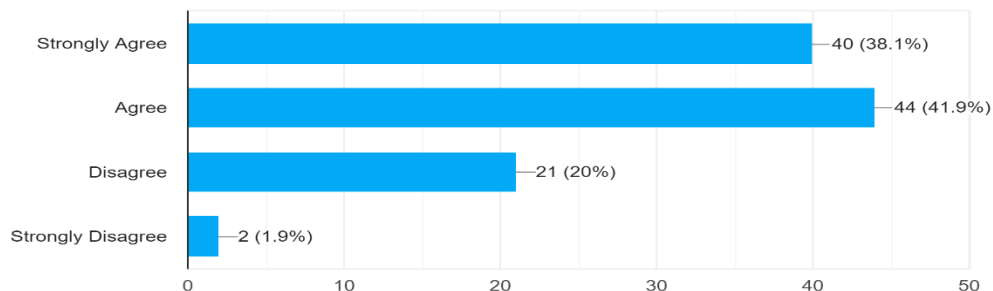
Figure 5: **Respondents' opinions about the Speech Act Dimension**

Figure 5 displays respondents' opinion about the Speech Act dimension questions, showing that the majority of answers are agreeing with the questions used to identify the importance of this specific dimension in marketing messages.

Questions Item Six: Deixis

I find marketing messages more engaging when they use pronouns like "you" or "your" to address me directly.
105 responses

Marketing content that uses specific references like "this product" or "that service" makes it easier for me to understand and relate.
105 responses

Pronouns such as "we" or "our" in marketing materials create a sense of inclusivity and belonging.
105 responses
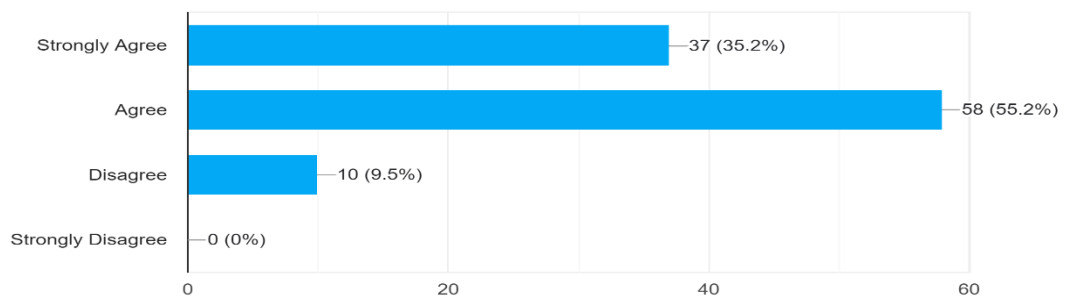
***Figure 6*: Respondents' opinions about the Deixis Dimension**

Figure 6 displays respondents' opinion about the Deixis dimension questions, showing that the majority of answers are agreeing with the questions used to identify the importance of this specific dimension in marketing messages.

Question Item Seven: Presupposition

I prefer marketing campaigns that assume I already know about their product or service.
105 responses
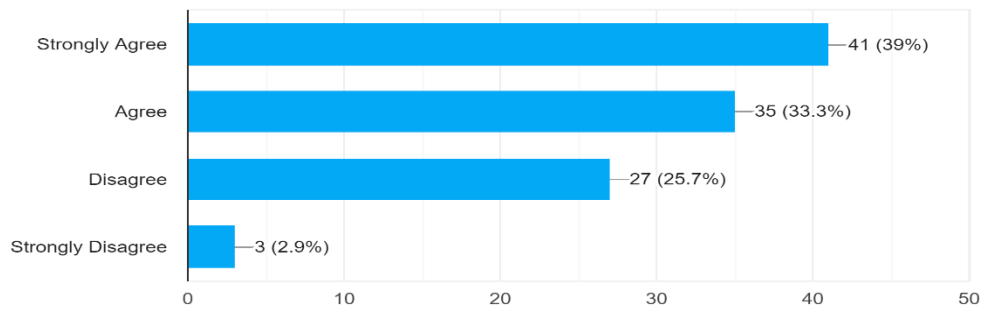
I appreciate when brands acknowledge my existing knowledge or beliefs in their marketing communications.
105 responses
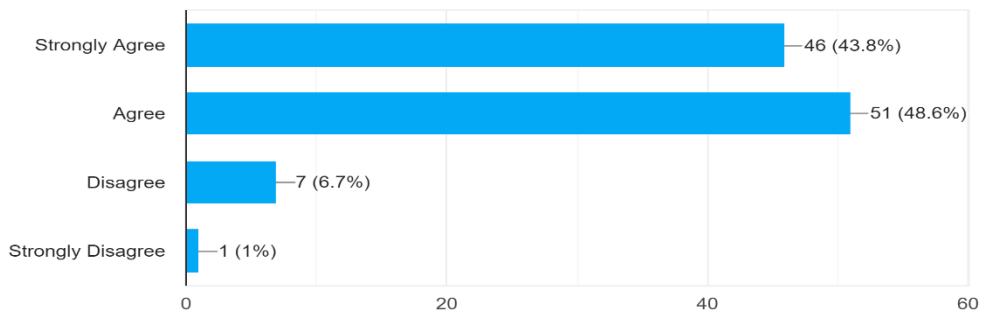
I appreciate when brands acknowledge my existing knowledge or beliefs in their marketing communications.
105 responses
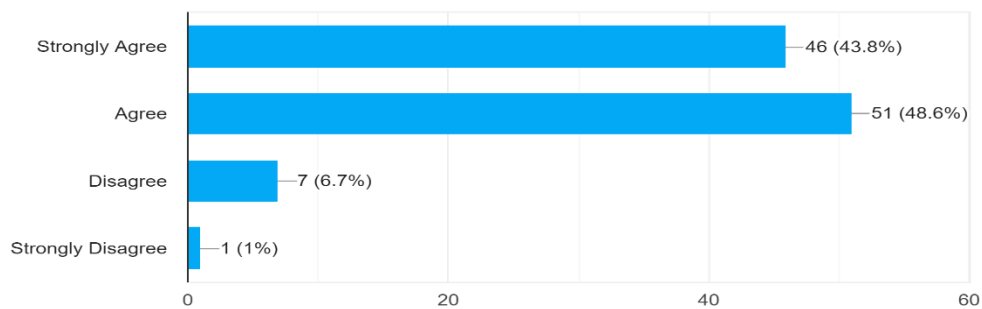
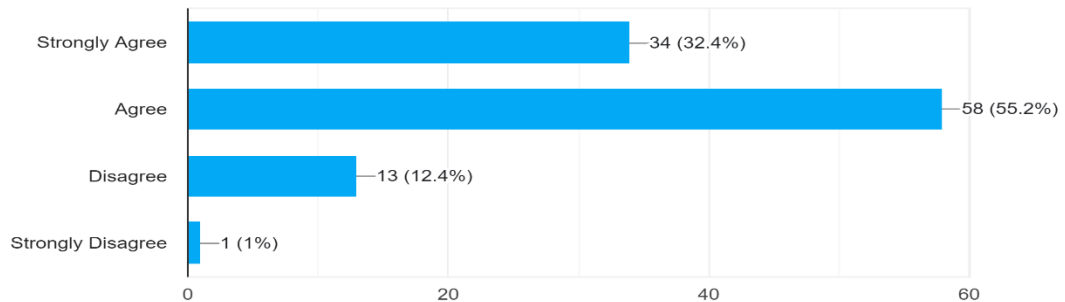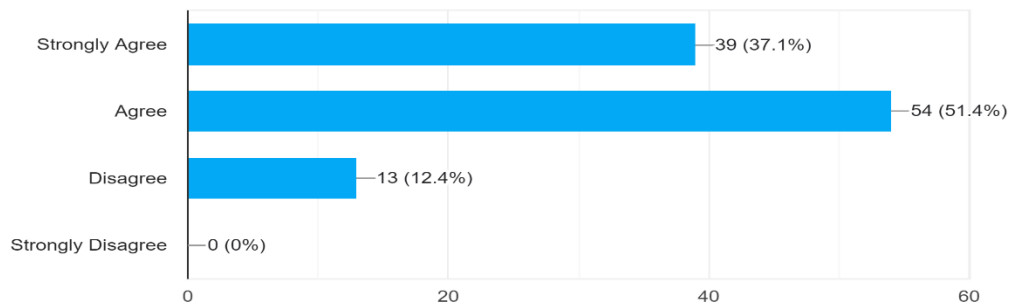*Figure 7*: **Respondents' opinions about the Presupposition Dimension**

Figure 7 displays respondents' opinion about the Presupposition dimension questions, showing that the majority of answers are agreeing with the questions used to identify the importance of this specific dimension, however, in the first question, we noticed some disagreement about preferring marketing messages that already assume that customers know about their product.

Section Three: Questions of Pragmatics in Culture implicated in Marketing Strategies and its' Dimensions

Question Item Eight:

I relate more to marketing messages that focus on my personal accomplishments and how I benefit from them.
105 responses

Strongly Agree	53 (50.5%)
Agree	43 (41%)
Disagree	10 (9.5%)
Strongly Disagree	0 (0%)
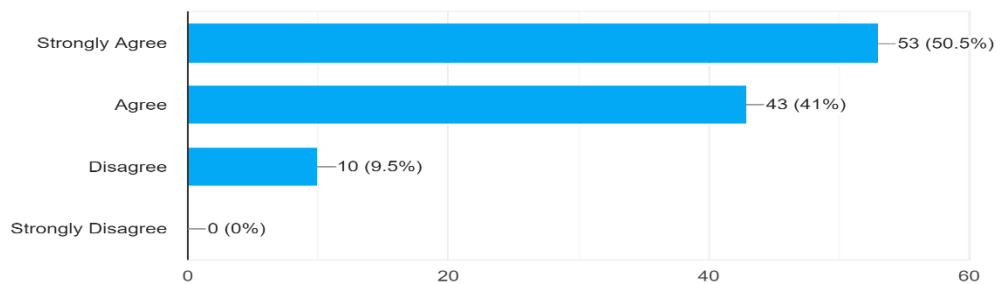
I like brands that promote community values and relationships in their ads.
105 responses
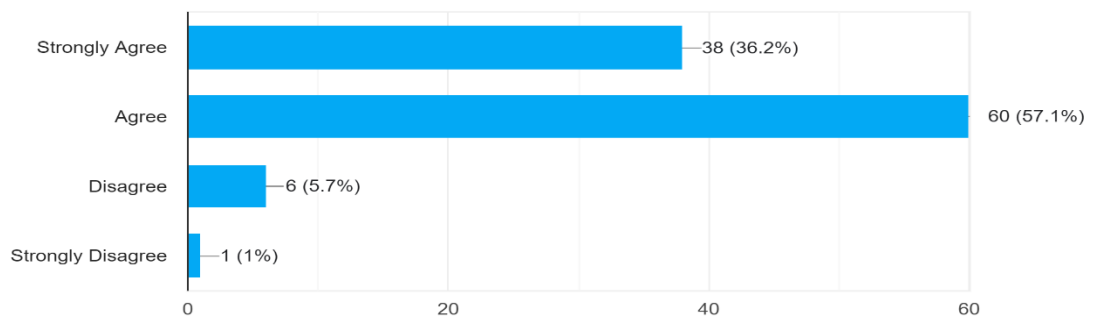
Strongly Agree	38 (36.2%)
Agree	60 (57.1%)
Disagree	6 (5.7%)
Strongly Disagree	1 (1%)

I am more likely to respond positively to marketing content that promotes independence and self-expression.
105 responses

|	
Strongly Agree	45 (42.9%)
Agree	55 (52.4%)
Disagree	5 (4.8%)
Strongly Disagree	0 (0%)
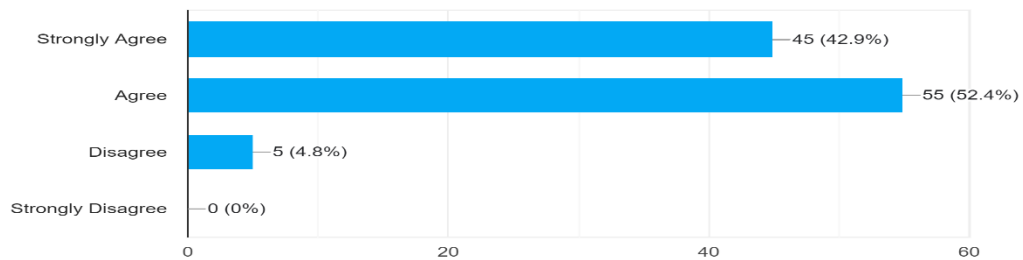
Figure 8: **Respondents' opinions about the Cultural Dimensions**

Figure 8 displays respondents' opinion about the Cultural dimensions' questions, showing that most answers agree with the questions used to identify the importance of this specific dimension, which is important for our study to understand the behavior of customers toward this dimension.

Chapter Three: Empirical Findings and Hypothesis Discussion

3. Introduction

Chapter Three delves into the core of our research by focusing on the hypotheses that have been formulated to explore the role of pragmatics in marketing strategies within the Algerian context. This chapter aims to provide a comprehensive discussion, presentation, and interpretation of the hypotheses, shedding light on the intricate ways in which linguistic and cultural nuances influence consumer behavior and marketing effectiveness.

3.1. Displaying and Analyzing Data

The present research has driven out the following results:

3.1.1. Presentation of the Cases

The present research has driven out the following results; first starting with the findings obtained from marketing clothes though social media applications including "post or pictures, video montage" that targeted both genders for a rich data:

3.1.1.1. Posts

a. Picture One: presents sales on coat for the male audience, while using pragmatic approaches to gain the individuals attention for instance: "reducing the price on the last amount of coat remaining, and placing limited offers and even free vest that gets along with a wide range of other clothes items, guarantees the attention of the audience". As it shows the frequency on the post was up to 7 times and this kind of approach by offering limited access to a set of items with affordable price, and good properties influence customers' buying behavior.

b. Picture Two: this time the item on display "white blouse" is dedicated for female adults, the frequency on this post is rather poor even though the pragmatic effects used are presents "For a strong and elegant woman, be the center of attention" with only frequency of 2 times. For female it's easy to target their personality side since they care more about what can improve their self-image and elegancy, and targets social competition in a way, as women tend to appear strong elegant, and envied.

c. Picture Three: returning to the male audience, this time with a half season jacket and with a frequency of 5 on the item. Pragmatic language used here for the purpose of promoting the aforementioned item addressing common need for jackets across different seasons,

emphasizing on its affordable price and the high-quality materials that is made of, and indirectly posing a blank question on why to buy this item, combining different persuasive arguments to gain the costumers interests.

d. Picture Four: presents a combined clothing item of Green T-shirt and Pants for male audience, with a frequency of 5 on the post. Starts by building a genuine connection between the buyer and the customer through greetings and welcoming, while providing a simple description on the item with no exaggerations, emphasizing on the material benefits that comes with this clothing set, and assurance of good quality. And ending it with friendly tone and building trust and convenient options i.e. "the possibility of delivery with a receipt upon purchase and inspection before buying" encouraging potential buyers to make a purchase.

e. Picture Five: Hooded cardigan for male buyers, with a frequency of 5 on the item. Almost the same approach as the first picture, in this one it creates a sense of urgency with a discount that hints to a good deal for the item, leveraging the popularity of the cloth mentioned inherently appeals to centering the marketing around the sense of fashion and unique style which can targets costumers that are looking for a deal of quality for a good price.

f. Picture Six: Jogger sport tracksuit dedicated for male in a combined set, with a frequency of 5 on the set. Simply they emphasized the good quality according to its price makes it a good deal for costumers, with different sizes available it allows for most of the individuals to get ahold of their own fit size from this clothing set.

3.1.1.2. Videos

Videos are a much more reliable source for effective marketing especially in platforms such as Instagram, taking advantage of its algorithms. These videos spans over a wide range and targets greater population, through a short-term montage, that is either sponsored with a trusted source or advertised by known influencers.

a. Video One: for the first video, it contained a set of oversized T-shirts that are suitable for both males and females with a frequency of 10. The marketer firstly addresses a common concern on the quality of the fabric, then continues to highlight of problem, in this case he said: "it spoils after the first wash" and compared for these problems, the price is rather high. This can generate a sense of unity and agreement between him and his costumers which leads him to offer a solution, thus marketing his items and presenting locally produced clothes that matches the needs of the buyers.

b. Video Two: a short video of max 30 seconds as the first one, this time presenting sneakers for only girl's audience with a frequency rate of 7. Starting with friendly tone and centering the attention on the fashion and style provided by this item and its unmatched quality, attires women customers with a high fashion conscious who appreciate exclusivity and good quality.

c. Video Three: for the last video, being a bit longer than the others, presents T-shirts for males with a frequency rate of 6. The marketer starts by ensuring the diversity in colors afforded which open different options and choices, highlighting variety and ensuring the best quality for the sake of his costumers in which in returns affect their behavior and encourage them to buy the item, and ending it with a friendly tone that is relevant to an exclusive event, in this case 'Seha Ftourkom' which highlights the holy month of Ramadan.

Overall, each one of these discussed analysis of the findings employs different set of specific linguistic stimuli and pragmatic effects to draw in the targeted audience, whether by emphasizing quality, price, urgency, or personal/social identity. The analysis shows how these marketing strategies can be customized to effectively influence consumer behavior in the Algerian market.

3.2. Interpreting and Discussing Hypotheses

The following study has gone for three (03) suggested hypotheses to investigate and clarify the role of Pragmatics in Language and culture specifically when implicated in Marketing Strategies of Clothes Brands.

3.2.1. Interpreting and Discussing the Main Hypothesis

The questionnaire questions were divided into two parts to investigate the participants responses on the **pragmatics in language** and its dimensions and **pragmatics in culture** and its dimensions, by using alternatives such as "**Strongly agree**," "**Agree**," "**Disagree**," and "**Strongly Disagree**" to assess the behavior of customers towards marketing messages that uses the dimensions mentioned in the methodology procedures.

Both questions about pragmatics in Language implicated in marketing strategies and pragmatics in Culture implicated in marketing strategies scored high quotations scales which proved that using these dimensions in marketing can be crucial to influence the buying behavior of customers, which is confirmed in the sampling procedure of posts and videos from social media platforms such as Instagram and Facebook.

We have sampled some particular clothes brand that have been targeted in various social media sites. These brands used various pragmatic dimensions and particular advertising language that led into the influence of the targeted audience to react with the posts and videos. We have sampled six (06) posts and three (03) videos from different brands and analyzed their linguistic stimuli, the frequency, and the behavior of customers through comments on posts and videos that confirms the influence of pragmatics' dimensions on the buying behavior of customers.
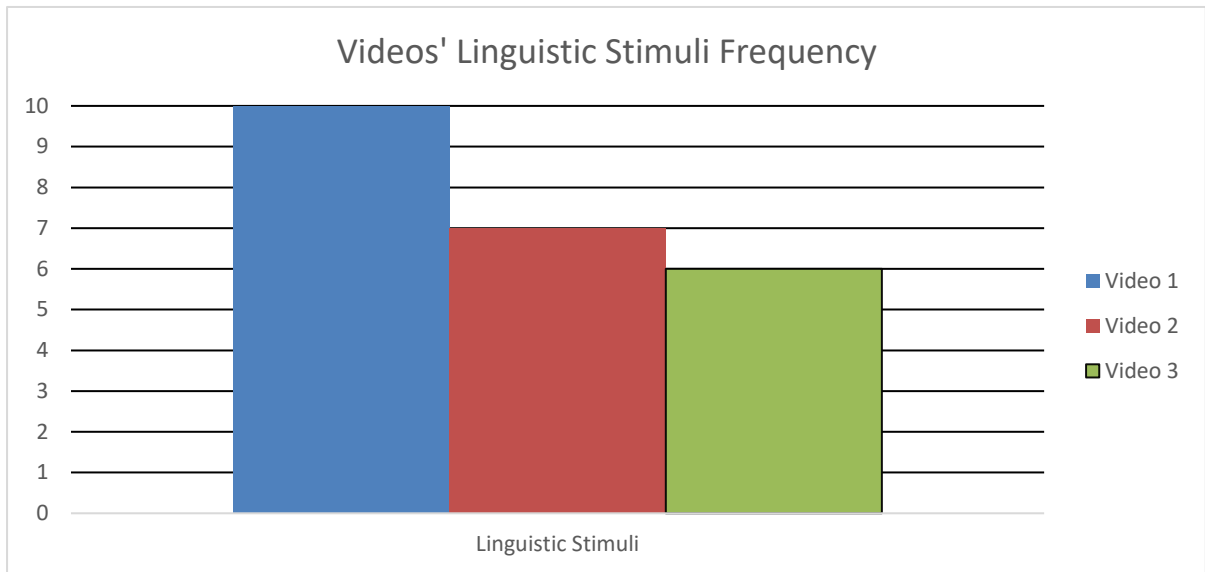
Figure 9. **Linguistic stimuli frequency count from the videos Analysis.**

Figure 9 represents the linguistic stimuli frequency of the analyzed videos, showing that the first video reached a frequency of 10 compared to the second video with 7 and the third one with 6 linguistic stimuli frequency.
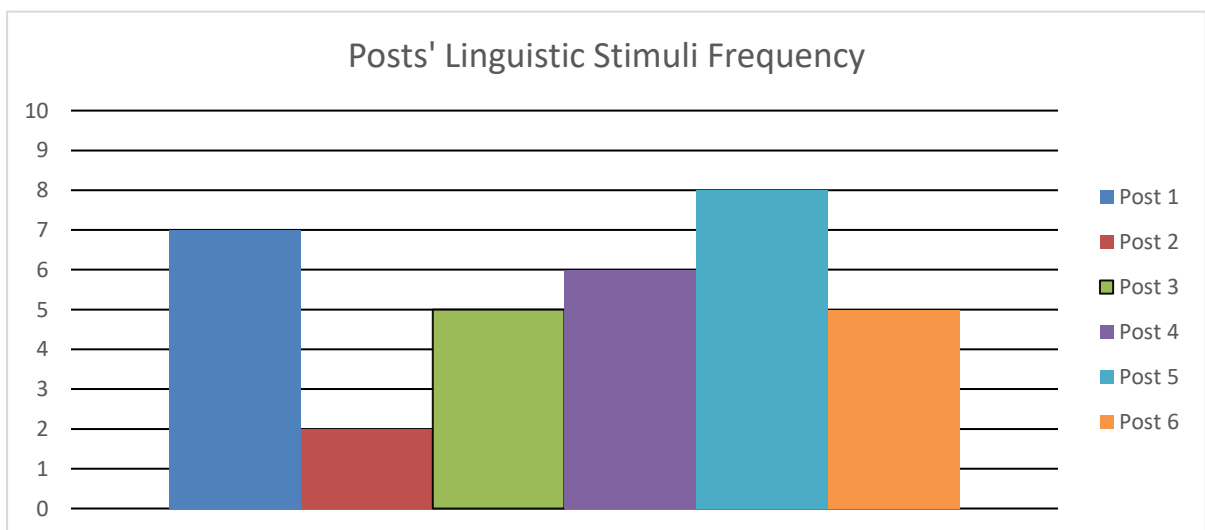
Figure 10. **Linguistic stimuli count from the Posts Analysis.**

Figure 10 represents the linguistic stimuli frequency of the analyzed posts which shows that the fifth post reached 8 frequencies while the other videos range from 7 to 5, however the second video scored the lowest frequency of 2.

These outcomes meet with many of our previous studies that have been conducted to decipher the influence of pragmatics in language and culture to attract a particular audience. Research has consistently shown that effective marketing strategies are deeply intertwined with understanding the pragmatic aspects of communication and cultural nuances.

In the realm of pragmatics in language, elements such as speech acts, deixis, implicature, presupposition, conversational maxims, speech accommodation, and politeness play crucial roles in how messages are conveyed and received which is confirmed in our Questionnaire results and the linguistic stimuli that was identified in the social media posts and videos.

It agrees with the work of **Erving Goffman** (1922–1982) entitled "The Presentation of Self in Everyday Life," which analyzes how humans engage in "impression management" during social encounters, highlighting the significance of dramaturgy in human behavior.

In terms of pragmatics in culture, beliefs, behaviors, norms, and values are the bedrock upon which effective marketing strategies are built. Understanding cultural beliefs allows marketers to align their messages with the underlying principles and worldviews of their target audience. Behaviors, including purchasing habits and decision-making processes, provide insights into the most effective ways to present products and services like mentioned in the analyzed content of advertisements in social media posts and videos.

Our findings meet with the research of **Duranti**, an Italian-American anthropological and linguistic anthropologist in his book named "Linguistic Anthropology: A Reader," which had a considerable influence on comprehending the link between language, culture, and society.

Past studies have extensively explored the role of these pragmatic factors in communication, meaning- making, and intercultural interaction. For instance, Levinson work on deixis, Brown and Levinson's politeness theory, and Sperber and Wilson's relevance theory have greatly advanced our understanding of pragmatic phenomena. The dissertation likely seeks to extend these well-established pragmatic concepts to the unique Algerian linguistic and cultural context, potentially identifying novel applications or adaptations.

The integration of pragmatics in both language and culture into marketing strategies not only enhances the effectiveness of communication but also builds stronger, more authentic connections with the audience.

3.2.2. Interpreting and Discussing the Subordinate Hypothesis

Thanks to the Pragmatic Reflection and Intelligence of the Branders, they could captivate the consumers' behavior with very simple influential words such as "new," "free," "exclusive," and "limited." Research in the field of marketing has highlighted the profound impact of pragmatic elements in crafting effective marketing messages.

In our sampling procedures of posts and videos, we noticed the use of such influential words such as '*Coucou*' in the second advertising video which is a common word in our society that creates a meaning of belonging and relating to the personality of the customer. There are other expressions like

'لامرأة قوية و انيقة' in the first Post and 'تخليك ديما حطة و كلاس' in the fifth Post to target the Ego of clients and make them feel confident about themselves which is crucial for influencing the buying behavior. Also using words and expression such as '*Très tendance*' in the second video and 'سعر مكاش كيفو' in the sixth post is important to connect with customers and build a trusting relationship that can enhance their buying decision.
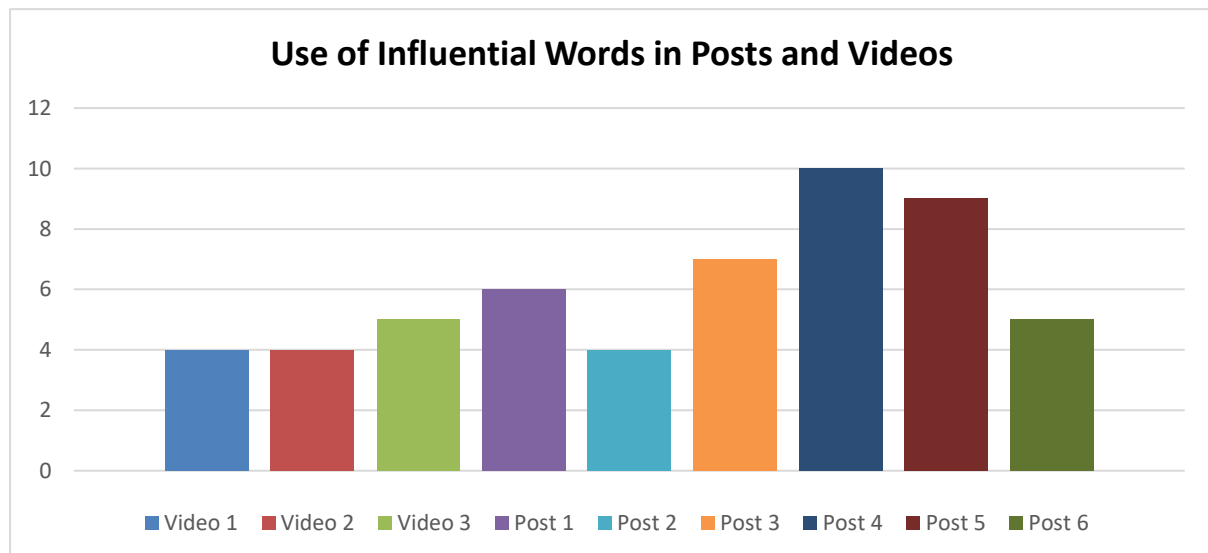

Use of Influential Words in Posts and Videos

Figure 11. Influential words use in the Analyzed Posts and Videos.

45

Figure 11 shows the number of influential words used in the analyzed posts and videos, in which we notice that the post number 4 and post number 5 used 10 and 9 influential words in comparison to the other posts and videos that used from 7 to 4 influential words.

Studies have shown that speech acts like promises ("100% satisfaction guaranteed"), compliments ("You deserve the best"), and invitations ("Join us now") can create a strong connection with consumers. These acts tap into the customers' desires and aspirations, encouraging a positive response.

Our sampling results agrees with the study of Jackson and Shaw (2009) which provides a useful analysis of marketing as a functional business operation within the fashion industry, suggesting that fashion marketing focuses on promotion and communications.

Direct and indirect speech acts in marketing influences how messages are perceived by costumers as confirmed in our conducted research through the sample questionnaire, which used specific questions to identify the way costumers react to the use of pragmatics in language through its different dimensions such as deixis, Implicature, speech accommodation, …. etc.

Also, our sample questionnaire contained specific questions regarding the cultural norms and its dimensions such as beliefs, values, behaviors, symbols, …… etc. These questions were designed to identify the importance of cultural understanding in marketing strategies of clothing brands to influence the buying behavior. Understanding the crucial role of these dimensions helped the marketing messages that we analyzed to create advertisements that reflect culture, values, and language. Also, it helped adapting the brand image and messaging to resonate with local cultural nuances and create successful marketing messages that lead into the influence of the buying behavior of the targeted audience. This hypothesis bridges the gap between pragmatics and cultural studies, examining how pragmatic elements are shaped by and reflected in cultural beliefs, behaviors, norms, and values. Prior research in cross-cultural pragmatics and intercultural communication has thoroughly investigated the influence of cultural factors on the pragmatic aspects of language use. Prominent frameworks, such as Hofstede's cultural dimensions, Hall's high/low context cultures, and Triandis' individualism-collectivism model, have illuminated these interconnections.

The dissertation delves into how the distinct socio-historical and cultural landscape of Algeria shapes the pragmatic dimensions of communication within this context. It could build upon the theoretical foundations laid by linguistic anthropologists like Dell Hymes and

Michael Agar, who have highlighted the intricate relationship between language, culture, and cognition.

3.2.3. Interpreting and Discussing the Subordinate Hypothesis three

Clothing brands that employ pragmatic language and demonstrate cultural sensitivity in their marketing strategies achieve better market penetration and customer retention in diverse markets compared to brands that do not consider these factors. The American Marketing Association defines marketing as an organizational function that involves creating, communicating, and delivering value to customers, while managing customer relationships for the benefit of the organization and its stakeholders. Marketing is a societal process that involves the creation, offering, and exchange of goods and services of value with others. It is a direct and incidental aspect of business activities that direct the flow of goods and services from producer to consumer or user. This definition is supported by the American Marketing Association (1948) and AMA (1960).

Our finding meets perfectly with this definition since the conducted research focused on the clothing brands that employs pragmatics in their advertisement messages and shows cultural sensitivity in their content, which is confirmed by the audience of the questionnaire who mostly answered positively to the questions related to the cultural realm specifically. These results confirm the importance of understanding the scope of marketing which is crucial for marketers to identify and satisfy these needs, which motivate consumers to purchase goods. Marketers also study consumer behavior to help in market segmentation and targeting. Product planning and development, from idea generation to commercialization, includes branding, packaging, and line expansion. Pricing policies are essential for marketing, varying based on competition, product lifecycle, and marketing goals.

Our research focused on the importance of practical applications in marketing strategies which are also confirmed by the results of our analysis that shows the presence of certain norms such as the conduct of market research to understand the linguistic and cultural preferences of the target audience. Also, the creation of advertisements that incorporate local language nuances and cultural references like local traditions to increase relevance and engagement which is confirmed by the comments of customers in social media posts and videos and the answers of our designed questionnaire.

Our finding about the marketing of clothing brands in the Algerian context meets with the study of Jackson and Shaw (2009), which provide a useful analysis of marketing as a functional business operation within the fashion industry, suggesting that fashion marketing focuses on promotion and communications, leaving strategic decisions to other functions like design, buying, and merchandising.

Our study confirms the fact that in the Algerian environment, marketing for clothing brands entails knowing local consumer preferences, cultural subtleties, and economic variables. Strategies should include the heterogeneous demography, including urban and rural inhabitants. Utilizing social media channels, engaging with local influencers, and adjusting campaigns to match with cultural events may boost brand visibility. Additionally, emphasizing quality, durability, and comfort in apparel surely appeal to Algerian buyers.

This dimension applies pragmatic concepts to the field of marketing, exploring how an in-depth understanding of linguistic and cultural pragmatics can inform more effective marketing strategies. Past studies have examined the pivotal role of cultural and linguistic factors in consumer behavior and marketing communication. For instance, Hall's work on high/low context cultures in international marketing, as well as Usunier and Lee's research on cross-cultural consumer behavior, have provided valuable insights.

The dissertation may investigate how clothing brands in Algeria can leverage pragmatic insights to enhance brand communication, foster consumer trust, and ultimately drive brand loyalty, as mentioned in the abstract. This could build upon the existing literature emphasizing the importance of cultural and linguistic adaptation in global marketing strategies.

3.3. Limitations of the present study

Despite offering valuable insights into the role of pragmatics in language and culture for marketing strategies in Algeria's clothing industry, this study has several limitations. The sample size may be small, limiting how widely the findings can be applied across the Algerian market. The research mainly focuses on specific regions, which may not represent the entire country's cultural and linguistic diversity. Lastly, focusing solely on the clothing industry may limit the applicability of the findings to other sectors.

3.4. Academic Implications and Recommendations

This study contributes to understanding how pragmatics in language and culture affect marketing, particularly in Algeria's clothing industry. To further this research, future studies should expand theoretical frameworks to include more comprehensive analyses of pragmatics. An interdisciplinary approach, combining insights from linguistics, cultural studies, marketing, and consumer psychology, would provide a deeper understanding of consumer behavior. Comparative studies across different cultures and linguistic settings can highlight universal and culture-specific pragmatic elements, aiding the development of more adaptable marketing strategies. Including quantitative methods alongside qualitative ones can offer statistical validation of the findings, and longitudinal studies can track changes over time. Expanding research to other industries will provide a broader perspective on pragmatics in marketing. Collaboration between academics and industry practitioners to test and refine strategies in real-world settings can help ensure that theoretical insights effectively translate into successful marketing practices.

Conclusion

Basically, the current chapter is an attempt to describe the data gathered during the ongoing research study's investigation. For the sake of data validity, two data collection techniques were used: sample questionnaire and social media content analysis. The questionnaire was administered to university students in Algeria, while the content analysis was gathered from different social media platforms such as Facebook, and Instagram. The purpose of this study is to examine the phenomenon of the role of pragmatics in language and culture with its implications in Marketing Strategies of Clothing Brands in Algeria. It also seeks to look into the importance of understanding how to influence the buying behavior of customers using clear advertisement messages. Furthermore, it emphasizes the crucial role of cultural preferences in marketing messages to reach a wide range of the targeted audience in the marketing campaigns.

This dissertation has undertaken a comprehensive investigation into the role of pragmatics in language and culture, and its implications for marketing strategies within the Algerian context. By drawing upon well-established theoretical frameworks in the field of pragmatics, the study has provided valuable insights into how various pragmatic elements, such as speech acts, deixis, implicature, and politeness, shape communication and meaning-making processes.

The findings have demonstrated the intricate relationship between pragmatic phenomena and the distinct cultural beliefs, behaviors, and values that characterize the Algerian socio-cultural landscape. This synergistic interaction between language and culture has significant implications for the development of effective marketing strategies, particularly in the clothing industry.

The in-depth analysis has revealed how a nuanced understanding of pragmatic factors can enable clothing brands to craft more culturally-attuned brand communication, foster stronger consumer trust and loyalty, and ultimately enhance their overall marketing effectiveness. By leveraging these pragmatic insights, brands can better navigate the complex interplay between linguistic and cultural dynamics, thereby better connecting with their target audience and achieving their strategic objectives.

The contributions of this dissertation are manifold. From a theoretical standpoint, the study advances the existing knowledge on pragmatics by applying these concepts to a unique cultural context, potentially uncovering novel adaptations and applications. Furthermore, the interdisciplinary nature of the research, bridging the fields of linguistics, cultural studies, and marketing, underscores the value of cross-pollination and collaborative inquiry. On a practical level, the findings and recommendations provided in this dissertation can serve as a valuable resource for marketing professionals, brand strategists, and policymakers in Algeria and beyond. By integrating a pragmatic lens into their marketing approaches, organizations can enhance their cross- cultural communication, improve consumer engagement, and ultimately drive sustainable business growth.

Overall, this dissertation represents a significant step forward in understanding the nuanced role of pragmatics in shaping language, culture, and marketing practices. The insights generated through this rigorous investigation hold the potential to contribute to both academic discourse and real-world applications, ultimately advancing our collective understanding of the intricate relationships between these crucial domains.

General Conclusion

General Conclusion

This dissertation offers a comprehensive and groundbreaking investigation into the crucial role of pragmatics in the relationship between language and culture, and its significant implications for marketing strategies in Algeria. By drawing on established theories in pragmatics, this study provides deep insights into how elements like speech acts, deixis, implicature, and politeness influence communication, meaning-making, and cultural identity.

The research demonstrates the strong connection between pragmatic phenomena and the cultural beliefs, behaviors, values, and norms that shape the Algerian socio-cultural landscape. This interplay between language and culture has transformative implications for the marketing industry, particularly in the clothing sector. Understanding these pragmatic elements allows brands to create culturally-attuned and consumer-centric communications, build stronger consumer trust and loyalty, and enhance overall marketing effectiveness.

By thoroughly examining the intricate pragmatic considerations, this dissertation offers a detailed blueprint for how clothing brands, and other businesses, can navigate the linguistic and cultural dynamics of the Algerian market. The study reveals that a keen awareness of pragmatic elements enables brands to develop more culturally-sensitive messaging, tailor their promotional strategies, and establish stronger emotional connections with their audience.

The contributions of this research are far-reaching. Theoretically, it advances knowledge in pragmatics by applying these concepts to a unique cultural context, uncovering new insights that can inform future academic discourse. The interdisciplinary nature of the research, integrating linguistics, cultural studies, and marketing, highlights the value of cross-disciplinary inquiry.

Practically, the findings and recommendations offer valuable guidance for marketing professionals, brand strategists, and policymakers in Algeria and beyond. By incorporating a pragmatic perspective into their marketing approaches, organizations can enhance cross-cultural communication, improve the impact of their consumer initiatives, and drive sustainable business growth.

In conclusion, this dissertation significantly enhances our understanding of the role of pragmatics in language, culture, and marketing. The insights and recommendations from this study can help organizations navigate the complex interplay between these domains, achieving

greater marketing success and strategic impact. As the Algerian market and the global marketing landscape continue to evolve, the lessons from this research will inspire innovation and excellence in marketing practices.

Bibliography

- *Austin, J L. How to do Things with Words. Oxford university press. 1962.*

- *Cook, guy. The Discourse of Advertising. Routledge. 2001.*

- *Goddard, Angela. The language of advertising. Routledge. 1998.*

- *Leech, Geoffrey N. Principles of Pragmatics. Longman. 1983.*

- *Levinson, Stephen C. Pragmatics. Cambridge University Press, 1983.*

- *Leech, Geoffrey N. Principles of Pragmatics. Longman. 1983.*

- *Richard, Harris J. Comprehension of Pragmatic Implications in Advertising. Journal of Applied Psychology. 1977*

- *Joan Cutting. Pragmatics and discourse. A resource book for students. 2002.*

- *Anna Trosborg Edition. Pragmatics across Languages and Cultures. Handbook of Pragmatics. 2010.*

- *Yemen Journal for Scientific Research, Volume (2), Issue (1). (pp. 286-310). The Role of Pragmatics in Translation and the Pragmatic Difficulties that Encounter Translators.*

- *Keiko Tanaka. Language of advertising: a Pragmatic Approach. 1989.*

- *Austin, J. L. (1962). How to Do Things with Words. Oxford: Clarendon Press.*

- *Blum-Kulka, S., House, J., & Kasper, G. (1989). Cross-Cultural Pragmatics: Requests and Apologies. Norwood, NJ: Ablex.*

- *Brown, P., & Levinson, S. C. (1987). Politeness: Some Universals in Language Usage. Cambridge: Cambridge University Press.*

- *Grice, H. P. (1975). Logic and Conversation. In P. Cole & J. L. Morgan (Eds.), Syntax and Semantics, Volume 3: Speech Acts (pp. 41-58). New York: Academic Press.*

- *Gumperz, J. J. (1982). Discourse Strategies. Cambridge: Cambridge University Press.*

- *Hall, E. T. (1976). Beyond Culture. Garden City, NY: Anchor Press.*

- *Hofstede, G. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations. Thousand Oaks, CA: Sage Publications.*

- *Hymes, D. H. (1972). Foundations in Sociolinguistics: An Ethnographic Approach. Philadelphia: University of Pennsylvania Press.*

- *Leech, G. (1983). Principles of Pragmatics. London: Longman.*
- *Levinson, S. C. (1983). Pragmatics. Cambridge: Cambridge University Press.*
- *Mey, J. L. (2001). Pragmatics: An Introduction (2nd ed.). Malden, MA: Blackwell.*
- *Searle, J. R. (1969). Speech Acts: An Essay in the Philosophy of Language. Cambridge: Cambridge University Press.*
- *Searle, J. R. (1979). Expression and Meaning: Studies in the Theory of Speech Acts. Cambridge: Cambridge University Press.*
- *Tannen, D. (1993). Gender and Conversational Interaction. New York: Oxford University Press.*
- *Thomas, J. (1995). Meaning in Interaction: An Introduction to Pragmatics. London: Longman.*
- *Verschueren, J. (1999). Understanding Pragmatics. London: Arnold.*
- *Wierzbicka, A. (1991). Cross-Cultural Pragmatics: The Semantics of Human Interaction. Berlin: Mouton de Gruyter.*
- *Wodak, R., & Meyer, M. (Eds.). (2009). Methods for Critical Discourse Analysis (2nd ed.). London: Sage Publications.*
- *Yule, G. (1996). Pragmatics. Oxford: Oxford University Press.*
- *Bach, K., & Harnish, R. M. (1979). Linguistic Communication and Speech Acts. Cambridge, MA: MIT Press.*
- *Byram, M. (1997). Teaching and Assessing Intercultural Communicative Competence. Clevedon: Multilingual Matters.*
- *Clark, H. H. (1996). Using Language. Cambridge: Cambridge University Press.*
- *Coupland, N. (Ed.). (1988). Styles of Discourse. London: Croom Helm.*
- *Culpeper, J. (1996). Towards an Anatomy of Impoliteness. Journal of Pragmatics, 25(3), 349-367.*
- *Fairclough, N. (1995). Critical Discourse Analysis: The Critical Study of Language. London: Longman.*
- *Fraser, B. (1990). Perspectives on Politeness. Journal of Pragmatics, 14(2), 219-236.*
- *Goffman, E. (1967). Interaction Ritual: Essays on Face-to-Face Behavior. Chicago: Aldine Publishing.*
- *Kasper, G., & Blum-Kulka, S. (Eds.). (1993). Interlanguage Pragmatics. New York: Oxford University Press.*

- *Lakoff, R. T. (1973). The Logic of Politeness; or, Minding Your P's and Q's. Papers from the Ninth Regional Meeting of the Chicago Linguistic Society, 292-305.*
- *Leech, G. N. (1983). Principles of Pragmatics. London: Longman.*
- *Levinson, S. C. (2000). Presumptive Meanings: The Theory of Generalized Conversational Implicature. Cambridge, MA: MIT Press.*
- *Lyons, J. (1977). Semantics (Vol. 1 & 2). Cambridge: Cambridge University Press.*
- *Malinowski, B. (1923). The Problem of Meaning in Primitive Languages. In C. K. Ogden & I. A. Richards (Eds.), The Meaning of Meaning (pp. 296-336). London: Kegan Paul, Trench, Trubner & Co.*
- *Schegloff, E. A., Jefferson, G., & Sacks, H. (1977). The Preference for Self-Correction in the Organization of Repair in Conversation. Language, 53(2), 361-382.*
- *Sperber, D., & Wilson, D. (1986). Relevance: Communication and Cognition. Oxford: Blackwell.*
- *Strauss, A., & Corbin, J. (1990). Basics of Qualitative Research: Grounded Theory Procedures and Techniques. Newbury Park, CA: Sage Publications.*
- *Tannen, D. (1984). Conversational Style: Analyzing Talk Among Friends. Norwood, NJ: Ablex.*
- *Wardhaugh, R. (1985). How Conversation Works. Oxford: Blackwell.*
- *Wilson, D., & Sperber, D. (2012). Meaning and Relevance. Cambridge: Cambridge University Press.*

Appendices

Audiences' Questionnaire

> Dear Respondents;
>
> You are kindly invited to fill out this questionnaire which is part of a research study at Ibn Khaldoun university Tiaret. This investigation tool aims to investigate the Role of Pragmatics in Language and Culture. Implications in Marketing Strategies in the context of clothing brands. Your contribution and collaboration will be highly appreciated.
>
> Thank you.

Section I: Personal Information:

Item One: Gender

a) Male ☐

b) Female ☐

Item Two: Age

17-19 ☐

20-29 ☐

30+ ☐

Item Three: Residence

Tiaret ☐

Other ☐

Section Two: Pragmatics in Language implicated in Marketing Strategies

Speech Acts

Item One: Marketing messages that use clear requests or commands are more persuasive.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Two: I feel motivated to take action when marketing content includes promises or commitments.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Three: Using language that implies urgency, such as "limited-time offer," influences my purchasing decisions.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Deixis

Item Four: I find marketing messages more engaging when they use pronouns like "you" or ""your" to address me directly.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Five: Marketing content that uses specific references like "this product" or "that service" makes it easier for me to understand and relate.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Six: Pronouns such as "we" or "our" in marketing materials create a sense of inclusivity and belonging.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Implicature

Item Seven: I like to think that there are extra good things about a product based on what is said in ads, even if those things aren't mentioned directly.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Eight: I think about what a brand or product might be like based on hidden messages in ads, and that affects how I see it.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Nine: I like brands more when their ads are clear and straightforward, and not confusing with hidden meanings.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Presupposition

Item Ten: I prefer marketing campaigns that assume I already know about their product or service.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Eleven: I appreciate when brands acknowledge my existing knowledge or beliefs in their marketing communications.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Twelve: When brands assume I already know or believe something, it can feel like they are assuming too much.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Conversational Maxims

Item Thirteen: Relevant and informative marketing content grabs my attention.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Fourteen: Marketing messages that respect principles of effective communication, such as clarity and truthfulness, are more persuasive.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Fifteen: I like marketing that is clear, straightforward, and respectful in how it communicates with me.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Speech Accommodation

Item Sixteen: Brands that adjust their language and tone to match my preferences are more relatable.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Seventeen: I feel more connected to brands that accommodate my linguistic and cultural background in their marketing efforts.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Eighteen: Brands trying to sound like me can sometimes come off as fake or insincere.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Politeness

Item Nineteen: Polite language in marketing communications makes me feel respected as a customer.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Twenty: Brands that use polite language are more likely to earn my trust and loyalty.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Twenty-One: I find marketing messages that prioritize politeness over directness less appealing.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Section Three: Pragmatics in culture implicated in Marketing Strategies

Item One: I relate more to marketing messages that focus on my personal accomplishments and how I benefit from them.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Two: I like brands that promote community values and relationships in their ads.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Three: I am more likely to respond positively to marketing content that promotes independence and self-expression.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Four: I trust brands that demonstrate authority and expertise in their marketing communications.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Five: I like advertising that is inclusive and doesn't use fancy words to create a divide.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Six: I prefer marketing content that provides clear guidelines and assurances about product quality and reliability.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Seven: I feel more reassured by brands that offer guarantees and warranties in their marketing communications.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Eight: I am more drawn to marketing messages that emphasize competition and achievement.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Nine: Brands that promote cooperation, empathy, and care in their marketing campaigns resonate more with me.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Ten: I appreciate marketing campaigns that focus on long-term benefits and sustainability.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Eleven: I am more likely to respond to marketing messages that offer immediate rewards and instant gratification.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Twelve: I am attracted to marketing content that promotes indulgence and enjoyment of life's pleasures.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Item Thirteen: I prefer marketing campaigns that balance the promotion of desires with the importance of self-control and responsibility.

Strongly Agree ☐

Agree ☐

Disagree ☐

Strongly Disagree ☐

Links of Social Media Brands Pages and Video used in our sampling procedures

Pages:

1. https://www.facebook.com/profile.php?id=61556777124820&mibextid=ZbWKwL

2. https://www.facebook.com/profile.php?id=100083528106201&mibextid=ZbWKwL

Videos:

1. https://www.instagram.com/reel/C3YVIsRL6Cm/?igsh=MjMwZDF4NjJoZG9p

2. https://www.instagram.com/reel/C5G80EJI7Hh/?igsh=eWFkZWliYzdwZDhm

3. https://www.instagram.com/reel/C1capKwIe8Y/?igsh=cmN6b2plbWEzZnYw

Résumé

    L'étude actuelle vise à explorer le rôle important de la pragmatique et ses implications pour les stratégies de marketing dans l'industrie de l'habillement en Algérie. La pragmatique, en tant que sous-domaine de la linguistique, examine comment le contexte influence l'interprétation du sens dans la communication. Le but de l'étude est de fournir des informations sur la manière dont les marques de vêtements adaptent leurs stratégies de marketing pour résonner plus efficacement avec les consommateurs locaux. À travers une approche d'étude de cas détaillée, cette recherche met en lumière l'importance de comprendre à la fois les nuances linguistiques et le contexte culturel dans l'élaboration de campagnes de marketing réussies. Les résultats suggèrent qu'une approche pragmatique du marketing peut améliorer la communication de la marque, favoriser la confiance des consommateurs et, en fin de compte, renforcer la fidélité à la marque sur le marché algérien.

Mots clés : Pragmatique, Stratégies de marketing, Contexte culturel.

ملخص

الدراسة الحالية تهدف إلى استكشاف الدور المهم للبراغماتية وتأثيراتها على استراتيجيات التسويق في صناعة الملابس في الجزائر. البراغماتية، كفرع من فروع علم اللغة، تدرس كيفية تأثير السياق على تفسير المعنى في التواصل. تهدف الدراسة إلى تقديم رؤى حول كيفية تكيف العلامات التجارية للملابس مع استراتيجياتها التسويقية لتتوافق بشكل أكثر فعالية مع المستهلكين المحليين. من خلال نهج دراسة الحالة المفصل، تسلط هذه البحث الضوء على أهمية فهم الفروق اللغوية والسياق الثقافي في تطوير حملات تسويقية ناجحة. تشير النتائج إلى أن النهج البراغماتي في التسويق يمكن أن يعزز التواصل مع العلامة التجارية، ويعزز ثقة المستهلكين، وفي النهاية يعزز ولاء العلامة التجارية في السوق الجزائري

Summary

The current study aims to explore the important role of pragmatics and its implications for marketing strategies in the clothing industry in Algeria. Pragmatics, as a subfield of linguistics, examines how context influences the interpretation of meaning in communication. The goal of the study is to provide insights into how clothing brands adapt their marketing strategies to resonate more effectively with local consumers. Through a detailed case study approach, this research highlights the importance of understanding both linguistic nuances and cultural context in crafting successful marketing campaigns. The results suggest that a pragmatic approach to marketing can enhance brand communication, foster consumer trust, and ultimately strengthen brand loyalty in the Algerian market.