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**Language Attrition in The Algerian Linguistic
Landscape**

The Case of Shops' Signs in Tiaret City

A Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of
Master in Linguistics

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Declaration

We hereby declare that the substance of this Master dissertation is entirely the result of our investigation and that due references or acknowledgments are made whenever necessary to the work of other researchers.

Dedication

Khenfous Hamida

To my dear family

To my best friends

To all teachers who have contributed in improving my English

To all whom I love

Thank you for everything

Boudjelal Khaldia

*To my family , to my parents , my sisters and my brothers , specially to my
brothers*

Toufik and Heithem

Also

TO Mr. Khatemi. A.

To all friends who have supported me throught this work

To my best friend nadjet

I give special thanks to my teacher Mahi .S

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List of Abbreviations & Acronyms

- ✧ LL: Linguistic Landscape
- ✧ CA: Classical Arabic
- ✧ MSA: Modern Standardized Arabic
- ✧ AAD: Algeria Arabic Dialect
- ✧ FR: French
- ✧ AMC: Algerian Motors Company
- ✧ IHD's: International Human Development School
- ✧ METX: Master Textile
- ✧ CSCEC: China State Construction Engineering Corporation

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Abstract

The representation of languages in public spaces has importance in society because the language landscape of an environment determine how a speech community interact which each other and gives them their identity. Thus, the current study is a descriptive and explanatory that Investigation to the extension of foreign language use, notably French, English, Spanish and Arabic in public shop signs of Tiaret city Algeria. where we intend to build a corpus from both quantitative and qualitative data taken from two different research instruments seven documented images of several shop signs and a semi-structured interview administered to 20 participants formed by both shop owners and random customers or by passers, subsequently, the aim of this research is to identify Tiaret linguistic landscape, stress the position of Arabic, and discuss the theory of Arabic shift preference in commercial signs at the expense of other languages, thereafter, based on the data we collected we found that the french and English are predominant due to different aspect of attraction, modernization, and prestige which leaves Arabic identity at the brick of shift.

Keywords: public spaces, extension, linguistic landscape, foreign languages, sign.

General Introduction

Algeria is a complex linguistics environment where different languages are in constant conflict and it is largely due to the country's rich history of invasions, Tamazight, Greeks, Romans, and Phoenicians were among its first invaders and thus lead to the creation of different types of languages such as Numidian (Elimam 2004,32), The Ancient script of Lybico-Berber and its modern version Tuareg by Tamazight community (Chaker Salem. 1980, p. 31). In addition, the most rooted colonial languages as in Arabic and Turkish in the peaceful othman Islamic openings, then, the Spanish conquest which was more military than social, where Arabic was tightly interwoven with Spanish (Gaid, 1991, 27) and the most brutal is the French colonization that lasted 130 years which put french as a dominant language in Algeria, and most recently the globalization of English as a popular lingua franca, consequently, Algeria colonial history has allude it to be the home of several ethnicity and elevate it to a multilingual community with a rich language landscape.

One can not but notice the amount of public signs written in several relevant languages, and many linguist agree that those signs describe the identity of a city and almost 'speaks the language' of its inhabitants at a moment in time. One useful method a researcher can employ is the Linguistic landscape to understand the evolution of an urban space.since Linguistic landscape is largely based on collective identity theory.

Subsequently, as such we in effort to reveal the impact of language/linguistic landscape on the identity and language use and preference of a particular group we decide to conduct a narrowed investigation about our own environment "Tiart city centre" with it inhabitant as our own convenient sample which is formed by both shops' owners, clients and passers(ordinary citizens).

1. Statement of the Problem

This research describes the linguistic landscape in Tiaret, Algeria. In particular, the city centre where the main shopping area is situated, in that, we want to show how language landscape affects people choices and language learning, that is to say. the use of foreign language on commercial signs can have a dynamic and reciprocal relationship with a speech community choices and attitudes towards languages.

2. The Significance of The Study

Landscape, in general, is regarded as one of the crucial elements in . and language landscape is no different where it forms and shapes the human environment and also has an impact on the quality of life. Thus, with the intention of clarification, this research importance lies:

- identifying Tiaret language landscape for the first time.
- The language preference in commercial activities.
- The language attitude of a target speech community.

3. The Aims of the Study

Our investigation aims to realize and analyze how these different landscapes of target cit, reflect the area they are located in, which allows for a description of the linguistic and social diversity within the target speech community. additionally, we want to reveal the main reasons behind using foreign languages in street and stores signs to identify the sociolinguistics phenomenon behind the loss of Arabic language role or significance in public signs and overall its effect on customers and shops' owners alike.

4. Research Questions

”The languages used in public signs indicate what languages are locally relevant, or give evidence of what languages are becoming locally relevant” (Shohamy 2010; Kasanga 2012). thus This study examines the display of sign commercials in Foreign languages in the Algerian province of Tiaret city centre, where we aim to answer or discuss the following questions

Q1 - What is the linguistic landscape rivalry in Tiaret city and how it affects the official language of Algeria “Arabic “?

Q2- is there a connection between the linguistic landscape of the city and its inhabitant's identity and behaviour?

Q3- Is there a language shift in Tiaret linguistic landscape, in specific is Arabic preference being replaced by other language alternatives? and how Tiaret citizens will react to it?

5. Hypotheses

We believe that two hypotheses present a set of possible answers to our research questions

H1. The linguistic landscape of tart is that in turn repression turn intercultural communication and the primary reason is the advent of social media.

H2- Shop owners' use of a foreign language may be for prestige.

H3- people may belong to two groups, First group accept this shift of Arabic preference in commercial and street sings towards foreign languages in the Tiaret speech community to

meet with world standards and developed the city for touristic reasons. The second groups prefer the Arabic language and stick to their Islamic and traditional identities

6. Research Techniques and Methodology

This research is exploratory because it has several sources and includes references to pertinent scholarly research in journals and books and it puts special importance on certain kinds of signs, in that, we intend to list several commercial signs as our main data corpus, all to know the effect and the relation of foreign language use on Tiaret people choices, identity and behaviour, as for our data collecting instruments we used a digital camera to document several shop signs and logos in the form of pictures we exactly took 7 images from the surrounding area also we conducted a semi-structured interview with 30 shops' owners and 20 random passers-by, 10 females and 10 males also with 5 graphic designers.

Moreover, our methodology is largely descriptive but with a touch of qualitative approach, in other words, a mixed-method that involves both qualitative and quantitative approaches. The quantitative analysis of the data consists of picture and close-ended interview questions, while the qualitative study includes the analysis of open-ended interview questions through Spolsky's framework. Furthermore, "There is general agreement that language use in the linguistic landscape falls into one of two categories, top-down (public signs, created by the state and local government bodies) and bottom-up language use (created by shop owners, private businesses, etc.), therefore, we decided to include in our study are the "Top-down, in it, there are shop signs such as government spaces also private signs.

7. Research Motivation

Algerian people may be seem as strict were they keep their Arabic language identities, and tradition intact but to the world, Algeria is rather a multilingual country despite not having a lot of ethnicity or races inhabiting the country Tiaret city is a small sample that visualizes and hierarchic of a multilingual society based on this our motives behind conducting such research is to:

- To explore how language use in the public space represents Tiaret city.
- Give a thoughtful and valuable insight into the linguistic landscape of Tiaret.
- Conduct unique research that has never been done in such settings The field of study is relatively recent.
- Find out which language is dominant in the public space of art city.

8. Structure of the Dissertation

The dissertation is structured in the following complex design that includes a general introduction, three chapters and a general conclusion. The introduction presents the backdrops of LL, the reasons for choosing this topic, the aims and significance of the study, and the way the dissertation are organized. The first chapter consists in reviewing research works done that related to LL and show the conceptual Framework and present the Anthropology lenses on LL and overview about linguistic landscape research theoretical framework which includes theories in LL studies and Spolsky's theory of language policy and management also Methods applied in earlier LL studies than problems LL studies encounter (proper name). The second chapter is about linguistic landscape in Algeria we are going to discuss the geographical situation and language policy than the linguistic situation in Algeria also we mentioned the historical overview and we talk about the emergence of English in Algeria and Chinese newcomer in the Algerian linguistic landscape, also we mention some LL studies in Algeria. The third chapter presents the findings of analysed data and discusses it by using the different diagrams and tables to find the results of previous reasons and get answers to the research questions. Finally, the general conclusion includes a summary of the main points of this study.

Chapter One: Literature Review

1. Introduction

In this chapter, we narrate and discuss the major works in relation to the theory and practice of Linguistic Landscape which is commonly abbreviated by (LL). Thus, The chapter will be divided into four sections. The first section represents the history and origins of displayed linguistic signs in public spaces, it also explores the conceptual framework and different theories applied in previous LL research (Spolsky's theory of language choice in public signage). The second section highlights the discovered methods that are usually applied in LL investigations, besides, it indicates the problems that a researcher could face in this field of research. The third section describes the study of linguistic landscape as a new approach to multilingualism. The last section sheds light on language attrition and its major dimensions including future directions in research and methodology.

1.1. The Conceptual Framework of linguistic landscape

1.1.1. Language Attrition

Language attrition refers to the loss of linguistic knowledge and skills within individuals. It is defined as the non-pathological decrease in proficiency in a language that had previously been acquired by an individual (Kopke & Schmidt, 2004, P.3). In other words, this definition illustrates that the decline in proficiency is not caused by illness or damage in the brain, but a change in an individual's contact with the language(s), which means their lack of contact with the language leads to reduced levels of proficiency while conversing.

1.1.2. Anthropology Lenses on LL

According to Velentzas & Bronl(2011, P.117), communication is a process of sharing information in order to generate a shared understanding between two or more participants, either verbally or non-verbally, and the written form of communication is categorized under the visual sign which uses a wide variety of forms to create a meaningful message. subsequently, After creating writing in general, people started to think about themselves differently, as emphasized by Org (1982), writing is a technology that shaped the intellectual activity of modern human lives, in addition, the phonetic alphabet stands in the liminal zone between orality and literacy. Kelly Kevin, the co-founder of Wired Magazine, sees language as the second human singularity, from then on, man is never considered a simple creation but as a thinking being and a creator of tools (Silva, 2015).

Furthermore, The phonetic alphabet and printing press are the most important invention that changed the life of human beings, they are considered to be the dawn of the Age of

Literacy (Marshall Mc Luhan, 1962). The written word may be man's greatest invention. It allows us to converse with the dead, the absent and the unborn (Abraham Lincoln, cited in Flournoy, 2015).

Additionally, Mc Luhan (1964) noted that "we become what we behold, we shape our tools and thereafter our tools shape us." This means that writing is really shaping our world. and according to Powell, writing is defined as a medium used to share ideas across space and time (1999, P.8). On one hand, across space does not weaken oral communication as it occupies a given physical space, on the other hand, across time offers us registers of entire civilizations.

However, even when writing was used by the elite in early metropolises it has always been twined with public display as an example The Codex Hammurabi, which presents the legal codes written in cuneiform script on a stela of black diorite in the old Babylonian language (Coulmas, 2013, P.23), from an anthropological perspective LL, existed before it had been applied to the concept by Landry and Bourhis in 1997(Coulmas, 2013).

1.1.3. What is Meant by 'Landscape'?

The term "landscape" is interpreted differently from biologist or geologist's perspective to sociolinguist's. According to Bastian (2011), for a biologist, the term "landscape" is interpreted from an ecological perspective that is associated with a field to research called "landscape ecology". while for a sociolinguist, it undertakes research related to landscapes, which is why some scholars prefer to name it city-scape instead. In that, one of the main interesting topics in LL is the choice of language in public signs ... which is why city Scape might be preferable to "landscape" (Spolsky,2009, P.67).

Moreover, the term landscape is defined in Oxford Dictionary (Stevenson,2010) as pertaining to all the visible features of an area of land, often considered in terms of their aesthetic appeal, this definition does not take the disparity in interpretation into consideration but the term landscape is differently defined depending on the phenomenon under study for research work, hence, it is necessary to define it in a suitable way to fit its patterns, which means the properties of landscape that are investigated in any research work are cultural by nature. as emphasized by the world heritage committee site "A landscape is the cultural properties [that] represent the combined works of nature and man" (2012, P.88)

1.1.4. Linguistic Landscape (LL)

Landry and Bourhis suggested the more suitable and cited definition of the term “linguistic landscape” stating it represents all sorts of language used in public road signs, advertising billboards, street names, place names, commercial shop signs on government buildings, in that, languages that are combined to form the linguistic landscape of a given territory, region or urban agglomeration. (1997, P.25). that is to say, any sort of visual language displayed in any well-defined public space is part of its LL. However, moving objects like printed T-shirts or stickers on buses are not taken into consideration, though they follow the rule of having linguistic signs and are displayed in public because this definition has been adopted by some researchers according to the aim and the field of the study.

Furthermore, Ben-Rafael et Al conducted a research in which they compare LL patterns in both homogeneous and mixed cities in Palestine. They define LL as any sign or announcement located outside or inside a public institution or a private business in a given geographical location (2006, P.14), but inside a store or public institution, signs have been added to the patterns of LL research determined by Landry and Bourhis in 1997.

In brief, the concept of LL can be used to name the linguistic situation in a given country or the presence of certain languages in a geographical area (Hotter, 2006, P.1), according to him, LL is concerned with the usage of language in its written form in public spheres (2006, P.1). Gorter's definition is too broad in which all textual items which are displayed in public are comprised, nevertheless, it does not matter how it is defined, the two basic elements that should be taken into consideration are “linguistic sign” and “ public spaces”.

1.1.4.1. The Linguistic Sign

According to Bakhaus, a linguistic sign is defined as any piece of the written text within a spatially definable frame. The underlying definition is physical, not semantic (2007, P.66). that is to say, that all that is written is included under the glossary of “linguistic sign”; it includes even the meaningless and unimportant terms or expressions, such as, quotes or words written on a T-shirt or a logo on a shopping plastic bag...etc.

1.1.4.2. Public Space

Habermas (1991) says that the term “public” refers to something common, however, whoever heard the term “public space” imagines garden or café or even shopping centres..., hence, according to Efrogmson et al. (2009), public space is an area shared by everyone

without expectation, this definition neglected gender public spaces according to certain cultures, for example, café shops in Algeria are frequently visited by men only.

Additionally, Shohamy & Waksman, stated that LL research public spaces represent “negotiated” and contested “arenas” (2009, P.9), a “negotiated arena” means that any displayed language in any certain public space is formed to suit the sign owners' choice and desire, whereas, a contested area signifies that public spaces have become the newest field of linguistic research and affects linguistic rivalry and even ideologies that is why public spaces are used for the study of the linguistic situation in a certain given region (Shohamy & Gorter, 2009, P.9).

1.1.5. Functions of Public Signs

According to Landry and Bourhis (1997), public signs are either informative or symbolic (cited in Spolsky, 2009, P.29), in other words, signs that are usually displayed in order to share information and instructions are informative (Spolsky, 2009, P.29), like the “enter” instructive sign in a shopping centre, or the “do not touch” informative sign in a museum. Cenoz and Gorter claimed that the informative sign traces the borders of a certain linguistic group with indicating the used languages among them. whereas, the symbolic signs refer to the value and the status giving to a certain language or languages in a speech community (Cenoz & Gorter, 2009, P.56).

1.1.6. Overview of Linguistic Landscape Research

According to Gorter, LL became a new discipline after a long time of belonging to semiotics (2006P.81); the term linguistic landscape was first coined by Landry and Bourhis (1997) in a paper they wrote about French high school students' attitude towards public signs in Canadian provinces. From then on, LL study started to be interesting for scholars from different fields. Moreover, LL research is not specialized only in one field of research but it: Touches various fields and attracts scholars from a variety of [...] disciplines: from linguistics to geography, education, sociology, politics, environmental studies, semiotics, communication, architecture, urban planning, literacy, applied linguistics and economics (Shohamy & Gorter, 2009, P.1).

Furthermore, because of the spread of English into the entire world, the main theme that was discussed across time is the presence of English in a given territory's linguistic landscape. In 1997, Ross wrote an article in which he researched using English in shop signs in Milan, Italy.

English presence was noticed in advertisement signs in Sophia, Bulgaria by Griffin in 2001 and in the streets of Rome in 2004. Shlick (2002) counted English words in shop

windows in Austria, Slovenia and Italy. Shohamy and Gorter cited that the motives of why and wherefore English is consolidated into labels and advertising in Brazil by Friedrich (2002). (2009, P.36)

LL items (whatever ways they are defined) offer rich and stimulating texts on multiple levels - single words with meanings and shared knowledge, colourful images, sounds and moving objects and infinite creative representations. These displays shape the ecology in local-global and transnational contexts and in multiple languages (Shohamy & Gorter, 2009, P.1).

According to Ben-Rafael et al (2006), it is important to learn about LL dynamics, which means that how is LL constructed? , by whom? And to whom? He grasps the LL as “gestalt”, observations of different phenomena understood as elements of one structured setting (2009, P.43). This means that LL is constructed of several parts. Moreover, Edelman and Gorter (2010) proposed five elements, which are responsible for shaping LL:

1. Authorities: Streets, regulations, and rules' signs like traffic signs.
2. Business: most of the signs are commercial by nature (advertisement signs).
3. Designers: includes graphic designing and deciding the message and the audience to reach.
4. Private persons: includes non-commercial signs, like quotes on private cars, T-shirts or even graffiti.
5. Passers-by: the audience to whom the message is addressed.

On the other hand, Spolsky claims that only three factors can decide the shape of LL, the sign owner, the sign maker and the reader (2009, P.70). While Ben-Rafael suggested four factors, that may affect actors in LL, they are as follow:

Individual, corporate and public actors, who all participate in the formation of the LL, are bound to use LL items to attract the attention of potential clients. This, they may hope to achieve; only by [...] setting themselves as much as possible in contrast with each other. Even when attached to different services or goods [...] everyone quite unavoidably struggles against everyone else over the public's attention. (2009, P.44)

This signifies that LL is not a simple combination of signs, but a dynamic system, where actors interact with each other. These interactions occur only in competition or attraction between sellers or clients in a respective way.

1.1.7. Theoretical Framework

1.1.7.1. Theories Applied in Previous LL Studies

Coulmas (2013) argued that from the first moment humans created the writing system, LL started to take place in the entire human history, and according to Shohamy and Gorter (2009), LL studies across the world have been increased in recent years; though the field has no theoretical base.

Subsequently, Many research papers tried to solve the problem of the ability to study LL in the light of existing theories, or it could make its own theory related to ecology and space. (Shohamy & Gorter, 2009, P.2).

Furthermore, LL is studied with certain disciplines, while the LL research can be approached from a variety of theoretical perspectives. According to Spolsky (2009), scopes of semiotic study of signs are much broader than in sociolinguistics, in semiotics, LL items are discussed deeply than in sociolinguistics. However, mixed analysis (linguistic and semiotic) is impossible. Fodil (2009) managed a linguistic and semiotic analysis of the names of shops in Tizi-Ouzou at the same time; the semiotic one was based on classifying signs according to three categories demarcated by Pierce: indexical, iconic and symbolic signs.

In short, LL is better studied from a sociolinguistic perspective within the field of “language choice in public signage” using “Spolsky’s theory of language policy”, in which social features and linguistic inclination of language used in signage; explores motivation and reveals hidden intentions.

1.2. Spolsky's Theory of Language Policy and Management

Spolsky noted that language policy is about the choices of individual speakers based on rule-governed patterns recognized by the speech community (or communities) of which they are a member (2009, P.1).

Thus, Language policy is a decision-making process, it includes three elements, to begin with, Language practices [which refer to] the language pattern of selecting among the varieties that make up its linguistic repertoire... language beliefs ... [which refer to] the beliefs about language and language use; and any specific efforts to modify or influence that practice by any kind of language intervention, planning or management (Spolsky, 2009, P.5).

then, Language practices are the observable demeanours of languages in a community (Sidhoum, N.E., 2016, P.20). Language beliefs account for the community's perception of certain languages (Silverstein, 1979, P.193); this shows the common impression about the status given to languages.

However, languages management is the explicit and observable efforts by someone or some groups that have or claims to have authority over the participants in the domain to modify their practices and beliefs (Spolsky, 2009, P.4). This definition highlights the language policy context and the role of language varieties in a sociolinguistic situation, with putting language choice at the front.

Language policy and language management are used interchangeably, however, language choice in public signage is the main interest in this study, and this field is studied with the same model used for language policy in general. A description of actual practice, an attempt to infer beliefs and research into specific language management decisions. (Spolsky, 2009, P.72)

Spolsky argued that public signs are a set of processes with certain participants: the initiator (sign owner), the sign maker and the reader. In this approach, the actual use of language management resolutions are discussed, according to Spolsky, it contains three basic conditions:

The first condition, a necessary one, is to write a sign in a language you know [...]. The second rule captures [...] [the] “presumed reader's condition”: prefer to write a sign in a language which can be read by the people you expect to read it [...]. The third rule accounts for [...] [the] “symbolic value condition”; prefer to write a sign in your own language or in a language which you wish to be identified [...]. These three conditions [...] will be the major part of a theory of language choice in public signage (2009, P.69).

We must note that The first condition responds to the question of why signs are not written in languages that do not have a writing system like in Colloquial Arabic; the signs are written in Classical Arabic, which also justifies the common spelling errors. The second condition which is concerned with to whom the sign is addressed, it should be written in the appropriate language which fits the society (Spolsky, 2009). The last condition concerns generally multilingual communities. According to Spolsky, it accounts for the order of languages on multilingual signs (2009, P.69).

This means that the hierarchy of languages on any particular sign would tell us which language is priority and importance were given (Sidhoum, N.E., 2016, P.21). This theory was created to analyse spoken language with the complementary Frame of analysing written language use in public spaces.

1.3. Methods Applied in Earlier LL Studies

Different fields, like sociolinguistics, semiotics and discourse analysis help to form methods applied in LL studies work on the current situation using different methodologies. Edelman (2010) argued that LL studies are taking a modernized version. The method involves creating a “linguistic map” through the use of computerized maps on which the setting for each sign is located immediately after it is observed and photographed (Edelman, 2010, P.53).

When a researcher defines the notion “sign”, he/she also defines his/her methodology. This means that methods vary from one researcher to another, selection of included items is important. Some researchers prefer to collect all signs which they face, while others prefer to collect only a specific type of sign, such as commercial signs, from these researchers are mentioned as follow: Masai: Tokyo, Japan / Ross: Milan, Italy / Schlick: Austria, Slovenia and Italy / Frederick: Brazil / Dasilva: Jakarta, Indonesia...etc.

For the analysis section, some of the researchers follow a systematic approach, in which they categorize collected data through a per-store basis; it depends on the domain in which the sign is used. While others prefer to categorize signs under two sections, “top-down signs”, for example, government-issued, or “button-up signs”, like private-issued (Ben-Rafael et al, 2006).

This helps to determine whether the signs are official or unofficial, this study follows the methodical approach which classifies signs according to variable categorization found in previous studies. According to Tournier (1985), the first typology is exogenic processes, which are: Simple words - Acronyms - Misspelled words - Macaronic forms - Blends - Phrases - Proper nouns (cited in Fodil, 2008; 2016). This study accounts for an additional process which is “transliteration”, in which the same signs are classified depending on their thematic field. In the end, the results are discussed through a sociolinguistic perspective.

Also, the area under investigation should be selected and defined, selected are can be any given street, district, region or an entire country, this latter is very time-consuming. Such to Bakhaus (2007) some researchers decided to analyse and compare languages within the same neighbourhood. Others choose to analyse signs in streets of commercial use only

(Cenoz & Gorter; 2006). According to Shohamy and Gorter, the best places to conduct LL research are the commercial ones thanks to the huge amount of signs within it. (2009)

Lastly, LL research is still a young field with increasing interest, it is better to come out with a unified methodology, it is necessary to provide a detailed description of the applied methodology in any kind of LL research in order to establish indicative comparisons and results for future research. (Shohamy & Gorter, 2009)

1.4. Problems LL Studies Encounter

1.4.1. Proper Names

Proper names are one of the main problems that can a researcher face in LL research, Piller reports that proper names are frequently used in signs more than it is thought (2002, P.267, cited in Edelman, 2010, P.23). The brand name is arguably the most central linguistic of an ad- it is what it is about (Piller, 2000, P.267, cited in Edelman, 2010, P.23). For example, “Giorgio Armani” and “Nina Ricci” are international beauty brands (fragrances). Some shop owners prefer to use their proper names to identify the quality and the brand of the product spelt.

Subsequently, Some researchers proposed suggestions to solve the issue. According to Edelman, a researcher who does not code proper names in foreign languages, gets an incomplete picture of the LL's multilingual character (2010, P.80).

Moreover, Edelman (2009) suggested three solutions for this issue: the first includes names but proper names occupy a large part of LL, however, this solution can provide a more accurate frame of the spoken languages in the area under investigation (Edelman, 2009, P.152, cited in Sidhoum, N.E., 2016, P.24). The second solution deals with tracing proper names into their origins, either of the name itself or the trademark. According to Edelman, proper names can be part of any language, unless it contains a text next to it, then it should belong to the language in which the text is written (2009, P.152). The last solution is concerned with the contribution of names to its languages of origin and assignment of codes for all signs, whether they have consisted of proper names, other text or both (Edelman, 2009, P.152). This means that, if a sign contains only a proper name, it should be coded depending on its origin, and if the sign contains a text next to a proper name, it should belong to the language in which the text is written.

1.4.2. What Counts as a Sign?

An infinite number of signs can be found in streets, but what really counts as a sign? , not all signs can be appropriate for LL studies, to know what counts as a sign, what does not count, need to be known first.

Besides, according to Bakhaus's definition which was mentioned earlier, any piece of the written text within a spatially definable frame (2007, P.66), images alone cannot be considered as signs. Most LL studies do not contain a numerical number unless they are written in their text (Sidhoum, N.E., 2016, P.25), this is because that numerical numbers can be read by individuals with any language.

1.5. Conclusion

This chapter is merely the literal background of our study, where we attempted to inform the reader with the various definition of linguistic landscape and how it came to existence as a term. In addition, we explained how LL is collected for research purposes, notably the methods used along with Spolsky's Theory of Language Policy and Management, and we also highlighted it functions and forms such as "public signs", and lastly we point out the main problem faced by researchers amid their LL investigation the likes of the use of proper nouns and how is exactly a sign should be. In short, e believe that we gave the most valuable and concise background information for the readers, hoping that it will aid them in understanding our research topic up head in the paper.

Chapter Two:
The Linguistic Landscape of
Algeria

2. Introduction:

This chapter aims to detect and identify both the background on which the Algerian language landscape is built and the key elements that affect it. Henceforth, chapter two will be divided into two different sections. First, presenting a detailed description of the language environment of Algeria, in that, we will identify each language and variety that exist in the country along with their origin, status, and place in the Algerian speech community. The second section will review some of the previous studies analyzing the linguistic landscape in the Algerian context, including the language shift and matinees of Tamazight, and the language within the working class in Oran city. Lastly, we will give an overview of Algerians attitude towards the mention languages.

2.1. Geographical Situation

Algeria is located in the Northern African coast of the Mediterranean sea, between Tunisia and Libya from the East and Morocco, Western Sahara and Mauritania from the West, and bordered from the South by Niger and Mali, it is the largest country in the African continent with 2,381,751 square kilometres, and has over 40 million inhabitants distributed unfairly across three parts of the country, the northern part, the coastal cities, have the most inhabitants due to its mild weather and highly developed infrastructure.

Moreover, due to the strategic position of the country, the Mediterranean Sea and access to Africa, Europe, and the Middle East. Hence, Algeria has been invaded by different empires all over the world, Chiefly, the french colonization of Algeria that lasted for 132 years, that reshaped and built the country' cultural transmissions and language contact, which in turn led to the emergence of new languages in the process, even new modified dialects such as the Algerian Dialectal Arabic.



Figure 2.1: Map of Algeria

2.2. Language Policy

The main reason for the existence of the French language in the Algerian speech community is the French colonization, even after the independence, the French language took a big place in the Algerians daily life, administration, media and in so many intellectual and vital sectors of the country as emphasized by Benrabah (2007), "when the French occupation ended in 1962, Algeria's elite was exuberantly confident in the complete replacement of French by Arabic as the medium of the vital functions of the country." (P.193), as a reaction, the government suggested Arabization policy, to get rid of the French language and save the Arabic identity, thus, Modern Standardized Arabic was imposed in all domains, administrations, public streets, media, educational system, in fact:

Historically, Arabization was viewed throughout the Arabic words as a fundamental component of the struggle for independence... to assert their countries' national character vis-à-vis the colonial powers to retrieve the people's Arab-Islamic cultural identity, and to preserve their national unity as a community speaking one language: Arabic rather than French, English, Berber or any regional dialect" (Daoud,1991, P.7)

Furthermore, after Arabization, from an emotional perspective, it was thought that Arabic will be officially considered as the first national language and will take back its importance and value, it was also thought that French will be removed totally and replaced by English being the second official language in the country and this was not based on any realistic, pragmatic or practical reasons, according to Gordon (1966), there was a famous Algerian writer and poet, around 1960s, claimed that "in ten to fifteen years, Arabic will have replaced French completely and English will be on its way to replacing French as a second language. French is a clear and beautiful language,..., it holds too many bitter memories for us"(P.103).

2.3. Linguistic Situation in Algeria

2.3.1. Historical Overview

Before the French colonization in 1930, the Algerian linguistic situation was complex because of invasions and multiple colonization from various countries and civilizations over the history, and since Antiquity, the first inhabitants of the current Algerian region are known to be the Tamazight notably the Berber community who at

first spoke 'Libyc' (Elimam,2004:32), that it was an oral language, written in Phoenician conqueror's Alphabet, and then for more than five centuries, Latin was spoken among Berbers as a lingua franca because of the Roman wars against Carthage (Fodil,2016).

thereafter, comes the Arab-Islamic conquest, where most Berbers were converted to Islam, as a consequence, Classical Arabic gradually shifted in place of Berber as a language (Benrabah,1999). but with the mixture of the two, a new Arabic variety was found through time named Ed-Derdja, it also involve other varieties of language because of many settlements the likes of Portuguese, Spaniards, and the Turks (Benrabah,1999; Berger,2002).

However, after the French colonization, a new policy of Frenchification was introduced through the different educational systems in Algerian schools, despite the independence, which replaced Arabic and made a huge influence in Algeria culture and lead to the creation of Algerian Arabic dialect that is formed by many french vocabularies.

2.3.2. Current Linguistic Situation in Algeria

Algerian community is a mixed cocktail of languages. It is considered the home of several languages. thus, most Algerians are either bilingual by birth or multilingual community through education, consequently, we will highlight the most important languages and varieties that existed in the country;

2.3.2.1. Modern Standardized Arabic

The MSA is the first modified official Arabic used in the country by its two forms, written and spoken in formal occasions, and the mother tongue of the Algerian people, MSA is also the official language of some Arabian countries such as Morocco and Mauritania, subsequently, it is the 'mother tongue of many countries but since mother tongue is defined as the language that is required at home without formal instructions it is of second place a rather formal type.

Moreover, according to Bentahila (1983) and Grandguillaume (1990), there are two varieties of the Arabic language, Classical Arabic which is no more used and the simplified version Modern Standardised Arabic using the same grammar as the CA, actually, there is no huge difference between the two varieties. On one hand, CA is the written version in which the Holy Book is written, which is considered as one of the resources that are followed to study and detect the use of CA. It is restricted only for religious occasions, for example: in prayers for all Muslims with no exceptions,

however, it is considered as a pure language and not everybody master it being a language with high lexical and syntactic codification, to the point that when somebody says he does not speak Arabic well, he usually means the classical form (Murphy,1977).

Classical Arabic has the prestige, an immense prestige which is multiplied by two because it is twofold: the prestige of a great language of culture... and that of a language of religion (Fleish, 1964:3).

This quotation shows that the CA, besides being the language of religion, is considered a highly respected language and related to prestige thanks to its function and religious aspects.

On the other hand, MSA is considered more useful and readily comprehensive than CA, it is a simplified version, which was modified to keep up with the modern daily life of the Algerian society and to offer its modern needs. According to Ennaji (1990:9, quoted in Benali-Mohamed, 2007:28), Modern Standard Arabic is standardised and codified to the extent that it can be understood by different Arabic speakers in the Maghreb and in the Arab World at large, it has the characteristics of a modern language serving as the vehicle of a universal culture.

New methods are followed to modernise a language including borrowing foreign words, integrating others morphologically and or phonologically, translating foreign words and extending the semantics of existing roots (Versteegh, 1996, cited in G. Sarra, 2013, P.16).

Literary Arabic (Shouby, 1951) is one of the labels created through modernising CA into MSA, it was defined as a written form of Arabic readily associate with modern media which was developed in the 19th century as a part of the cultural Revival, or Nahda, in the Middle East (Benrabah, 2007:46).

Middle Arabic or Educated Spoken Arabic is a kind of compromise which lies halfway between the written and spoken Arabic (Benali-Mohamed, 2002:56; Benallou, 2002:37; Mahmoud, 1986:239; Queffelec et al, 2002:34-5). and According to G. Sarra (2013):

This form of Arabic plays an intermediary role between the high variety (SA), which may be incomprehensible for many illiterate Algerians, and the low variety (CA), which is often stigmatized and by educated speakers. Educated Spoken Arabic is thus used by educated speakers in formal or semi-formal contexts (P.16).

This means that EDA is a variety that relates between the HV and LV for the sake of being understood by the whole community, either illiterate or educated Algerians.

2.3.2.2. Algerian Arabic

Although Arabic is the language that unites Arab countries and the symbol of their identity, linguistically, Arabic differs from one country to another in terms of spoken varieties, which suit each country's needs and personal interactions. because there is language variation in the Arab world, in that, many Arabic varieties are intelligible; which means the speakers of two different varieties can understand each other, the further you go the less mutual intelligibility is, for example, Algerian and Moroccan people can understand each other due to the short distance they share between themselves, but a country in the Middle East just like Jordan or Syria their people can hardly understand the Algerian dialect because of the huge distance in terms of geographical or even cultural aspects. likewise, Chejne (1958:14) argued that the Arabic spoken in the different Arab countries shows a disparity in the use of language as great as any of the divisive elements which separate the Arabs in the political, economic and governmental systems.

In addition, spoken Arabic has been classified into Eastern and Western varieties because there are marked differences between the linguistic situations in the Middle East countries and that in the North African countries (Bouamrane, 1986:4). In addition, there are points of vocabulary that place the Arabic dialects in the Maghreb in the clearest, if not the deepest, contrast of those of the Middle East (Marçais, 1958:580).

Furthermore, Algerian people usually converse with each other in their daily life using mostly the Algeria dialect or what is commonly known Ed-Derja, which is viewed as the mother tongue of the most of population, and it also derived its origins from MSA being its background, with slight differences in the level of lexicon, phonology, morphology and syntax.

Moreover, Language variation is not only on the countries level but even in the same country, Algeria's every region has its own dialect, which varies from one region to another. Where Benrabah claims

that spoken Arabic in Algeria [...] is spread over four major geographical areas each with its own linguistic features:

1. Western Algerian Arabic is used in an area that extends from the Moroccan border to Tenes.

2. Central Algerian Arabic is spoken in the centre which extends to Bejaia including Algiers and its surroundings.
3. Eastern Algerian Arabic is spoken in the High Plateaus around Setif, Constantine, Annaba and extends to the Tunisian borders.
4. Saharan Algerian Arabic is spoken by around 100,000 inhabitants in the Sahara Desert. (Ethnologue, 2004; Queffélec et al, 2002:35; Taleb Ibrahim, 1995:3)

AA can be also written using Arabic or Latin script especially among internet users including chats on Messenger, posts on Facebook, or even mobile phone short messages, they consider it informal and less prestigious than MSA, but they keep using it in every single context in their daily life because the formal variety (SA) lacks the natural use in spontaneous conversations and cannot be anyone's native language (Ghoul Sarra, 2013, P.18). Moreover, this negative attitude towards AA may be:

Mainly due to the excess borrowing and code-switching with other languages in contact. As a result of the country's colonial experience, a worth noticing amount of items from Portuguese, Spanish and Turkish are still used in AA [...]. Besides, the major linguistic influence can be attested in those French words that have been largely adapted to AA. (Ghoul Sarra, 2013, P.18).

In addition, according to Benrabah (1999), not all Algerians consider the AA a less prestigious and valuable dialect, some have a good attitude and see it as the language that represents the Algerian identity and suits the modern requirements of the Algerian people. In addition, the following passage represents the point of view of Dr. Rachedi, ex-ministerial delegate to the Universities towards AA:

What is, in fact, Algerian Arabic? It is an Arabic that is stripped to its absolute declensions, its useless dual case endings, its heavy constructions, its frozen expressions, its syntax from another age, its antediluvian terminology. It is a spoken, lively Arabic, which bears the mark of the creative genius of Berber, of rural and urban Algeria, which integrates foreign terms harmoniously... (Quoted in Saad, 1998:18)

2.3.2.3. Berber/Tamazight

For more than forty centuries, Berber was known and spoken in the North of Africa, all this long period, and no North African country considers it as a national or official

language except Algeria, in recent years BR was recognized as national but not the official language.

BR is a national language in addition to AA, spoken by the minority of Algerian people, it is classified under the Afro-Asiatic language family, and it is known that the language is derived from the old language 'Lybian', which is a theme of the debate, whether it was a language or group of languages, according to Haddadou (2000:210):

Present Berber descends from Lybian, a language that was spoken in North Africa since high antiquity. Ancient Greek and Latin authors signalled this language, which was distinct from that of the Phoenician colonizers; unfortunately, no one of them [the authors] described it. In the 5th century, St Augustine noted that the indigenous tribes of North Africa spoke one language; however, we do not know if he hinted at the unity of the Lybian language of which he had known different spoken varieties or a particular dialect which was widespread in his time or spoken in certain regions in the country. (Quoted in Benali Mohamed, 2007:38)

The four major varieties of Tamazight which are spoken in Algerian are Taqvaylit spoken by the Kabylis, Tashawit spoken by the Chaouia, Mozabit spoken by Mozabites and the last one, Tamashaq spoken by the Touareg, in addition to some small spoken varieties such as Tarifit, Chenoua, Taznatit...etc.

Benrabah declares, yet, Berber as it nowadays does not constitute a single unified language; rather it is a group of varieties that are different from each other mainly at the phonological and lexical levels while the grammatical structure remains the same in all the varieties (2007; 44).

The varieties previously mentioned share the same linguistic root with the BR, but not all Berbers can speak the variety because of the traditional and geographical differences between the groups speaking the different varieties, Roberts (1980:117) explains, in the concern of the standardization of the BR as follows:

As a consequence of their geographical separation from one another and the absence of both any sustained commercial intercourse between them and of a written language, there has been no tendency for their culture to become unified or for their language to become standardised in the course of their history.

According to Tilmatine (2004), the term ‘battle of the alphabets’ has been created because of the presence of three different scripts in Algeria: Arabic script, the language of the Holy Qur’an and the Arabic identity; the Latin script, despite being the script used in French, the colonizer’s language, it also presents the modernization and technology; and the last one is Tifinagh, the script which expresses the traditions and the culture of Amazighs, among these scripts, Latin is the most commonly favoured in Algeria.

Tamazight literature, originally oral, is now being written mostly in Latin script. Several novels, collections of short stories and poems, by contemporary writers, have become available in print since the 1970s. The majority of these works to date are in Kabyle. (Abu-Haider, 2003:135)

2.3.2.4. French

France in effort to get rid of the Arabic identity imposed the French language on Algerians, where anti-Arabic and pro-French language policies are made to weaken the value of the Arabic language and replace it with the French language as the language of modernity and prestige, and the two target aspects intended to be eliminated by France, were both the Islamic religion and the Arabic language.

In that, their strategy was based on spreading the French language to control the political and economic situation in the country, through introducing French in the Algerian educational systems, Gordan (1962:7) summed up the strategy by saying that when the Portuguese colonized, they built trading stations; when the French colonize, they build schools.

Moreover, the existence of FR language left a cultural, linguistic, social and economic effect on the Algerian community, which is still noticeable in the present day, the FR domination was not only in schools, but also in the governmental institutions and the various public services related to different ministries in the country, and the mastery of FR means a good job and a respected position in the Algerian society, and despite the independence, FR is still regarded as being an important medium of communication, it is considered as a high positioned language, equal to SA, where it is used differently in private and higher education, science, technology, business, tourism and media, in addition to many TV channels, books, magazines and newspapers published in FR.

In fact, a lot of Algerians have some notions of French, receive French programmes by television and have

relationships with emigrants settling in France. On another hand, a lot of teachers and institutors learnt in French and French universities still accept Algerians. (Eveno, 1994: 103)

Furthermore, a new phenomenon has been shown because of the existence of the two languages in the country, FR and SA, Algerians started to mix the two languages, consciously and unconsciously, in formal and informal occasions in their daily life, Bencherfa (1987:123) states:

By examining closely the different types of speech such as political speech, the conversation on official or scientific subjects, the plays, personal letters from one person to another, courses given at University, at the college or at the school and finally the conversation within the family, we notice in the majority of cases the alternation of the passages in Algerian Arabic, passages in Modern Standard Arabic and in French.

Lastly, Algeria as a country in need of economic development, French offers access for modernity and Western models of economy, science and technology, being the language of prestige and modernity; this is why Algerians prefer to use FR than SA, as is mentioned by Sebaa (2002:61):

[...] speakers of French are perceptibly more numerous than forty years ago. Barely some thousands at independence, they are now nearly 9 million [...] the independent national and “Arab” authority has done more for French than French school and administration united during the colonial period.

However, FR is not present in the Algerian constitution, neither as a national nor as an official language, which means it is not recognized by the institution, and its value is decreasing due to the Arabization policy after independence, and recently, the presence of the English language.

2.3.2.5. English

The English language is the second foreign language in the country, its position took a challenging way since 2000, where the government introduced the educational reform that was most supported by the United States. The main change in this reform is that English is now taught at the first grade in the middle school (Missaoui Benyoussef, 2017:13). Subsequently, this reform and the given status of English were because of the Arabization and the huge amount of hours of teaching Arabic over English and French which led to a generation that foster ignorance towards foreign

languages. However, Benrabah mentions that the early 2000 were characterized by the transition to globalized pedagogy or the free market economy. It also related to the high cooperation with the United States of America and Canada who are committed to freely support this educational reform policy in Algeria. In short, despite the fact that English is neither an official language nor a national language, it plays a great role and has great importance in the Algerians' life.

2.4. The Emergence of English in Algeria

The spread of languages in the world illustrated the linguistic results of the social and political power relations at the world level.

As a consequence of the political and economic position connected to them.

The social status has differed, that's why people are very interested in languages and the higher position of a language. in addition, people have a desire to learn these languages. in previous, various languages enjoyed this status like Greek, Sanskrit, Latin or Arabic. whereas, Now the English language enjoys this prestige at the level. this explicates the reasons and the interesting of people about acquire this language which help them to get a chance to communicate with other people in the world.

In Algeria the emergence of English is related to the second world war, Algiers is used by the American soldiers as a beachhead for their military operations against German forces. After the landing of American parachutists in Algiers in November 1942. They contact the local population during their stay in the town. Because the American soldiers spoke and master English and the indigenous population sensed them because of (some Algerians fought against Hitler under the French Flag). The locals began to learn English in order to enter the Fundamental business of buying and marketing virtual items. some words like business, chewing -gum, Dolar ..etc used in the Algerian street others Loan -words come in the local linguistic repertoire, this is the result of contacts between Algerians and the American soldiers.

Furthermore after the independence, and because of the sudden wave of globalization and development Algerians are more eager to learn English specially after the grown popularity of many English words which were naturalized in Berber and Arabic like: Bus, Bye -Bye, Boy, Hello, coca-cola. in addition, other words like CD, DVD, Fast Food ...etc which are unified and it is the part of their own languages. Besides this, the Algerian people began to acquire English at school and other places such as working in foreign companies that are mostly located in the south.

For further explanation we will discuss some of the previous findings of MED Sadek Fodil about the existence of English vocabulary in Algeria's linguistic landscape.

The following table represents the corpus of MED study in consurn to How English Transforms the Linguistic Landscape in Algeria:

Corpus 1

English simple words	Addict – Coffee - DISTINCT - Fashion - Flowers - GIANTS - JACKETS - Ketchup - Travel –
Compounds and inflected words	Baby Boom – Businessmen – ISTAMBUL GROUP - JET PUB - MEDIASPHERE - Shopping – TeChnOlogy - WORLDLIGHT-
Blends and Clipped forms	City Alu - Compu Center - Cyberclub – ElectroSell – INVENTEAM - MASTER VET - Optic Medic - Universal Cyber -
Acronyms	ALMOCO (ALgerian MOtors COmpany) – COMIRA Building – IHD's (International Human Development School) - M Tex (Master Textile) – M2Y Computer Center (My 2 thousand Computer Center) - SMATEC
Phrases	All Filters - Baby Toys - Best FASHION - Big Bazar - Black & White - Body Sculpture - Business Center - Chicken Club - DENTAL MEDICAL SERVICES - Eden Park - Dual Computer – Fast Mail - Fashion Men – FIMKA New Woman – First Class Travel - Forum Language Center – Good Lunch – Graphic Press Service – Ideal Cuisine - It's Different - Hot Video Club – JUST FOR YOU - JUST ME - Kid Mania - Kid's Rooms - Kingdom of Deco – Ideal Shoes – Just Married – Magic Lunch – MEGAWEB Studio – My Sandwich – New Furniture – New Graphic - New Toys - Orbis Stationery - Pizzeria New Moon - PLAY ME - Playstation 2 - RESTAURANT Living - SAY Silver - Scarpa Store - Simply MARKET -Stream System - STREET WEAR - The English Way - Top Mode – TOP- NET- UNDER WEAR - Universal school - Well done – WHY NOT - World Music - World Net – Works and Services - Your Computer.net –
Macaronic forms	Baby Confort - Bébé King – Bébé Shopping — Best of System Informatique - Galaxy Linge – Labo Photo NEW VISION - Master Meuble – Master textile – Media Top Informatique - Meuble Center –Mobi Home Deco - Mondial Shopping - Pressing du Boulevard - Rapide Laundry – Star Meuble –M2Y Location - Patisserie Crust – Top Habillement - TOP MOD OF SPAIN
Proper Names and brands	Austin's - Ben Restaurant – Bellaza Shop – Beverly Hills Fashion - Billy.com - Brooklyn Food - BURTON British Fashion Boutique - Cabella Colors- Castel Beer - Damas - Dubai City - FeddalStore – Géant Shop Center - Kad School – Lea School – LONDON- - LONDON Fashion – LONDON KIDS - LONDON TIZA - Mc Cheese - Mike Chicken - Milano Food - Miss Capelle – Mourine Food - Samy Clean - TITAN STORE - Tizi Game - Tizi Lunch – Tizi Music – WEBSAB -
Incorrect forms	Eden's Woman - Free Prix - Jet 7

Table 2.1: MED Sadek study corpus of English words inserted in Algerian dialect or Berber

In the table above Med have discussed the result of his research concerning shops named in English present the option of this language by the owners, the shop owners name English with qualities such as fashion, high class, novelty ..etc. So they make a relation between these qualities and the items sold in their shop. the tone of English with positive qualities depose to prestige English enjoys the business field. Additionally. we have 145 shops, among them 38 show parts for market linked to clothing or fashion, 27 are related to NICTs and other member services,18 commerce in Food,9 Market Baby care items,8 shops present Modern Furniture, and the same

number of shops (8) provide Business services,7 private schools have English names,5 shops sell related to Films, sports and music.

First, there are shops with three types of goods, namely, clothing, NICTs and Food, show more than half of total shop have a name in English. the reason behind Expensive clothes that wear by people is subordinated to quality and significant from foreign countries and high social class. Also, in the same way with the shops that relate with NICTs, people who prefer technological innovation because most technology is determined by the English language than the shops that bearing English in their name are more likely to be associated with Originality , prestige and modernity. In other cases, most signs relating to Food dressing, Furniture are indexical while only signs related to services are symbolic. the shop's keepers say that some type of Index is necessary to their customers, For example, B  b   king, Baby boom, New Toys, Tizi Music ...etc .because these shop signs include pictures, photographs. Whereas, symbolic signs, it's those used for professional services such as EURL, Dual computer, IHD's, International Human, Fashion ...etc . the reason behind this option is the shop owners say that their customers know the type of service is offered also it's clear to them. In another way, Technology and knowledge are related to the association of English with transnational companies trading. because English that spoken in countries in the world help travellers to speak it.

According to Ross,1997,p.4, An English name lends an aura of chic prestige to a business suggesting that it is part of the international scene. For another point, the function of English is related to globalization and the political and cultural influence of the USA and Great Britain in the world. And lastly according to Euromonitor,2012 English is growing among young Algerians that increasing from it to social media like Facebook, Twitter which are international mediums.

Descriptive Analysis_1

Type	Effectifs	Pourcentage %	Valeur manquante
Language Loyalty	Berber	10	5,6
	English	58	32,6
	French	5	2,8
	German	3	1,7
	Spanish	1	,6
	Turkish	1	,6
	French and English	49	27,5
	English and Berber	19	10,7
	English and Arabic	4	2,2
	English and German	6	3,4

	French and Turkish	1	,6	
	Other	19	10,7	
Arguments	Wider communication	63	35,4	0
	Immigration	6	3,4	
	Opportunities	23	12,9	
	Fav Love Interest	41	23,0	
	Loyalty Identity	12	6,7	
	No Answer	33	18,5	

Table 2.2: MED' Students' answer to his questionnaire

According to MED Sadek (2008), this result shows the following information, the majority of students are girls by 74,7% also students who speak four or five languages are 84,4 % and 86,5% of students from letters and foreign languages stream and 98,3% have studied English for a least seven years and 52,8 % of student have never registred in English before, also present among of 80,3% student who studies English because they love it about 44,9% and 21,9 % because they consider it as a global language and they will have to learn it someday 13,5 % believe that learn English to get a job some students about 87,6% think to immigrate someday, also 70,8 most of students think to teach English to their children, 35,4% they consider English as an international language of communication, another 23% relates to their love of the language. And the most important results acquire relates to the superiority for the first time History. the number of students who registered in English in 2017 was composed of students who registered in French. During the last academic year, 412 students in French with an average of 10,42/20 whereas 429 students in English with an average of 10,80 / 20

That is to say, in the second corpus, they compare the number of students registered in the department of English and French presence that, first the student of English more than whom they registred in French the cause of registering in any stream is the mark obtained in Baccalaureate exam. The registration to study English is the high mark in 2013. The average in English was 13,02 /20 while 12,49/20 for French.

To conclude MED' point, the two corpuses Analysis presents the Algerian linguistic landscape today has number with the presence of English inside and outside of school .because English a sign of business and communication and prestige also the language of the world.

2.5. Chines as a Newcomer in The Algerian LL

The Chinese language is the process of Arabophonia and francophonie in North Africa shows the “ economic strength “ as a strong content to deliberate the emergence of major languages in a extend and the globalized world to be a “ bazzword of the moment”, and according to Eriksen (2007) the word “ globalization

“ has different meanings in the discipline including with different kinds of studies such as economic, sociology, culture, international relations, linguistic and political theory, in addition, globalization is “ Réaume and pinto wrote “ it requires a huge gain in the money and being strength people also it’s about involving contact between speakers of different languages (2012,38).this means that the new linguistic and cultural form come out of successfully in the way of economy. This good creation of subordinate languages such as English or the Growing language is Chinese.

In brief, china is curenly the most globalized country in the world by terms of economy and the number contributed to the development of Algeria. because China is a superpower in the world that has both technology advances and resources.

The following table shows the growing influence of chines in Algeria among other countries;

Rank	2001	2006	2011
1	France 30%	France. 30,3%	France 19,7%
2	Italy. 9%	Italy. 8,2%	China. 11,72%
3	Germany 7%	Germany. 6,5%	Italy 10,19%
4	Spain. 6%	Spain 5,4%	Spain 8,13%
5	USA. 5%	USA. 5,2%	Germany 5,77%
6	Turkey 5%	China 5,1	Turkey. 5,05%

Table 2.3: Algeria's top six imports partners in this millenium (CIA,2001,2006,2011)

Moreover, china strong growing relations with Algeria, lead to more cultural and language exchange beyond business relations, for example, some Chinese are fluent in France even Arabic and as such, Algerians also have an increasing interest in Asiatic languages where Chinese are at the top of their list

The presence of Chinese in Algeria's linguistic landscape does not seem to produce a craze for learning Chinese as in neighbouring countries and according to Gosset 2013, the global network of Confucius institutes corresponds to more than 400 centries in 108 countries and regions, and 30 construction institutes have been built in 26 centries in Africa since 2005. Subsequently, they built the first institute in s Fax and the other one in El Menzah in 2012 (Hajbi 2012). Whereas the first institute has been on Algerian soil as yet, on 16 July 2013, they told that make conversation with

the cultural Chinese but the told that the Algerian government had refused the introduction of constructing institutions in Algeria.Examples of the first chines scripts Seen in the Algerian soil.



Construction site of a Chinese company, CSCEC (China State Construction-Engineering on).

Image 2.1: chines logos in Algeria



Visible newcomer: rivalry between Chinese and English, two languages of business.

Image 2.2: language used in road sings in Algeria

2.6. language Shift and Maintenance in Tamazight Taken From a (sociolinguistics study of Chauia Language in Batna , Algeria)

This study present by Siham Rouabah, this thesis submitted for the degree of Doctor of Philosophy in the department of language and linguistics University Essex during August 2020, in this work, she talks about a sociolinguistic study of chaouia in Batna, it is the second-largest Berber group in Algeria it has a multidisciplinary approach creates on sociolinguistic and sociological theories to control language attitude, language policy, the role of History and social network in directing the process of language shift From chaouia a variety of Tamazight, to Algerian Arabic.

According to Brenzinger, 1992 .language shift can be noticed through the change in the number of speakers, Functional domains and competence.

According to Fishman, 1991, 40 see that language shift is a “ cumulative process “ which is related to socio-cultural, economic powers and psychological. also, it's a societal norm, this study investigates language shift among indigenous Berber groups in Algeria chaouis.

Thus, Language shift studies are from a sociological point of view .which is the content to Macro- level forces e.g.: political, social, religious and economic. Also Micro-level e.g: education, profession, gender....etc. Where in the case of bilingualism and multilingualism is the looking in the external and internal pressures which add to progressive of the minority language of the majority of group's language (Brenzinger and Dimmendaal,1992)

Furthermore, According to Crystal, 2000, krauss, 2007, Lewis, 2009, Romaine, 2013 language varieties are classified between 6000 and 7000 languages in the world. Among this 94% of languages are spoken by around. 6% of individuals (Romaine, 2013, 449) it is unwritten and limited to home function and less powerful people, whereas, some languages have been content to research and documentation for some geographical areas or few comprehensive studies which available. Hence, this thesis, describes the history of invasion in North Africa and it affect and contact between different speech communities (Rosenhouse, 2013, 900)

As demonstrated in both the table and the map below:

Categorization	“A”	Categorization	“B”
	Speaker	langue	Setting
Demography	1	2	3
Sociology	4	5	6
Linguistics	7	8	9
Psychology	10	11	12
History	13	14	15
Politics/law/ government	16	17	18
Geography	19	20	21
Education	22	23	24
Relegion	25	26	27
Economics	28	29	30
The media	31	32	33

Table 2.4: A typo-logical Framework For minority Language situation and variables



Image 2.3: The historical distribution of Chaouia and Kabyle in Algeria 1850,1950

2.7. Enquiring Linguistic Landscape of an Algerian Working Class Area of Sidi El Houari District in the Centre of Oran

This study is written by Houcine Gherici Naklala on 15/04/2021 at university Mohamed Ben Ahmed - Oran 2 / Algerie, enquiring languages emerge in public space which important, linguistic landscape is field or research which is implicated with language policy, in terms of sociolinguistic.

Furthermore, this particular study aims to show the similarities and differences between public and private signs in language use also present the authorities of language policy and individual practices, in this study, Gherici shed light on the definition of the linguistic landscape defined by Landry and Bourhis (1997) is a concept and the language that one may find in a given public space.

According to these two authors, there are two types of signs private and governmental signs. Private signage includes those non-official items concern to names of shops and restaurants while names of streets, schools, hospitals are official signage concern the governmental signs .because signs play an important role in society to get information and transmit interesting messages, linguistic landscape represent some language and significance and status to other languages. Also, he talks about Algeria's linguistic profile, here he mentioned the situation of Algeria linguistic .in this study he discussed the top-down vs bottom-up signs in Sidi El Houari district and each top there are monolingual signs, bilingual and hybrid signs. The present thesis is sociolinguistic research that focuses on the popular Algerian city name Oran which is known for its cultural, Touristic, industrial and commercial atmo



Image 2.4: Algerian Muslim scout's sign.

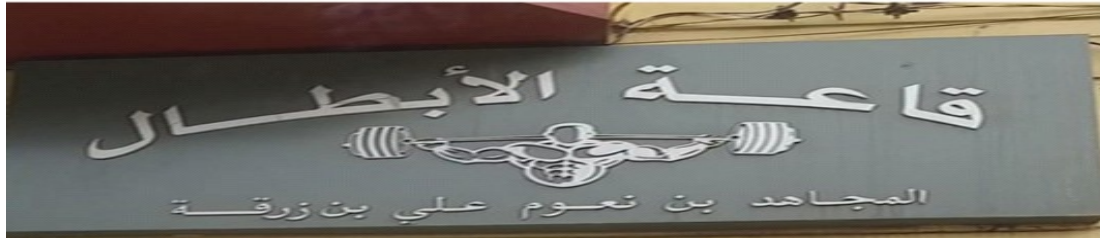


Image 2.5: Sign of Fitness center

2.8. Language Attitudes in Algeria

This study presented by Kamal Belmihoub in 2018, in Baruch college, city university of New York, hence, this academic work controls the language attitude by Algerian first and second-year engineering students at an Algerian university with 51 items in the questionnaire, the consequence is the preference of Modern Standard Arabic (MSA), English and French by native speakers of Algerian Arabic (Derja), Berber language. Furthermore, this study concerns the presence of English and other languages used in Algeria also the relationship between English and other languages, such as: Derja and Tamazight native speakers, in addition, concerns the technology and knowledge also literature on attitudes around English and multilingualism in Algeria, he mentioned also the attitudes toward multilingualism and Arabization, bilingualism is a feature of the Maghreb region, such as: Berber-Moroccan Arabic bilingualism, neighboring Morocco is over distributed, children who live in mountains attend to be Tamazight monolinguals, language shift has passed at the expense of Tamazight around dialectal Arabic, also they show the background on attitudes towards English, according to Marely, 2004 the survey of large attitudes was conducted among teenagers and their teachers in public schools, among of 67,9 % of pupils, 156 participants see English useful more than French in the world, 60% think that technology and science should be in French whereas 68% think that English is more useful than French., only few studies devoted on English than present the attitudes toward English speakers, English is quite common among English learners, he mentioned that English should be taught.

This next table present that 87.5% of native Tamazight speakers accept that French be taught to all pupils in Algeria, also English be taught among 93.5 % to all pupils whereas 71.9 % of participants say that Tamazight should be taught and 38.7% is about Derja.

First language	Strongly Disagree	Disagree	NAND	Agree	Strongly agree
Derja	40,6%	37,5%	12,5%	9,4%	0.0%
MSA	6,5%	16,1%	29,0%	38,7%	9,7%
Tamazight	6,3%	6,3%	15,6%	21,9%	50,0%
French	3,1%	6,3%	3,1%	53,1%	34,4%
English	0,0%	3,2%	3,2%	41,9%	51,6%

Table 2.5:Tamazight natives favor-ability on whether each of five languages should be taught to all pupils in Algeria

Language and employment here English and French are very necessary to get a job in Algeria's economy with 89,6% of French and 70,6% of English, and Language usefulness is the majority of native Derja speakers think that English more useful. Attitudes toward multilingualism: 35, 4 of participants see that Arabic, Tamazight, English and French are the best choices while 32.3 include Tamazight and chose only Arabic, English and French. Also, the Enriching language and cultural knowledge are English more than Derja and Tamazight. which makes the study of language attitudes is one of the interesting of sociolinguistics.

2.9. Conclusion

To conclude this chapter was mostly dedicated to the description of LL in Algeria, where we mention both the historical background of the country and the languages that are native-like Berber and others who have been brought to it by other civilizations the likes of MSA, CA and french and of equal importance English and chines as the most current influencing languages, and to give the reader further insight we mention three different studies that are inter-wind with our research topic like the language shift of Tamazight and it later matinees into becoming a national language and how working spaces enriches language exchange and we highlighted how Algerians are reacting to these languages in terms of change and behaviour

Chapter Three:

Data Analysis and Discussion

3. Introduction

This chapter is the application part of our study, it deals with the presentation of the data collected through digital photography and interviews conducted from June 20th to June 22nd in the following streets: Ribijou, Zaaroura, Volani and La Cadette, the aim of this chapter is to detect the languages used in shops signs instead of Arabic language in Tiaret speech community, and to know the reasons behind the use of foreign languages and its effect on the society. The findings are presented in tables, pie charts, bar graphs and line graphs, Consequently, this chapter includes two main parts, the first one presents statistical data collected from photographs and interviews with 30 shops owners, 20 random passers-by; 10 males and 10 females and 5 graphic designers, while the second part deals with the analysis with the rest of interview questions.

3.1. Results of the Digital Photography

Findings gained from photographs are presented in a pie chart and categorized according to the language used, either Arabic French English or other languages, all signs which come on sight have been pictured and the result was more than 70 pictures.

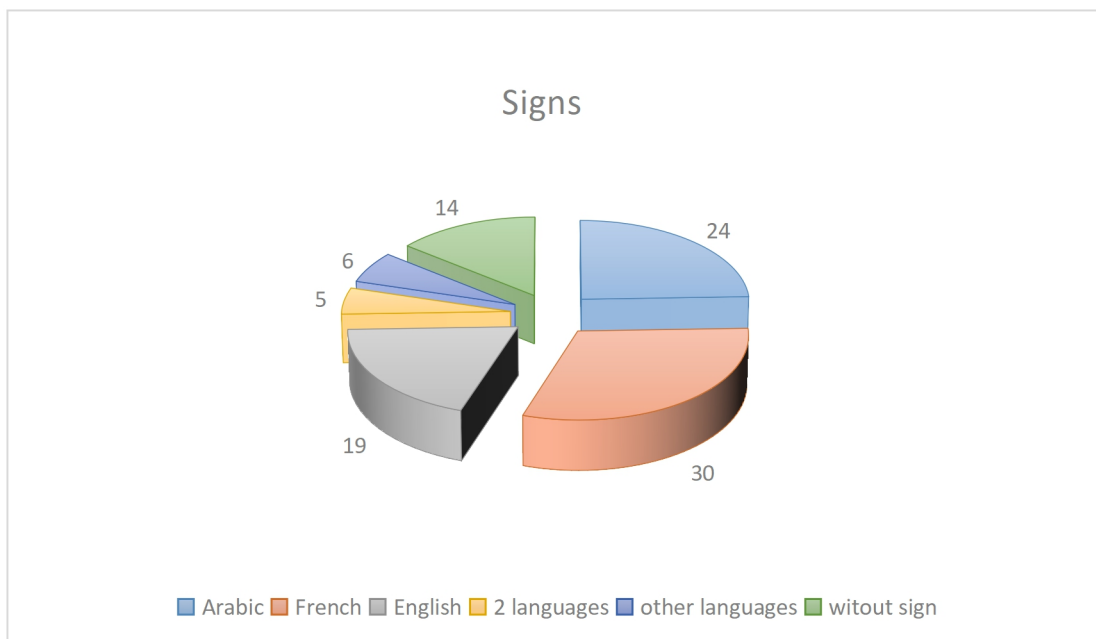


Figure3.1: The Results of the Digital Photography

Participants' answer	Percentages
Arabic	24 %
French	30 %
English	19 %
Two languages	5 %
Other languages	6 %
Without any sign	14 %

Table 3.1: The Results of the Digital Photography

It is noticed that the dominant language in naming shops in the Tiaret speech community is French (figure 02) with 30% of the total, then comes Arabic (figure 03) with 24% and the last rank is for English (04) with only 19%, with the presence of a little percentage of other languages like Italian (05), which means that the most used language in the linguistic landscape in Tiaret city is French of course as it is known because of the French colonization, Arabic is still used despite the spread of French since 1830, English has been recently entered the commercial field in Algeria, some shop owners prefer to name their shops using to mixed languages, for example, Arabic with French (figure 06) with 05%, this creates a multilingual atmosphere in the community, while others do not use any language, which means that their shops have no signs, this category reached 14%.



Image 3.1: A photo of the shop (it showcase the use of french)



Image3.2: A photo of a convenience store (showcase the use of Arabic)



Image3.3: A photo of women clothing and essentials store (showcase the use of English)



Image3.4: A photo of paintings shop (showcase the use of English)



Image 3.5: A photo of the glasses shop (showcase both Arabic and English)

3.2. Results of Random Passers-by Interview:

The findings collected through interviews with 30 shops owners are presented differently accordingly to the answers provided by our participants.

3.2.1. According to what have you Chose the Foreign Language?:

By asking this question, we are trying to detect the reason behind naming shops using foreign languages instead of Arabic, the data found are presented in the table below:

No translation in Arabic	Same meaning in all languages	Prestige	Well-known brands	Proper names	Passion
1	1	17	5	3	3
3.33%	3.33%	56.66%	16.66%	10%	10%

Table3.2: The reason behind choosing a language

As it is shown in the table, it is clear that the majority of participants use foreign languages just because it is commonly used in the field and to show prestige, they say that they are obliged to follow what was found before them, they represent more than the half of the total (56.66%), about 17% of shops owners prefer to use names of well-known brands and companies to add more credibility and power to their shops and to get more attention like Oppo and Samsung (figure 08), other give more value to family members like wives sons or even daughters and name their shops according to them or themselves, they are equal in percentage with those who put passion in the first place with 10%, they give no importance to the popular language nor to what is called prestige they only follow their passion, in think that they love the language and master it so they use it in displaying their signs.

A small category uses words that have no translation in Arabic like the term *Joaillerie* (figure 09) which means the person that sells jewellery including golden, silver, watches ...(all kinds of jewellery), this has no exact equivalent in Arabic, the last category focuses on words that have the same meaning in different languages for example pizzeria بيتزيريا.



Image3.6: A photo of smartphones shop (showcase a brand name)



Image3.7: A photo of a jewellery shop (showcase the use of french)

3.2.3. What is your Level in the Language used?

Results gained are displayed in a line graph, the aim of asking this question is to know whether the participants are competent in the language used in their signs or not .as other languages? all the respondents said that it costs the same the only thing that can decide the cost of the design is the data included and the colours used, the language has nothing to do with the price.

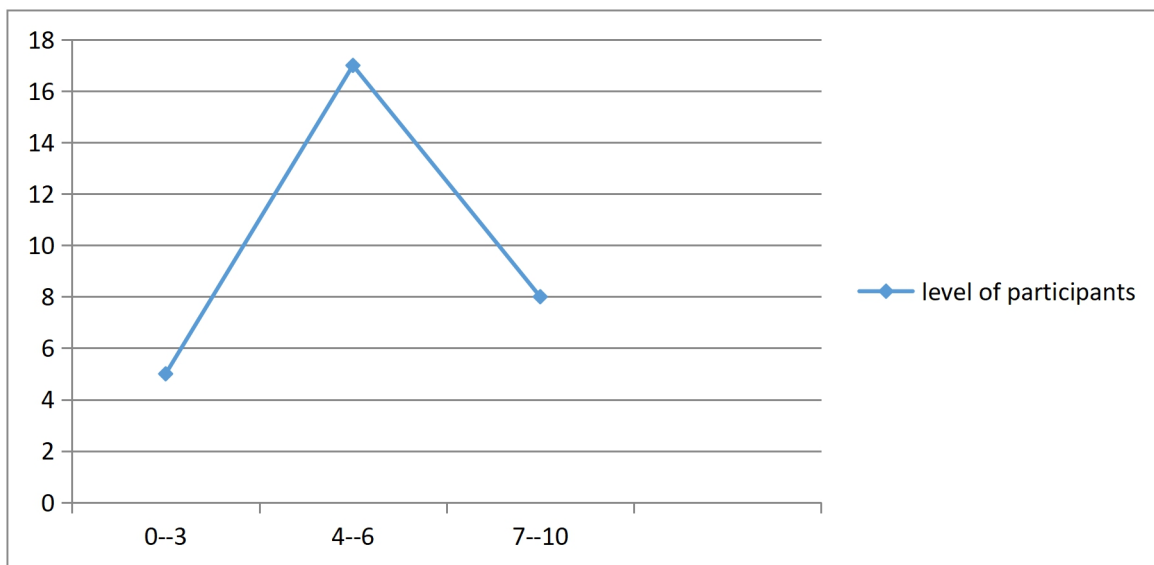


Figure3.2: The results of the interview of level in language usages

According to the chart above, it is noticed that the dominant category that uses foreign languages does not master it, and shop owners in this category have an acceptable level in the foreign language, which means that they can understand it, their percentage reached about 57%, 27% of them master the language used, which signifies that they did not use it just because others use it, the third category includes shops owners who have a low level in the foreign language selected, they just follow others even if they do not understand what is displayed, they do not give importance to the mastery of language but to get people's attention by using what is commonly used.

Concerning the two last questions, the shop owner makes his sign according to the content, which means that if the shop is specialized in ladies clothing or gentlemen he is automatically going to use the language that attracts this category which means that the product decides the language of the sign, most of the participants sell clothes of all genders, there also furniture, phones ...

3.3. Results of Random Passers-by Interview

This interview is conducted for 10 males and 10 females randomly selected, to see the theme in their point of view, to know their favourite language in displayed signs and their attitude towards the lack of using Arabic and the existence of foreign languages, and to detect the reason behind their selections.

3.3.1. In which Language You Are Attracted to More? Why?

This question tries to discover the language preferred among customers between Arabic, French and English, and to discover the reason that makes them choose different languages, findings are classified in a bar graph.

3.3.1.1. In which Language You Are Attracted in More?:

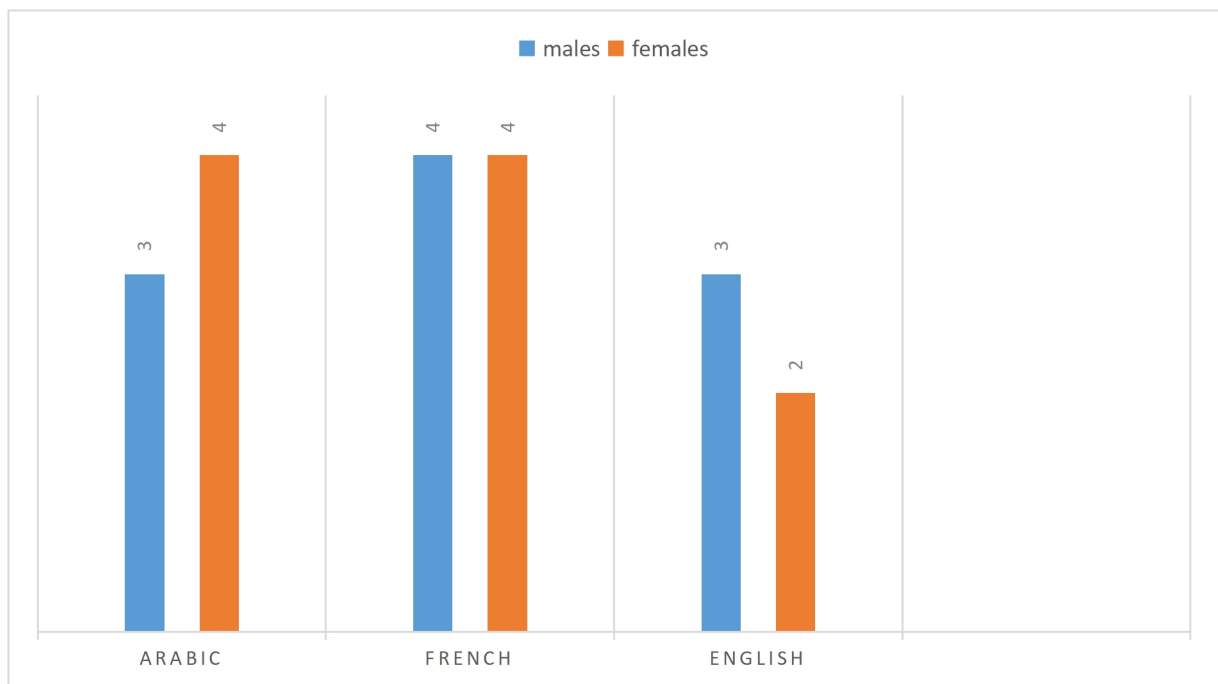


Figure3.3: The results of the interview of attracted language

According to the bar graph above, it is clear that the more supported language by males is French with 40%, while females are more likely to prefer Arabic alongside French with 40%, they say that Arabic is our native language that shapes our identity, while others say that French is everywhere and they have to be up to date, English language is not supported a lot among females with only 20%, whereas among males, it reaches 30% equal to the Arabic language, from this we understand that females prefer Arabic and French and males prefer French than other languages.

3.3.1.2. Why are you Attracted to that Language:

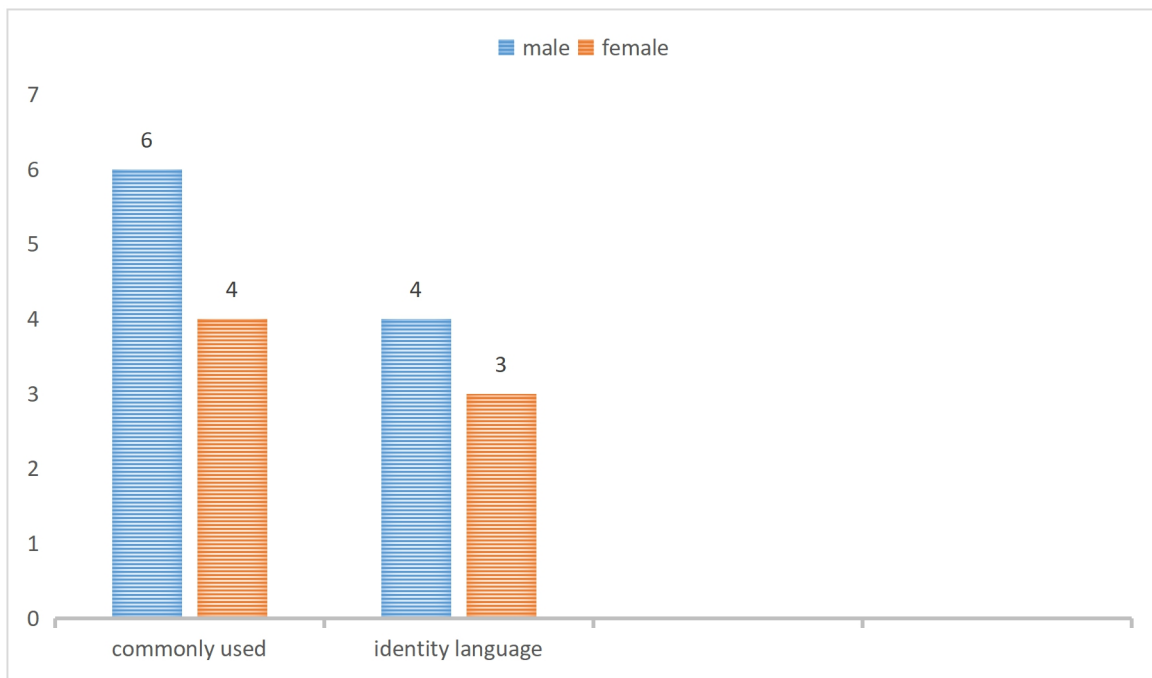


Figure3.4: The results of the interview of reasons of attracted language

According to the bar graph provided, we notice that females and males support foreign languages differently while 60% of males say that they prefer foreign languages due to globalization and modernization, for example, English is the language of science, also females agree with this with 70%, which means that the foreign languages are more preferred nowadays, concerning Arabic language, it is less preferred by our community, as stated by 40% among males and 30% among females, customers in this category defend Arabic language being the language of Koran and presents our identity, our speech community as an Arabic community should maintain Arabic and preserve it from distinction and do not let other languages to ruin our culture females are more likely to prefer foreign languages comparing to males.

3-3-2 Why Are Foreign Languages Used More than Arabic? :

This question is asked to know why foreign languages are used more than Arabic in the opinion of customers; findings are organized in a table.

	Prestige	International language
Male	6	4
Female	6	4

Table 3.3: The results of the interview about the most attracted to languages

As the table shows, the main reason to name shops in foreign languages is the prestige with 60% for each, to say that shops owners use foreign languages just to attract customers and gain more through the language, also to be seemed modernized, while the rest of them (40%) see that the foreign language impose its self, it is present due to its power, so it is obvious to spread all around Algerian community.

3.3.3. Are Foreign Languages Suitable for our Community?:

We decided to ask such a question to discover the attitude of customers towards the existence of foreign languages in the Algerian society in general and Tيارت city in specific, data are organized in a bar graph.

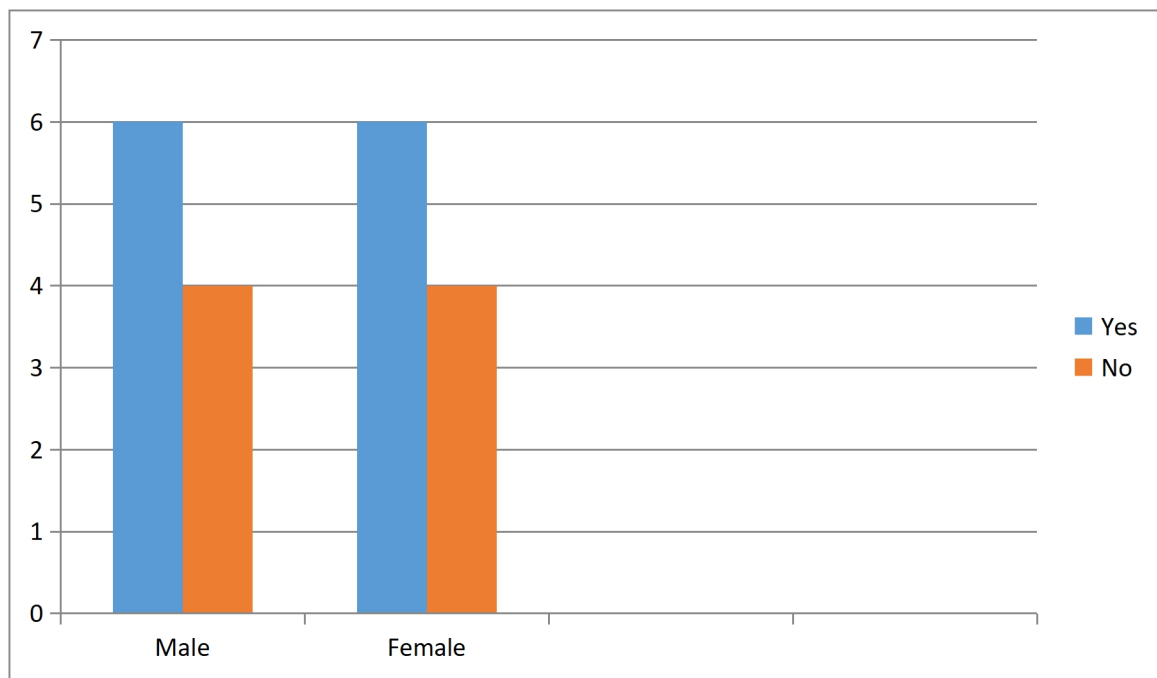


Figure 3.5: The results of interview of foreign language

It is clear in the bar graph above that the majority of the participants have positive attitudes towards the presence of foreign languages in the linguistic landscape in Tيارت speech community 60% among males and the same among females, they support using foreign languages in naming shops, in their opinion, foreign languages are the symbol of modernization and development, it is not correct to stick to just the native language and neglect others, while the rest of the 40% males and 40% females think that accepting foreign languages means forgetting and neglecting the native language, they like to maintain their

origins and identity, this kind of people do not accept any effect or change caused by a foreign language which touches their identity, culture and customs.

3.3.4. Does Using Foreign Languages Have an Effect on our Society? How?:

All the respondents had the same answer, the use of foreign languages reflects our community from different perspectives, one of those use of foreign languages affects the society is the speaking, the language used, especially french, which is used in a discourse unconsciously, a street or a little place or a bus station may take a name of a well-known shop in that place, others say that it effects ir reflect the way of thinking, way of dressing, even the way of behaving.

3.4. Results of Graphic Designers' Interview:

This interview is designed to know the languages that the customer is interested in and the most popular language, also to recognize some personal answers concerning their signs, all these data found through this interview are put in tables.

Questions:

- What are the languages your customers are interested in?
- What is the most popular language?
- In your opinion, in which language was your most attractive and successful sign made off ?
- In which language was your last design?

	French	Arabic	English
The language which your customer is interested in	40%	40%	20%
Most popular language	60%	20%	20%
Your most successful design was in	20%	20%	60%
Your last design was in	60%	20%	20%

Table 3.4: The results of the interview about Graphic designers

As it is clear in the table above, customers are interested in all languages with different levels, some of them prefer Arabic, French, and English, others prefer French, English than Arabic, but in general, the three languages are in demand with varied proportions, French and Arabic are in the top with 40% for each, this shows that Arabic is still wanted in the commercial field despite the spread of French, while English is less demanded with no more than 20%, this means that English is not demanded enough to face French and Arabic, but it is just the beginning of its journey.

According to graphic designers interviewed, the most popular language among their speciality French with 60% of the total, while the Arabic and English came in the same category with 20% for each, here it is clear that the French language is still popular but not like in the past and recently the English language is increasingly popular and it is taking a lot of space in the Algerian linguistic landscape.

Concerning the graphic designers most successful design was highly in English, its percentage reached 60%, this explained that the majority of designers prefer English other than the other languages, this is why English is increasing compared to think which is decreasing, they say that English is the language of advertising and marketing, 20% of the designers think that their most successful design was in French while the rest (20%) still have identity sense and think that their most successful design was in Arabic.

Statistics show that the last design of 60% of designers was in French; this signifies the huge existence of the language in the Algerian linguistic landscape in general, it is active in recent time more than the other two languages, then it comes Arabic and English with the same percentage 20%, which means that they are used the same recently.

Concerning the last question which is; designing Arabic cost costs the same as another language all the respondents answered the same, language has nothing to do with the price, what decides the cost is the amount of data included and the coloured which means that the price of designing in Arabic is the same as of designing in French and English,

3.5. Conclusion:

In this chapter, data collected from different interviews have been analyzed and answers to our research questions are found, we discovered that the most useful language in the lithe linguistic landscape in Tiaret is French, most of the shop's keepers prefer using French following the standards of the society while others prefer to keep Arabic being their identity language and a small percentage of them prefer a new language, which is English, concerning the customers they are divided into three categories, Arabic lovers, French lovers

and English lovers, through the analysis of the designers answers, we see that the French disagree most demanded language in the current time, then it comes Arabic and English.

3.6. Limitations and Recommendations

This is merely a descriptive type of study so it obviously needs more empirical research, our biggest obstacles manifested on the participants themselves in the interview many suspected our purpose behind the questions we posed, some even refused to talk to us, and to top it all "time-restriction" by the university on which they gave us a limited short of time to finish this paper. Besides, the pandemic did not help many stores have a strict policy. Nevertheless, we believe that we gave a solid and neat piece of work and we highly recommend other researches to go with this topic cause it is really interesting to observe language influence and the way it spreads up close.

General Conclusion

Our dissertation deals with language attrition in linguistic landscape in Tiaret city, it includes three chapters, the first chapter deals with literature review of linguistic landscape, including defining the main items, methods and theories applied in linguistic landscape studies, and some previous studies in the domain, the second chapter is about linguistic landscape in the Algerian context, it presents and shows the language policy and the linguistic situation in Algeria, and previous studies are collected and discussed, the third chapter is practical, data are collected through set of data collection tools, digital photography and interviews with shops owners, customers and signs designers.

According to the gained from the previous mentioned data collection tools, which are discussed carefully, some results are gained, concerning the digital photography, the dominant languages in linguistic landscape in Tiaret city are French, Arabic and English by organization, concerning the shops owners prefer to use French to follow the rules or norms of the society, while others prefer to maintain Arabic being the language of origins, and a little of them offer modernity and globalization and use English in their signs, the level is not important in preferring a language, while the majority of them do not master the language use, others choose the language which they master more, we came now to customers, they prefer the three languages with near percentages, some say that we are an Arabic language, we should to follow our identity, others say that French is the most perfect and unique language despite of being the language of the colonizer, and rest say that English is the language of science and technology and prestige, concerning the signs designers, they declared that the most demanded languages are Arabic and French but the most popular one is English, this shows that English is on its way to take the place of French and Arabic in naming signs, the majority of designers prefer to design in English more than other languages.

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Appendices

Appendix A : Shop keepers 's sample Interview Questions

The following interview was held the shop owners. I will ask you some questions in concern to a scientific research, before we start, you need to know that I don't have any relation with commercial or governmental organization, and the aim of my study is to know how and why Foreign languages are more used in our shops rather than Arabic which is supposed to be the official language of Algeria. You identity will be kept anonymous and we will not ask any sensitive or personal question. I really appreciate your participation it wll do great importance to us in our scholarly project and research.

Q 1 - According to what we see in the sign ?

Q2. why you chose this Foreign language ?

Q3. What is your level in the language use?

Q4- In which language you are most attracted to ?

And why ?

Appendix B : Passers -rondom Sample Interview Question

This interview held with passers and they are chosen in a random way. our study is about the effect of foreign languages and more used in our shops and streets. I have some questions to you and there is no risk to you, but if you don't want to answer you can stop the interview in any question you want. I really appreciate your collaboration .

Q1 - Why are Foreign languages used more than Arabic ?

Q2 - Are Foreign language suitable for our community ?

Q3 - Does using Foreign languages have an effect on our society ? How ?

Appendix B : Graphic designers ' Sample Interview Questions

The following interview was held with Graphic designers. My study is about the use of foreign language more than Arabic in shops sign and you are the part of this study , i will ask you some questions and i need your answers to help me in my dissertation I really appreciate your collaboration.

Q1 - What are the languages your customers are interested in ?

Q 2 - what is the most popular language ?

Q 3 - In your opinion in which language was your most successful design ?

Q4 - In which language was your last design ?

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Appendix C



Image 3.1: A photo of shoes shop



Image3.2: A photo of convenient store



Image3.3: A photo of women clothing and essentials store



Image3.4: A photo of paintings shop



Image 3.5: A photo of glasses shop



Image3.6: A photo of smartphones shop



Image3.7: A photo of a jewellery shop

Résumé

La représentation des langues dans les espaces publics est importante dans la société car le paysage linguistique du milieu environnant détermine la manière dont les membres de la communauté interagissent et leur donne une identité. Par conséquent, la présente étude est une étude descriptive et explicative qui examine l'extension de l'utilisation des langues étrangères, notamment le français, l'anglais, l'espagnol et l'arabe, dans les enseignes des magasins publics de la ville de Tiaret, en Algérie. Où nous avons l'intention de construire un ensemble de données quantitatives et qualitatives à partir de deux outils de recherche différents, sept images documentées de plusieurs enseignes de magasins et un entretien semi-structuré avec 20 participants, propriétaires de magasins et clients aléatoires. Ensuite, le but de cette recherche est de déterminer le paysage linguistique de la ville de Tiaret, de souligner le positionnement sur la langue arabe et de discuter la théorie de la transformation de la langue arabe dans les enseignes commerciales à la lumière de la diffusion des langues étrangères. Sur la base des données que nous avons recueillies, nous avons constaté que le français et l'anglais sont dominants en raison de différents aspects d'attraction, de modernisation et de statut qui laissent l'identité arabe à la briquette de la transformation.

Les Mots Clés: Les espaces publics, le paysage linguistique, langues étrangères, enseignes.

الملخص:

المحيطة للبيئة اللغوي المشهد لأن المجتمع في أهمية له العامة الأماكن في اللغات تمثيل الدراسة فإن وبالتالي الهوية ويمنحهم البعض بعضهم مع المجتمع أفراد يتفاعل كيف يحدد خاصة الأجنبية اللغة استخدام امتداد في تبحر تفسيرية وصفية دراسة هي الحالية الجزائر، تيارت لمدينة العامة المحلات لافتات في والعربية الإسبانية الإنجليزية الفرنسية بحثيتين أدوات من المأخوذة والتنوعية الكمية البيانات من مجموعة بناء نعتمز حيث مشاركا 20 مع منظمة شبه ومقابلة المتاجر لافتات من للعديد موثقة صور سبع ، مختلفتين تحديد هو البحث هذا من الهدف ذلك، بعد. عشوائيين وعملاء المتاجر أصحاب من كل تحول نظرية ومناقشة العربية اللغة من الموقف على والتأكيد ، تيارت لمدينة اللغوي المشهد التي البيانات على بناء. الأجنبية اللغات انتشار ظل في التجارية الإشارات في العربية اللغة من مختلفة جوانب بسبب السائدة هي والإنجليزية الفرنسية اللغتين أن وجدنا جمعناها، التحول لبنة في العربية الهوية تترك التي والمكانة والتحديث الجذب.

التجارية الإشارات الأجنبية، اللغات اللغوي، المشهد العامة، الأماكن المفتاحية: الكلمات