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**A Textual Stylistic Analysis on Government instructions and  
Awareness Raising via Mass Media and Social Media .**

**(Covid-19 crisis management related terms)**

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Requirements for the Master Degree in Linguistics

Presented by:

-Mr. **SADEG Yassine .**

-Mr. **SAFA Mustapha .**

-Mr. **SOUAR Boucif .**

Supervised by:

**Dr. FASLA Allel Bilel**

**President: Dr. BOUGHENA Khaldia**

**Examiner: Mrs. MARHOUM Rafika**

**Supervisor: Dr. FASLA Allel Bilel**

**University of Tiaret**

**University of Tiaret**

**University of Tiaret**

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# *Dedication*

*We dedicate this work to :*

*Parents*

*Sisters and brothers*

*All our teachers*

*Special gratitude is due*

*To all those people who have stood by our side in every moment*

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## ***Abstract***

Coronavirus disease (COVID-19) has been declared as a public health emergency of international concern by the World Health Organization (WHO). During this phase of the health crisis posed by the COVID-19 pandemic, news in print, electronic as well as the social media was abuzz with several emerging and reemerging terminologies. Terminologies consist of collections of words or phrases, called terms, aggregated in a systematic fashion to represent the conceptual information that makes up a given knowledge domain, Terms in a terminology generally correspond to actual events or entities and to their cognitive representations in people's minds. Some of them, such as “social distancing,” “infodemic,” “flattening the curve,” “quarantine,” “cluster containment,” and others were not in routine use but have suddenly reemerged and become the key toward understanding the disease and its prevention. The main objective of this research the investigation of the government in media and social media campaigns .Many of these terms have been a part of public health strategies used for centuries for containment of the spread of infectious diseases. These terms span across social, epidemiological, and administrative contexts concerning the COVID-19 pandemic. In this research, we will study the use of terms for general and specific reasons, we will take the example of the use of terms by the Algerian government instructions and awareness raising via social media and mass media during the pandemic of covid19. This research is based on qualitative method performed by collecting the posts of social media user’s and the Algerian newspaper articles during this period from several levels. From the results obtained we can say that language is a powerful tool in all domains especially raising public health awareness

## ***Keywords***

*COVID-19, awareness raising, terminology, media.*

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*List of abbreviations*

C A: Classical Arabic

L A: Language Awareness

L.G.E : Language

MSA: Modern Standard Arabic

W.F.H: Working From Home

W.H.O : THE WORLD HEALTH ORGANIZATION

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***GENERAL  
INTRODUCTION***

## **General Introduction**

The Covid-19 pandemic has been rapidly evolving. Modern communication technologies and internet have widely contributed to creating, delivering and sharing Covid-19 health information in a borderless and interconnected world.

Great flows of information were transmitted worldwide in various languages. However, health misinformation and rumors' have been largely circulating, especially on social media platforms, such as Facebook, Twitter, Instagram, TikTok, and YouTube, causing panic, fear, anxiety, and stress.

Language may be a shape of social practice used for affecting, persuading, and shaping people's views and attitudes. It may be a communicative way for describing something, persuading someone, giving promise, making compliment and other social objectives. Presidents and politicians attempt to react to Covid-19 pandemic in an uncommon way.

They have commonly addressed speeches and daily briefings and plans defined to diminish the global risk of the infection and make their citizens feel safe at such a difficult time. Therefore, televisions, daily papers, and social media channels keep dominant resources of breaking news within the period of Covid-19.

### **Background significance;**

#### **1-Research topic:**

Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviors and beliefs towards the achievement of a defined purpose or goal in our case we will study textual stylistic used by government via social media and mass media to the awareness raising .

## **General Introduction**

### **2-Research questions:**

- 1-What are the differences of terms usage between languages (Arabic English) according to each level and according to each media?
- 2-Did the sub-dimensions of content frames, message style, and interactive features have different levels of impact on public engagement?
- 3- How did the Algerian government communicate with citizens in response to the COVID-19 crisis?

### **3- Research Hypothesis:**

- 1) In order to make people aware and keep themselves safe the authorities used specific terms and speech on the social media and mass media.
- 2) The use of these specific terms on Breaking news, posts and hash tags have play an important role in conveying people
- 3) Terms meaning can changes between two different languages when the government tries to make the message received by all community

### **3-Aim of study**

The main objective of this research is the investigation of the government in media and social media campaigns (the type of media and social media platform, type of message, and message source sender) in raising public health awareness and behavioral change during (COVID-19)

### **Research design:**

#### **1-Methodology:**

We will use Qualitative method with an exploratory and descriptive design. In addition to translation method To confirm our conceptual model and to examine the hypotheses.

#### **2-process:**

This study will contain three main chapters, the first will provides the importance of communication and the second one we will talk about government instructions and analyze the terms used by authorities to people and the third one we will do a research about the style of the speech of the government to aware people during the pandemic.

## ***CHAPTER ONE: Literature Review***

## **Introduction**

All over the world, countries have several languages spoken in their territories. Like these countries, Algeria can be cited as a perfect example of linguistic complexity. It is a country where several languages are used: spoken Algerian Arabic, Modern Standard Arabic, English and French. Thus it is a multilingual country. In addition to a sociolinguistic perspective, a historical one is necessary because it helps to understand the evolution that led to this situation. A detailed discussion about Language awareness, Mass Media and Covid-19, has been pointed out within the same part.

### **1-1 Historical Background of Algeria**

Algeria, as a distinct political entity, is relatively a contemporary creation rising, as it has, within the last four hundred years. However, the history of its Berber and Arab peoples is of significantly older antiquity. The consecutive historical facts in the Maghreb in North Africa, for more than twenty centuries, have resulted in the intricate linguistic picture that can be easily noticeable in today's Algeria. In fact, a country like Algeria has been a crossing point of diverse invasions. Without entering into the details of such facts, we shall endeavor to mention those that are significant to our research work.

### **1-2 linguistic situation of Algeria**

#### **1-2-1- *Historical perspectives***

According to Queffélec et al. (2002: 11 - 13) Algeria was invaded by many countries and it was deeply influenced by their civilizations (Phoenicians, Romans, Byzantines Arabs, Turkish and French).

It was first invaded by Phoenicians, then by Romans in 46 BC. In 395 AD, it became a part of the Byzantine Empire. In the seventh century, The Arabs conquered Algeria for nine centuries, after that it was ruled by Ottomans in 1518. The Turkish rule persisted in Algeria until the French conquest in 1830.

The French forces governed the country until 1962 when Algeria gained its independence. Despite the fact that Algeria became under the Ottoman rule for four Centuries, it seems that the Turkish language does not have any effect on neither Arabic nor Tamazight except for two hundred and thirty two words. Most of them are related to food like “Baklawa” a cake with walnuts and almonds, “Bourek” a piece of dough stuffed by meat etc... (Bencheneb, 1992: 96).

However, when France took over the whole country, French became the only language of administration and instruction (Queffélec, et al. 2002:19). In addition, Hadj Ali (1963:13) stated that a law was passed by the French administration making Arabic a foreign language and by banishing it from the educational system. He further added that these laws prevented the Quranic schools and Zaouias from studying the Quran. Ravigo (1843:36, as cited in TalebIbrahimi. K, 1994:42) wrote the Quran. Ravigo (1843:36, as cited in TalebIbrahimi. K, 1994:42) wrote:” I regard the spread of instruction and our language as the most efficient means to make our rule evolve in this country ... the real feat of the process will be the slow replacement of Arabic by French (...) which can decrease the annihilation among natives, especially if the new generation comes collectively to learn in our schools.”

### **1-2-2- Sociolinguistic perspectives**

The French invasion in Algeria lasted one hundred and thirty-two years. It seems that this period is too short compared to that of the Ottoman protectorate; however, the linguistic consequences on the Algerian Arabic were and still are deep. When Algeria became independent in 1962, four languages were present: Algerian Arabic, Modern Standard Arabic, Berber (Kabyle, Shawia, Mozabite, and Tamashekt) and French and Arab peoples is of significantly older antiquity. The consecutive historical facts in the Maghreb in North Africa, for more than twenty centuries, have resulted in the intricate linguistic picture that can be easily noticeable in today's Algeria. In fact, a country like Algeria has been a crossing point of diverse invasions. Without entering into the details of such facts, we shall endeavour to mention those that are significant to our research work

### **1-3- The language profile in Algeria**

Akin to the rest of North African communities, Algeria has witnessed a dilemma of languages because of the several conquests by peoples from distinct cultures and identities that had a great effect on the Algerian linguistic scene. This thorny issue comes to the surface as soon as one attempts to draw a panoramic picture of the existing language varieties and to figure their status. In this section, we shall try to shed some light on the components of the actual Algerian sociolinguistic pro with the aim of demonstrating the dynamic conflicting interplay between its languages and language varieties, namely: the Arabic language with its different forms, French, Berber and English,

### **1-3-1- Arabic**

Arabic is considered as a Central Semitic and an Afro-asiatic language spoken by more than 280 million people as a first language, most of who live in the Middle East as well as Northern Africa. Arabic roots are connected with the revelation of the Qur'an to the Prophet Mohammed (Peace Be upon Him). Besides, Arabic has long occupied an exceptionally significant position in Arab history because on the one hand and as already stated, it is viewed as the language of revelation of the Qur'an and it is considered as providing the cement of Arab nationalism on the other. In the history of Algeria, the Arabic language expanded as an outcome of military conquests by Muslim armies, from the seventh century onwards. However, language expansion can also occur as a result of a process of acquisition in schools through language-in education planning or acquisition planning activities.

The Arabic language may either refer to Classical Arabic that is also identified as the written language of the Qur'an or a pure language. CA also designates the Arabic of Medieval times in which a body of literature is written, with special reference to pre-Islamic poetry. On the other hand, the Arabic language sometimes refers to what is labelled MSA which was established in the 19th century as an outcome of Cultural Revival Nahda'in the Middle East (Benrabah, 2007).

It is worth mentioning at this level that some scholars use the concepts CA and MSA interchangeably while others emphasize the distinction between the two terms. Typically, in fact, MSA has two principal roles: on the one hand, it is used in formal. Contexts both spoken and written ones. On the other hand, it fulfils non-



formal contexts for the intentions of creating a more advanced degree of mutual intelligibility between regional dialects that are linguistically isolated, such as, Jordanian Arabic and Algerian Arabic for instance.

### **1-3-1-1- *The MSA Language***

Modern Standard Arabic is chosen because the official language of Algeria so as to interrupt off with the French colonizer and to preserve the Algerians identity. In Algeria, such a spread is taught in schools and used throughout the Arab world in writing and in formal speaking, like newspapers, media, TV and political discourses. This simplified version of Arabic is characterized by its simple and clear vocabulary, and therefore the introduction of international terms borrowed from other countries to satisfy the necessity of the globalized world. Indeed, linguists go further when they assert that Algeria is a multilingual country on the basis of the co-existence of another indigenous variety called 'Berber' which makes the Algerian linguistic issue more complicated.

### **1-3-1-2- *The Algerian Dialect as Mother Tongu***

It represents the dialectal Arabic also called '*El ammiya*' or '*Daridja*', it's also the maternal language of the overwhelming majority of the Algerian population. It's used in all situations in everyday conversations and has an oral form only. Its vocabulary includes an excellent number of words from French, but also a couple of from Turkish and Spanish. In fact, Algerians consider these borrowings as a part of their maternal language.

### **1-3-2- *French***

The French language, ever since the start of French colonization in 1830, has become a de facto second language that features a considerable prestige and standing within the country. Nowadays, it continues to enjoy a strong position and is spontaneously spoken by massive number of individuals.

### **1-3-3- *English***

The presence of English language in Algeria is thanks to its worldwide status as a worldwide inter-language. It's become the language of the planet because it

represents the scientific and technological developments. Few years ago, the Algerian authorities designed and enforced new educational programs to market English and limit and reduce the impact of French. Today, English is taught from the primary year of the center school. However, only a little number of Algerians speaks English, especially the younger generations.

#### **1-4-Language awareness**

Language awareness emerged as a movement in the UK in the beginning of the 1980s, founded by the linguist Eric Hawkins, mainly as a reaction to dominant theories about language learning based on behaviorist principles of habit formation. The LA movement was also a reaction to mainstream researchers dealing with language learning who strongly favored the Direct hypothesis theory (Krashen), which means that they considered the language learning process exclusively to be an unconscious process through communication and input. Hawkins' idea was to underline explicit reflection on language and critical understanding and as a step further he wanted to stimulate an understanding of language by implementing language awareness into the curriculum,

Through the perspective of the child. The chief aim was to challenge pupils to ask questions about language which so many take for granted and thus help them to overcome any difficulties that emerged in their school education, especially in the transition from primary to secondary school. Language across the curriculum (Hawkins, 1984:26) became a concept in this context where L.A would strengthen coherence in the child's education by being considered both vertically and horizontally in the school program. Hawkins (1984:4) writes in *Awareness of Language an Introduction* Within such a program our aim is to offer an approach to language teaching that will bring teachers together across disciplines and school frontiers to plan and teach it, while helping all pupils, but especially the slower learner's, to make sense of what is too often a fragmented and haphazard linguistic apprenticeship.

Hawkins meant that by offering a forum where language diversity could be discussed, the new curriculum element would challenge linguistic prejudice through

open discussions and greater awareness in order to create a counterweight to the linguistic establishment that tended to represent parochial and prejudiced standpoints (Hawkins, 1984). Hawkins' (1984:4) proposals of language awareness are very concrete and pragmatic in the outline and became an inspirational factor in the LA movement. His proposals aimed at the ages of 11-14, include:

- facilitating the start of foreign language studies.
- assisting with the explosion of concepts and language introduced by new subjects at the secondary school.
- connecting different aspects of language education (English, modern languages, minority languages)
- challenging linguistic prejudice and parochialism through open discussion and greater awareness

However, in today's forum of LA other perspectives are given as an explanation to the birth of the LA movement. Jessner (2006), quoted in Svalberg (2007), argues that the LA movement is due to social and economic developments, such as migration, globalization, international trade, and international conflict. This perspective is also represented in continental Europe where LA researchers are more concerned about socio-linguistic issues than with literacy skills. Research and practice deal more frequently with multilingualism, language attitudes, and citizenship (Svalberg, 2007).

However, it is important to mention the focus of LA in the fields of linguistics, applied linguistics and language teaching. It is particularly essential to mention the focus of LA in connection with the cognitive processes involved in language learning.

### **1.5. Language functions and health information:**

Language functions can be defined as the purposes for which language is used in different contexts. Language function depends on the context, fulfils basic communicative needs, and establishes correspondence among members of any speech community, (Cobarrubias & Fishman, 1983, pp. 49-50) they are important to develop communication skills.

Jakobson (1960) identified six functions of language corresponding to the six elements of his communication model: emotive (expressive), conative (appellative), metalingual (metalinguistic), referential (cognitive, denotative, ideational), phatic, poetic (aesthetic) The emotive function is used to explain personal attitudes, the conative function is intended to draw the recipients attention and influence their behaviour, the metalingual function is used to reflect upon language itself, the referential function is related to the conveyed messages, the phatic function is used to establish and sustain contact among participants, and the poetic function is oriented towards the form of the message and intends to make it fascinating.

### **1-6- Social media and public health awareness**

Infectious diseases are the contagious diseases generated by various kinds of infective micro-organisms, such as microbes, germs, viruses, and parasites, and these forms of infections can be transmitted instantly or indirectly from one human to another The World Health Organization (2020) determined the outbreak of COVID-19 on the 30th of January in 2020, stating that it was a "public health emergency of international concern". Scholars quickly began working to explain the pandemic characteristics, covering its ability to transmit, death rate, and emergence Both the World Health Organization (WHO) and offices for disease surveillance and prohibition provide regular communications through. Social media and website upgrade networks. At the time of the crisis of public health, it is crucial to communicate instant information to the mass population in the actual period while tempering media subjection that can drive to traumatic stress reactions and related diseases. As authenticated society agents, health care experts also play an essential part in contacting necessary information to ill people and other society members. Workable guidance that persons can apply to be safe from infectious microbes and viruses include the cleaning of hands, the use and instant disposal of hankies for sneezing and coughs, the sterilization of surfaces, and social distancing are all beneficial, while at the same moment. Working to block other mutual infections such as influenza.

Social media are playing an active role in transmitting prompt caution signs

to public health officials to make an update path of work to prohibit and monitor the spreading of those diseases. It is also a helpful tool for the active interaction for the new updates regarding infectious diseases news and primary medical details to the audience. These kinds of diseases appear to have hazards to the public, who frequently switch to conventional media and social media to obtain information so that the audience understands the risks that can be shaped and constituted by describing and communicating about infectious diseases via social network channels, which can have a significant influence on their behaviors and decision making, Patel et al. advise utilizing social media to support different areas: emotional, empirical, and social.

### **1-7-Mass Media and public health awareness**

Media interventions are defined as organized and purposive. Activities that utilize a variety of media channels to inform, search w persuade, or motivate populations in health care, media interventions can convey health-related information including research evidence to the public, policymakers, and health professionals. They can also influence individual health behaviors. For instance, media campaigns were shown to be effective in decreasing tobacco uptake, alcohol-impaired driving and alcohol-related crashes and influencing health services utilization.

Media can also influence how followed the public and policymakers view or think about certain issues through selecting some aspects of a perceived data reality and making them more salient in a communicating text. Another way media can influence policymakers is through shaping public opinion, which in turn, exerts pressure on policymakers to respond. For instance, media advocacy is known as a popular strategy in public health that can assist in increasing public awareness and mobilizing decision-makers for policy change.

### **1-8-Covid-19**

The corona virus 2019 pandemic (COVID-19) has become a severe worldwide public health issue, causing severe acute respiratory syndrome since it emerged from China. Therefore, it is of utmost importance to prevent any further spread of the pandemic in public and healthcare settings. Several countries have reacted according to its perception of threat, economy, healthcare policy and the healthcare system

structure. They have adopted several social distancing measures, testing every suspected case, staying home, avoiding social gatherings, treating patients and contact tracing.

### **Conclusion**

To conclude this chapter which aims at giving the theoretical background of the investigated topic by presenting definitions and theories regarding the concept of language, Mass Media and Social Media, a specific interest is given to language awareness.

## **CHAPTER 2:**

### *Approaches to Communication in Health*

### ***Introduction***

Communication is more than important. It is vital in all aspects of human life to the extent that without its life would be quasi-impossible. The current chapter is devoted to defining notions and concepts in relation to the study of communication and language. In addition to defining terminology science and its role in raising public health awareness.

#### ***2.1. The communication process***

The term ‘communication’ comes from the Latin word *communicare* meaning ‘to share’ or ‘to make common’ and it is etymologically related to both ‘communion’ and ‘community’. DeVito (1986: 61) notes in his writing that communication is ‘the process or act of transmitting a message from a sender to a receiver, through a channel and with the interference of noise’. Other scholars give other detailed definitions, expanding that the message transmission is a deliberate act to convey meaning. Canale (1983:04) provides a definition of communication as ‘the exchange and negotiation of information between at least two individuals using verbal and non-verbal symbols, oral and written/visual modes, and production and comprehension processes. In other words, Communication refers simply to the transmission of a message from a sender to a receiver in an understandable manner.

However, it is worth mentioning that communication is always referred to as a process which guides individuals who are involved in the communication activity. It is a dynamic and a continuous activity which is always changing and always in motion (DeVito, 1986: 239). Communication is said to be taking place when the sender and receiver are sharing meanings. Effective communication leads to understanding, consequently, a person that follows the communication process will be more successful and productive in any professional situation.

Effective communication has a great importance in both professional and social life. From a professional point of view, effective communication is crucial in any kind of profession, i.e., effective communication is very important for successful interactions with people of different backgrounds.



### **2.1.1. Interpersonal communication**

Interpersonal communication has to do with relationships between people. It usually happens in face-to-face interaction and any relationship is primarily created, maintained, or changed through interpersonal communication. Roloff (1981: 30) states that 'Interpersonal communication is a symbolic process by which two people bound together in a relationship provide each other with resources or negotiate the exchange of resources.'

Put simply, interpersonal communication can be defined as any verbal or non-verbal message transmission between two people or more. Scholars on the other hand define it by distinguishing it from other types of communication regarding some criteria, the following:

- the number of participants is usually small;
- the participants are usually in close physical proximity to one another;
- the use of sensory channels,
- The participants are usually able to provide immediate feedback.

### **2.1.2. Verbal communication or Linguistic communication**

Verbal communication is a specific ability to humankind. It is based on the use of speech sounds, words, utterances, (and letters in written discourse), etc., i.e., the use of either spoken or written natural language. Hence, written communication messages are conveyed through written forms such as letters, texts, bills, reports, etc.,

While, oral communication basically relies on the use of speech and hearing organs that people are equipped with and which are responsible for the production and perception of language. Messages may be in different forms of speech in conferences, appointments, group discussions, telephone conversation, etc., It represents the most usual mode of linguistic communication for human beings.

Communication has always been examined theoretically by using models. These models help understand the nature of the process of communication and its elements.

### **2.1.3. Models of Communication**

#### **a. De Saussure's Model of communication 1983 (speech circuit)**

Saussure invents a circular model of communication based on two tenets: the first tenet sets forth that communication is a linear process in which two persons interact in a manner that a message is transmitted from one to another; the second tenet alleges that during the communication process, both participants are simultaneously active

#### **b. Shannon-Weaver communication mode**

In 1949, the American engineer Claude Elwood Shannon elaborates a communication model in his work, co-authored with Warren Weaver, a Mathematical Theory of Communication in which he defines communication process in terms of certain elements such as a sender, a receiver, a channel, the input and the output both referring to the message, and noise which refers to any external factor that can affect the communication process. The sender, then, sends the input, i.e., the intended message through a channel to the receiver. Successively, the receiver turns out the received message to an output. However, Shannon and Weaver claim that usually the channel is affected by some external factors, which in turn has some effect on the intended messages.

#### **c. Mole's communication model**

The American linguist Mole attempted to design, during the 1960's, a model for the communication process which builds on Shannon's and Weaver's theory of communication. He brought in 'code' as an essential element for a successful communication between a sender and a receiver. In addition, Mole believes that the sender and receiver must share a primary set of codes. No matter whether they share the same language, they have to depend upon the words they know in order to get the message across.

#### **d. Jacobson's Model of Communicative Functions**

The linguist and communication theorist Roman Jakobson extend other linguist's models and allocates a communicative function to each element of

his communication model. He names six communicative functions which show how language operates for specific purposes.

- a) **The conative function** focuses on the receiver. It reflects what the sender expects the receiver to do because of receiving the message.
- b) **The referential function** refers to the context, and stresses that any communication is contextual, i.e., it cannot happen in isolation from context.
- c) **The phatic function** through which contact is established between two persons. It refers to the channel of communication.
- d) **The metalinguistic function** is associated with the 'code'. This function is necessary to check whether the message is understood and aims at providing clarification and correction when needed.
- e) **The poetic function** has to do with the message, i.e., stress is on the form of the message and the creative use of language by means of rhetorical figures and prosody
- f) **The emotive/expressive function** reflects the speaker's emotional attitude towards the content of the message.

## ***2.2. Language and communication***

People have long been curious about language and its multi-level nature. In general linguistics, under the influence of Noam Chomsky, language is mainly studied as a formal system. It is explained with respect to a 'highly abstracted individual competence' (Tonkin, 2003: 1); however, this approach does not answer questions about language use in a broader social context. When speakers are communicating, they need more than grammatical rules of the language as a formal system. To the same degree, speakers need knowledge of the social context of the person they address, of the topic, etc., that is, they need what later on Hymes (1972) calls 'communicative competence'; otherwise, language can hardly be effective and functional in communication. A new interest, among scholars dealing with liberal arts such as philosophy, sociology, psychology, pedagogy, linguistics, neurolinguistics, etc., has emerged. Language is then analysed in terms of individual competence, interactions and discourses among groups of individuals, as formal or informal

system of signs and in other various ways.

Indeed, language is depicted as a social phenomenon that cannot be studied in isolation from context or be divorced from the study of society and its developments. Language variation is manifested in relation to variation in the social systems. It is so far accepted in the literature that using a language appropriately requires knowing that language and how to use it in its social environment. In other words, a kind of 'communicative competence' is required.

### **2.2.1. Communicative competence**

The notion of *communicative competence* was first proposed by Hymes in a 1966 paper which was later revised and published in 1972. Other linguists, such as Habermas (1970) and Campbell and Wales (1970), have also used this term, but Hymes' was the first one to elaborate the concept in a manner that made of it the most influential of all. Hymes' communicative competence is regarded as a challenge to Chomsky's notion of the term *competence* (1965).

In Hymes' model of communicative competence, there are four parts or sectors that characterize the individual's underlying knowledge and ability to use language:

**a) Systematic potential**

What is possible according to the individual's knowledge of the linguistic system in the speech community?

**b) Feasibility**

What is feasible in the psycholinguistic capacity of the individual, e.g. the individual's memory and perception?

**c) Appropriacy**

What is appropriate in relation to the context of the communicative event?

**d) Occurrence**

What occurs or does not occur in language use.

(Harmer, 1983: 13-14)

In fact, Hymes has paved the way too many linguists for studying language in

use; there has appeared a large body of literature on communicative competence, since then. Many aspects of communicative competence are further examined, and new models are also suggested.

Bachman (1990) further developed the theoretical frameworks of Hymes (1972) and Canale and Swain (1980). He suggests his Communicative Language Ability (CLA) model which includes three basic components:

- a) **Language competence** encompasses ‘asset of specific knowledge components that are used in communication via language’ (Bachman, 1990: 84).
- b) **Strategic competence** refers to ‘the mental capacity for implementing the components of language competence in contextualized communicative language use.’ (ibid) Bachman explains that strategic competence does not come into play only when some communication problems arise, as Hymes states it. He extends its role in communication to work as a means which enables the speaker to relate knowledge of the language (that assesses the grammatical use of linguistic forms) to the context of situation (where language use is occurring) and to the sociocultural knowledge (that takes into account culture, age, sex, social-class, occupation, etc.).
- c) **Psychophysiological mechanisms** are defined as ‘the neurological and psychological processes involved in the actual execution of language as a physical phenomenon’ (ibid), i.e., the sensory and intentional channels through which language processes.

### **2.2.2. Pragmatic competence**

In fact, in Bachman’s model of CLA, another important component of communicative is introduced. He divides language competence into two sub-components; ‘organisational competence’ and ‘pragmatic competence’. The former refers to knowledge of linguistic units and the rules of combining them to form words, sentences and utterances. ‘Pragmatic competence’ comprises knowledge of sociolinguistic rules of appropriateness such as sensitivity to differences in varieties, dialects, registers, etc. (Peterwagner, 2005:16)

In this sense, Thomas (1983) defines pragmatic competence as the ability to use language effectively to reach a specific communicative goal by involving knowledge beyond the level of grammar (Grossi, 2009: 53). Consequently, pragmatic

competence is becoming an integral part of teaching and learning languages as there is an increasing awareness that “the way speech acts are realised varies across languages”.

### ***2.3. Communication barriers to public health awareness***

Health communication includes verbal and written strategies to influence and empower individuals, populations, and communities to make healthier choices. Health communication often integrates components of multiple theories and models to promote positive changes in attitudes and behaviors. Health communication is related to social marketing, which involves the development of activities and interventions designed to positively change behaviors.

Effective health communication and social marketing strategies include the following components:

- The Use of research-based strategies to shape materials and products and to select the channels that delivers them to the intended audience.

- The Understanding of conventional wisdom, concepts, language, and priorities for different cultures and settings. Consideration of health literacy, internet access, media exposure, and cultural competency of target populations.

- The Development of materials such as brochures, billboards, newspaper articles, television broadcasts, radio commercials, public service announcements, newsletters, pamphlets, videos, digital tools, case studies, group discussions, health fairs, field trips, and workbooks among other media outlets.

- The Use a variety of communication channels can allow health messages to shape mass media or interpersonal, small group, or community level campaigns. Health communication strategies aim to change people's knowledge, attitudes, and/or behaviors; for example:

- Increase risk perception
- Reinforce positive behaviors

- . Influence social norms
- Increase availability of support and needed services.
- Empower individuals to change or improve their health conditions

Examples of media strategies to convey health messages include the following components:

- Radio
- Television
- Newspaper
- Flyers
- Brochures
- Internet
- Social media tools (i.e., Twitter, Facebook, and YouTube).

#### **2.4.1. *Language awareness***

Concern related to language as a barrier to communication in health awareness involves people with LEP, differences in languages and linguistic varieties, conversational differences, communication disorders and so on. The National Health Strategy Issues Paper (1993:19) states:

The lack of a common language between patient and healthprofessional can have serious implications for their communication, for diagnostic accuracy and overall quality of awareness.

### 2.4.2. Health literacy

The concept of ‘health literacy’ was developed by Rotzan and Parker (2000) then, used by the Institute of Medicine (IOM) in the 2004 report ‘Health Literacy: A Prescription to End Confusion’ as ‘the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions’ (IOM, 2004: 32) By this definition, many individuals can be seen as functionally illiterate. One reason is that; language of awareness is highly technical and may be difficult for outsiders to understand. Patients, on their part, may feel overwhelmed by their incompetence to understand the physicians and to make their needs known. Thus, it is conceivable that they leave the physician’s office or the hospital without asking for clarifications

### 2.5. Terminology

The term *terminology* is ironically an ambiguous term, and can represent three separate concepts. *Terminology* can either refer to **1)** “Terminology science, [the] interdisciplinary field of knowledge dealing with concepts and their representations”, **2)** an “aggregate of terms which represent the system of concepts of an individual subject field”, or **3)** a “publication in which the system of concepts of a subject field is represented by terms” (Felber, 1984, p. 1). Analyzing, defining and naming concepts are referred to as *terminology work* and publishing the results of this work is referred to as *terminography*.

The field of terminology (Terminology Science) is a polymethodological and polytheoretical field, and methods and theories tend to differ between practitioners in different countries. Ongoing work is however being done at the International Organization for Standardization (ISO), specifically within ISO Technical Committee 37 (ISO/TC 37), aimed at providing a common standard related to terminology work. The ISO history behind the creation of the ISO terminology standards originate from Eugene Wüster’s<sup>2</sup> work and the so called Vienna school of terminology (Felber, 1984, p. 18, 31)



### 2.5.1. Definitions

Traditionally, the definitions have been the core of a terminological resource and Suonuuti (2001, p. 19) says that “The overall quality of terminology work mainly depends on the quality of definitions.” The definition serves as a textual account of the concept system, can be written as an *intensional definition* or as an *extensional definition*. The intentional definition describes a concept’s *essential* and *delimiting characteristics*. The extensional definition lists the object covered by the concept. The intentional definition can be used to directly translate general relations in a concept system

### 2.5.2. Domain specificity

A terminology is always domain-specific. Some practical consequences of this are that a term may represent two different concepts in different domains. For example, the term “pipe” refers to different concepts in different domain. A terminology will only include the concept and definition

Relevant to one specific domain. It is also ideal for a single domain not to use a term to represent more than one concept

### 2.5.3. Terminological structure

The semiotic triangle, or the triangle of reference (Ogden & Richards, 1972, p. 11) is a commonly used model in linguistics, semantics and semiotics which describes how linguistic symbols e.g. words, are related to actual objects in the world, referents, and thoughts.. It was used by Ogden and Richards (1972) as a tool to discuss *meaning* as conveyed using language. Various meanings of a statement can be discussed by understanding the relation between symbols, thoughts or references, and referents. Ogden also states that there is no link between *symbol* (e.g. a word) and *referent*, except for the link which the two through *thought*;

Words, as everyone knows ‘mean’ nothing by themselves [...]. It is only when a thinker makes use of them that they stand for anything, or in one sense, have ‘meaning.’ (Ogden & Richards, 1972 p. 9)

The structure used in terminology is similar to that proposed by Ogden and Richards, and Sager (1990, p. 13) puts forward the following three dimensions of terminology:

1. The cognitive dimension which relates the linguistic forms to their conceptual content, i.e. the referents in the real world;
2. The linguistic dimension which examines the existing and potential forms of the representation of terminologies;
3. The communicative dimension which looks at the use of terminologies and has to justify the human activity of terminology compilation and processing

In essence we have a system where a sole human in the middle is the sole mediator between symbols (linguistic or other), and referents. This can be problematic when using symbols to communicate. The fact that no link exists between Ogden’s symbol and referent, and the impossibility of examining other people’s thoughts as argued by e.g.

Nagel (1974) leads to a serious problem when we need to communicate precisely, clearly, and efficiently. This is where terminology comes in. Suonuuti (2001) presents a figure, commonly referred to as the *terminology pyramid* (fig. 2.2), of an extended version of the semiotic triangle which includes a fourth node — *definition*. The definition provides an accessible and explicit shared representation of the thought. Another way of thinking of the definition is to see it as what Clark and Brennan (1991) call *common ground*.

### **2.5.3.1. Concepts**

In terminology, the *thought* at the top of the triangle of reference is replaced with

*concept*. The relation between the objects and concepts can be described as an abstraction process which takes us from the *properties* of an object to *characteristics* of a concept. The difference between properties and characteristics is similar to the difference in object oriented programming between a field in a class and its realization in an instance of that class. Concepts are classes, and objects are instances.

### **2.5.3.2. Terms**

“ISO 704:2009” defines a designation as something that represents a concept. Terms and symbols are two kinds of designations. In this thesis however, we are primarily concerned with terms — *the linguistic representations of concepts*. There is no formal restriction on the allowed length of a term. A term can consist of a single word, or several words. When publishing a term in a work of reference, they are usually written in lower case and using their un-inflected form. Domain-specific communication is not by definition standardized or unambiguous, and misunderstandings between two parties when it comes to e.g. the specification of a product can lead to costly problems. By using a standardized terminology, the number of possible misunderstandings can be reduced, since it is clearly defined what concept is represented by which term, and what the definition of that concept is. It is important to appreciate the distinction between concepts and terms.

### **2.5.3.3. Objects**

In common with the semiotic triangle, *objects* (terminology), or *referents* (semiotic triangle) are either concrete (e.g. apple, doll, mountain) or abstract (e.g. entertainment, service) in the real world. In terminology, objects are described as having *properties*, in contrast to concepts, which are described as having characteristics.

### **2.5.3.4 Terminology work**

In common with the semiotic triangle, *objects* (terminology), or *referents* (semiotic triangle) are either concrete (e.g. apple, doll, and mountain) or abstract (e.g. entertainment, service) in the real world. In terminology, objects are described as having *properties*, in contrast to concepts, which are described as having

characteristics. L reality, rather than dividing the landscape into different “schools”<sup>5</sup>.

“ISO 704:2009” list the main activities in terminology work as follows

- identifying concepts and concept relations;
- Analyzing and modeling concept systems on the basis of identified concepts and concept relations;
- establishing representations of concept systems through concept diagrams;
- defining concepts;
  
- attributing designations (predominantly terms) to each concept in one or more languages;
- Recording and presenting terminological data, e.g. in print and electronic media (terminography).

One distinction to take note of, is that the concept *terminology work* includes *Terminography*, but there is more to terminology work than just terminography.

### ***Conclusion***

The aim of this chapter is to show that studies on communication are as important as studies on health technological developments. Health awareness communication is worth investigating because it is affected by the use of language which is itself affected by the premises that language is powerful, people are different from each other in their social and psychological background and they use different terminologies in their speech according to the context in which interaction is taking place. These terms may be a source of solutions.

## ***CHAPTER three: Field work***

**Introduction**

Research is an important part of the study since it provides answers to several issues. It is a set of selections prepared on basis of some theoretical and practical conditions paving the way to the research work and the findings. This chapter is devoted to present the research methodology that has been adopted in this examination, as well as, the research tools employed to carry out our analytical study to obtain a full picture about the role of language in raising awareness. In this research the technique used was online print media and online social media posts that discuss the coronavirus pandemic which is the main object of this research.

**3.1. The research methodology****3.1.1 The Research Design**

This research is based on qualitative method performed by collecting data, classifying, analyzing and interpreting them.

The data of the research are shaped in the posts of social media user's and the Algerian newspaper articles during this period from several levels.

**3.1.2 Method of Data Collection**

The corpus used for this study consists more than 30 terms appeared in Algerian newspaper articles and posts on social media such as facebook and twitter during covid-19 period (2019-2021). Each post contains different terms and expressions. But it was remarked that most of them are medical terms.

**3.2. Data Collection**

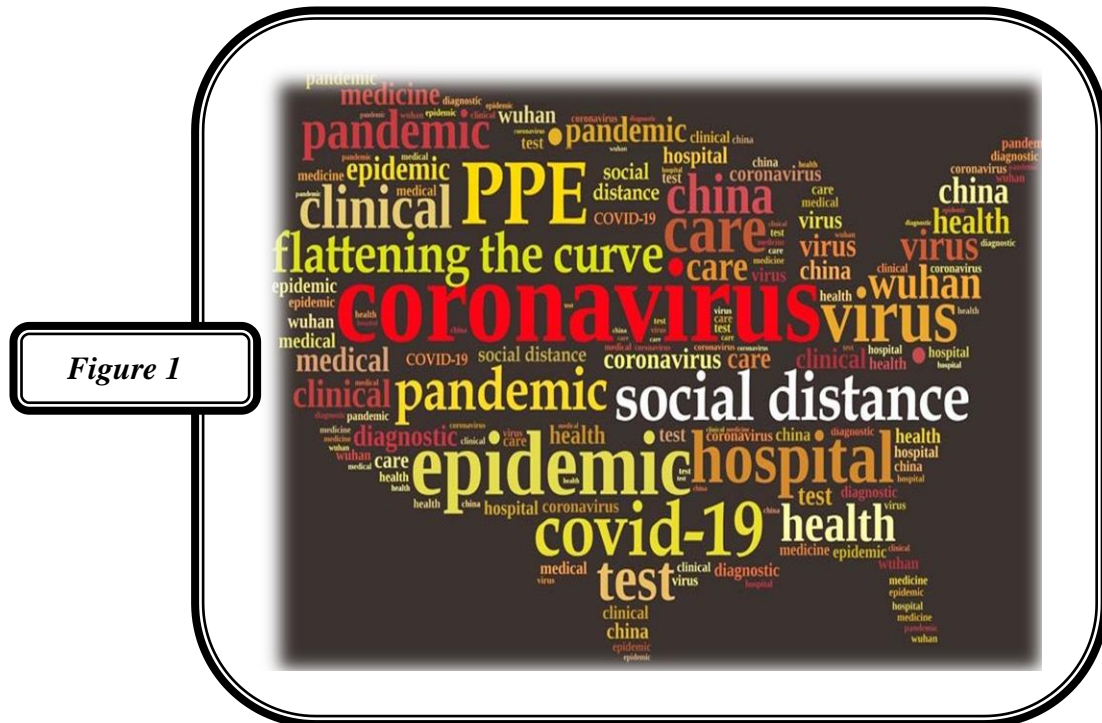
*Section one: covid-19*

Figure 1

**Coronavirus:**

A family of viruses that include SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome) as well as other respiratory illnesses. A coronavirus, also known as a CoV, is typically spread between animals and humans—an event known as zoonotic transfer—and they are named for the term “corona”—Latin for crown—which refers to the shape of the virus when observed microscopically.

**Pandemic:**

An epidemic that has spread over several countries or continents, impacting many people. Pandemics typically happen when a new virus spreads easily among people who—because the virus is new to them—have little or no pre-existing immunity to it. COVID-19, which was declared a pandemic by the WHO in early March, is the first pandemic known to be caused by the emergence of a new coronavirus.

**Epidemic:**

This refers to a sudden increase in the number of cases of a disease, above what is typically expected in a particular area. COVID-19 is thought to have reached epidemic proportions in China in mid-January. "There is not really a date because there is no background [endemic] activity of this novel coronavirus in humans," says Dr. Meyer.

فيروس كورونا:

عائلة من الفيروسات تشمل السارس (المتلازمة التنفسية الحادة الوخيمة) ومتلازمة الشرق الأوسط التنفسية (MERS) بالإضافة إلى أمراض الجهاز التنفسي الأخرى. عادة ما تنتشر فيروسات كورونا ، المعروفة أيضًا باسم CoV ، بين الحيوانات والبشر - وهو حدث يُعرف باسم النقل الحيواني - وقد تم تسميتها بمصطلح "الهالة" - اللاتينية للتاج - والتي تشير إلى شكل الفيروس عند ملاحظتها مجهرياً



Figure 2

**جائحة**

وباء انتشر في عدة دول أو قارات، وأصاب الكثير من الناس. تحدث الأوبئة عادةً عندما ينتشر فيروس جديد بسهولة بين الأشخاص - لأن الفيروس جديد عليهم - لديهم مناعة قليلة أو معدومة ضده. COVID-19 ، الذي أعلنت منظمة الصحة العالمية أنه جائحة في أوائل شهر مارس ، هو أول جائحة معروف ناجم عن ظهور فيروس كورونا جديد



Figure 3



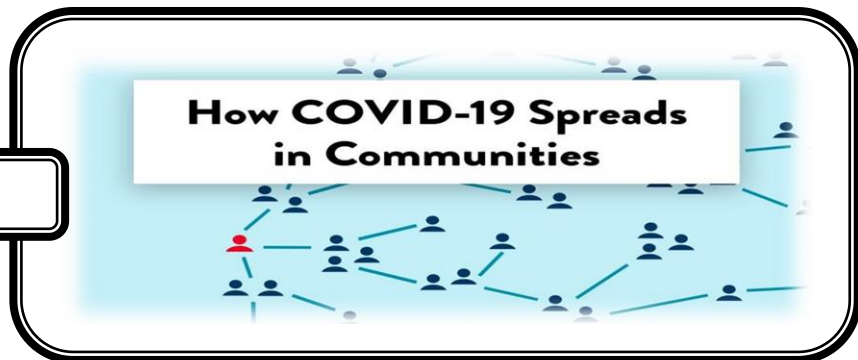
وبائي :

يشير هذا إلى زيادة مفاجئة في عدد حالات المرض، أعلى مما هو متوقع عادة في منطقة معينة. يُعتقد أن COVID-19 قد وصل إلى مستويات وبائية في الصين في منتصف يناير.

Figure 4



Figure 5

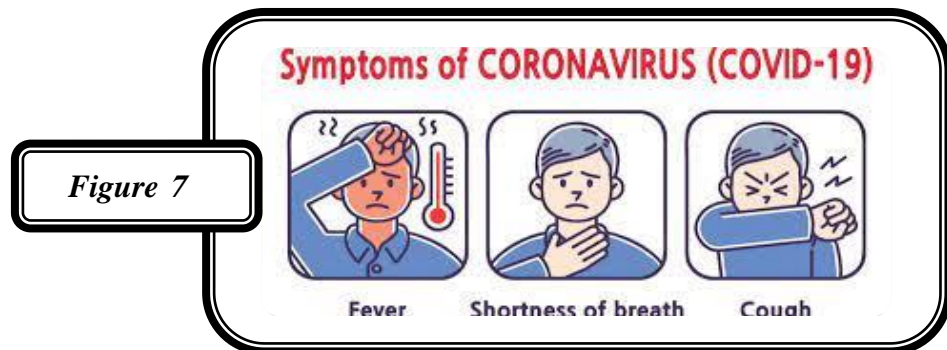


### Community spread:

Circulation of a disease among people in a certain area with no clear explanation of how they were infected—they did not travel to an affected area and had no close link to another confirmed case. This is sometimes referred to as community transmission. In late February, a woman in California became the first patient confirmed in the U.S. who could not confirm how she got COVID-19.

### الانتشار في المجتمع

تداول المرض بين الناس في منطقة معينة بدون تفسير واضح لكيفية الإصابة - لم يسافروا إلى منطقة متأثرة وليس لديهم صلة وثيقة بحالة مؤكدة أخرى. يشار إلى هذا أحياناً باسم النقل المجتمعي. في أواخر فبراير، أصبحت امرأة في كاليفورنيا أول مريضة مؤكدة في الولايات المتحدة ولم تستطع تأكيد كيفية إصابتها بـ COVID-19.



**Symptoms:**

When a person shows signs of illness. For COVID-19, that includes cough, fever or shortness of breath.

الأعراض:

عندما تظهر على الشخص علامات المرض. بالنسبة لـ COVID-19، يشمل ذلك السعال والحمى وضيق التنفس

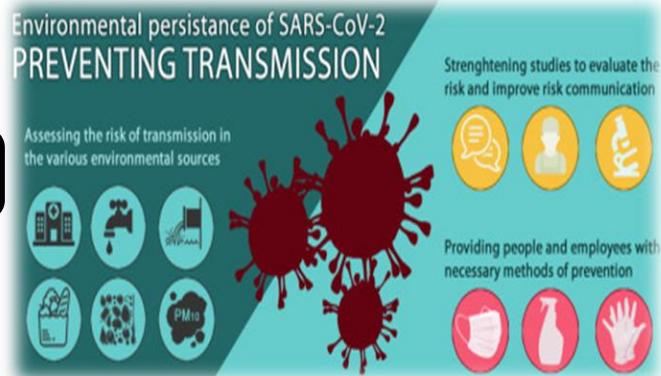


**Outbreak:**

This shares the same definition as epidemic, with one exception—an outbreak usually refers to a more limited geographic area. COVID-19 started as an outbreak in Wuhan, the capital city of the Hubei province in China at the end of December 2019, when the Chinese government confirmed that it was treating dozens of cases of pneumonia of unknown cause.

**التفشي:**

يشترك هذا في نفس تعريف الوباء، مع استثناء واحد - يشير التفشي عادةً إلى منطقة جغرافية محدودة. بدأ COVID-19 على شكل تفشي في ووهان ، عاصمة مقاطعة هوبي في الصين في نهاية ديسمبر 2019 ، عندما أكدت الحكومة الصينية أنها تعالج العشرات من حالات الالتهاب الرئوي لسبب غير معروف.

**Figure 10****Figure 11**

**Transmission:**

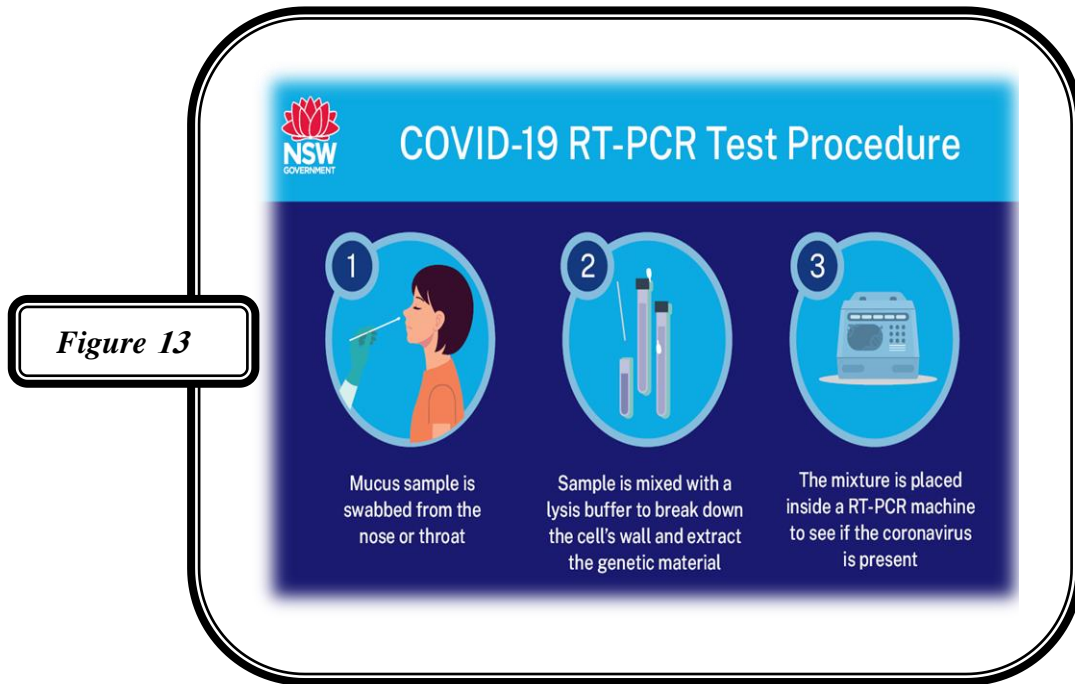
Although scientists are still learning about COVID-19 as more data becomes available, the virus is thought to be spread mainly from person-to-person contact, as well as when a person touches a surface or object that has the virus on it and then touches the mouth, nose, or possibly eyes. What follows are some key words used in news outlets to discuss transmission of COVID-19.

**العدوى:**

على الرغم من أن العلماء ما زالوا يتعلمون عن COVID-19 مع توفر المزيد من البيانات ، يُعتقد أن الفيروس ينتشر بشكل أساسي من الاتصال الشخصي ، وكذلك عندما يلمس شخص سطحًا أو كائنًا به الفيروس ثم يلمس الفم أو الأنف أو ربما العينين. فيما يلي بعض الكلمات الرئيسية المستخدمة في وسائل الإعلام لمناقشة انتقال COVID-19



*Figure 12*



### Test P C R (polymerase chain reaction):

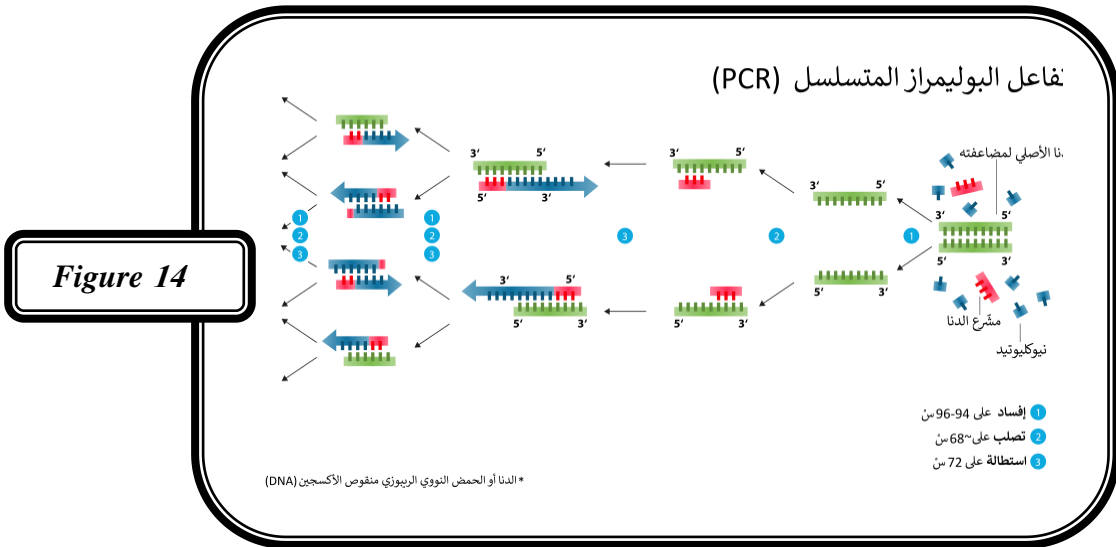
Polymerase chain reaction (PCR) is a common laboratory technique used in research and clinical practices to amplify, or copy, small segments of genetic material. PCR is sometimes called “molecular photocopying,” and it is incredibly accurate and sensitive. Short sequences called primers are used to selectively amplify a specific DNA sequence.

PCR was invented in the 1980s and is now used in a variety of ways, including DNA fingerprinting, diagnosing genetic disorders and detecting bacteria or viruses. Because molecular and genetic analyses require significant amounts of a DNA sample, it is nearly impossible for researchers to study isolated pieces of genetic material without PCR amplification,

### اختبار (تفاعل البوليمراز المتسلسل):

تفاعل البلمرة المتسلسل (PCR) هو أسلوب معمل شائع يستخدم في الأبحاث والممارسات السريرية لتضخيم أو نسخ أجزاء صغيرة من المادة الوراثية. يُطلق على تفاعل البوليميراز المتسلسل أحياناً "التصوير الجزيئي"، وهو دقيق وحساس بشكل لا يصدق. يتم استخدام التسلسلات القصيرة التي تسمى الاشعال لتضخيم تسلسل DNA معين بشكل انتقاء.





**Incubation period:**

The time between when a person is infected by a virus and when he or she notices symptoms of the disease. Estimates of the incubation period for COVID-19 range from 2-14 days, but doctors and researchers may adjust that as more data becomes available.

**فترة الحضانة:**

الفترة الزمنية بين إصابة الشخص بفيروس ووقت ملاحظته أو ملاحظتها لأعراض المرض. من 2 إلى 14 يومًا، ولكن قد يقوم الأطباء COVID-19 تتراوح تقديرات فترة حضانة والباحثون بتعديل ذلك مع توفر المزيد من البيانات.



Figure 16



*Section two : Quarantine*

Figure 17

**Quarantine:**

Unlike isolation, quarantine involves separating and restricting the movements of people who were exposed to a contagious disease to see if they become sick. The government may impose a quarantine on someone who was exposed to COVID-19 to avoid spread of the disease to others if they get sick.

**الحجر الصحي:**

هو مكان يُعزل فيه أشخاص، أو أماكن، أو حيوانات، قد تحمل خطر العدوى] وتتوقف مدة الحجر الصحي على الوقت الضروري لتوفير الحماية، في مواجهة خطر انتشار أمراض بعينها. ويشير الحجر الصحي في سياق الرعاية الصحية إلى مختلف الإجراءات الطبية المتبعة لإحباط انتشار العدوى.

Figure 18



**Lockdown:**

An emergency measure in which individuals are restricted from certain areas in an attempt to control exposure or transmission of disease. In a lockdown during an epidemic, individuals are encouraged to stay home.

**الغلق :**

حالة مؤقتة تفرضها السلطات الحكومية (كما حدث أثناء تفشي مرض وبائي) حيث يُطلب من الأشخاص البقاء في منازلهم والامتناع عن الأنشطة خارج المنزل أو الحد منها والتي تنطوي على الاتصال العام (مثل تناول الطعام بالخارج أو حضور التجمعات الكبيرة) وضعت السلطات المدينة الواقعة في وسط الصين تحت الإغلاق في 23 يناير بعد أن أصاب الفيروس مئات السكان وكان قد بدأ للتو في انتشاره في جميع أنحاء العالم .





Figure 20

### Social-distancing:

Putting physical distance between yourself and other people. This means avoiding groups of people (parties, crowds on sidewalks, lines in a store) and maintaining distance (approximately 6 feet) from others when possible. This is a key strategy for avoiding COVID-19 infection and to flatten the curve.



Figure 21

التباعد الاجتماعي:

وضع مسافة جسدية بينك وبين الآخرين. وهذا يعني تجنب مجموعات الأشخاص (الحفلات، والحشود على الأرصفة، والخطوط في المتجر) والحفاظ على مسافة (حوالي 6 أقدام) من الآخرين عندما يكون ذلك ممكناً. هذه إستراتيجية أساسية لتجنب عدوى وتسطيح المنحنى

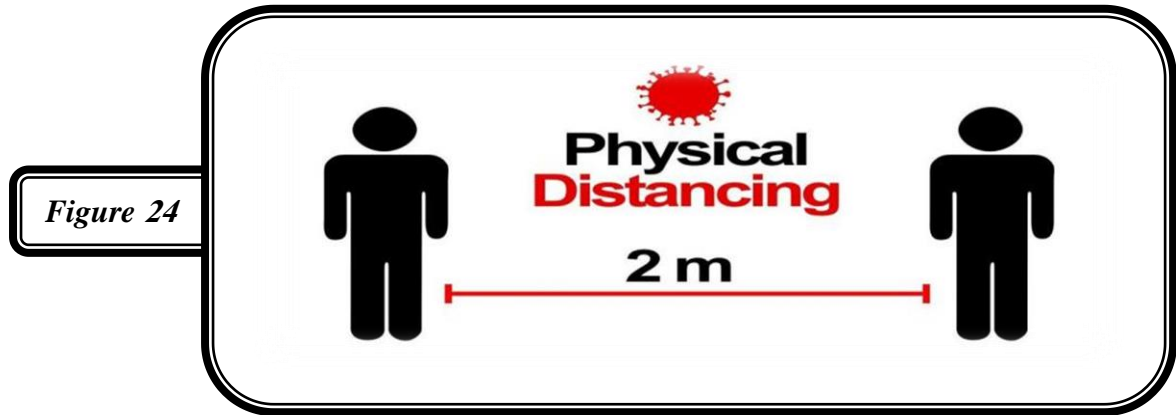


Figure 24

### Physical-distancing:

Physical distancing is the deliberate increase of physical space between people to keep them from spreading illness. Experts recommend staying at least six feet away from other people to reduce your risk of catching the coronavirus.



Figure 25

## التباعد الجسدي:

يُقصد بالتباعد الجسدي الحفاظ على مسافة أو مساحة بين الأشخاص للمساعدة على منع انتشار وتقليل خطر الإصابة به، (COVID-19) المرض. للمساعدة على إبطاء انتشار كوفيد 19 ابتعد عن الآخرين مسافة 6 أقدام (1.8 متر) على الأقل. ويعد الحفاظ على التباعد الجسدي أمراً مهماً، حتى لو لم تكن مريضاً.



## Curfew:

A curfew can be defined as a stay-at-home order during specific time periods with the goal of reducing the transmission of the coronavirus.





## حظر التجوال:

في إطار التدابير المتخذة لمحاصرة فيروس كورونا المستجد، فرضت عدة دول على المواطنين التزام بيوتهم وحظر التجوال من أجل منع انتشار الفيروس، وهو الإجراء الوحيد الفعال في هذه المرحلة، في الوقت الذي تواصل فيه بلدان عدة اختباراتها لإنتاج لقاح آمن يقضي على الفيروس



Figure 28

## WFH (working from home):

**WFH:** an abbreviation of “working from home” or “work from home.” which describes work being done remotely, instead of at an office. The acronym “WFH” is used as a nickname for the concept.



Figure 29

## العمل من المنزل:

دفع تفشي جائحة فيروس كورونا الكثيرين في شتى أرجاء العالم إلى خوض تجربة "العمل عن بعد التي تعلمنا منها الكثير من الأشياء

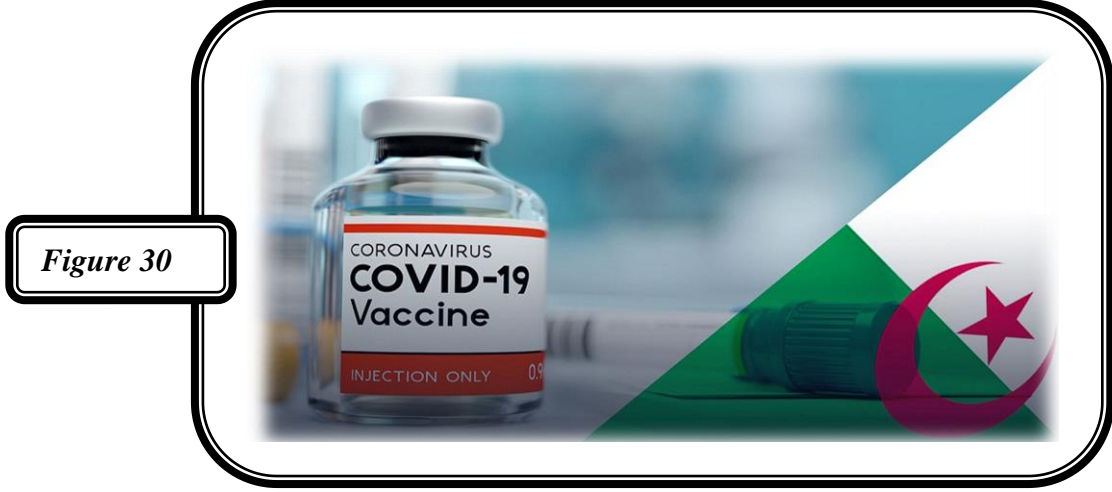
*Section three: vaccination*

Figure 30

**Vaccine:**

A vaccine triggers the immune system to help it build immunity to a disease. The immune system already has the capacity to react to diseases by producing substances called antibodies that remain in the body to fight them in the future. With a vaccine, you don't have to get the disease to develop immunity—the vaccine triggers the same process by providing the body with a tiny amount of a germ that has been weakened or killed, but small enough that it won't make you sick. Vaccines are introduced to the body via injection, mouth, or a nasal spray.

**اللقاح:**

يحفز اللقاح جهاز المناعة لمساعدته على بناء مناعة ضد المرض. يمتلك جهاز المناعة بالفعل القدرة على الاستجابة للأمراض عن طريق إنتاج مواد تسمى الأجسام المضادة التي تبقى في الجسم لمكافحتها في المستقبل. مع اللقاح ، لا يتعين عليك الإصابة بالمرض لتطوير المناعة - فاللقاح يطلق نفس العملية من خلال تزويد الجسم بكمية ضئيلة من الجراثيم التي تم إضعافها أو قتلها ، ولكنها صغيرة بما يكفي بحيث لا تصنعها أنت مريض. يتم إدخال اللقاحات إلى الجسم عن طريق الحقن أو الفم أو بخاخ الأنف



*Figure 31*



*Figure 32*

### **The vaccination passport:**

Is an official document confirming the completion of the vaccination schedule against the Covid-19 virus, allowing the person to access the places and spaces specified in accordance with Presidential Decree No. 1 of 2021 dated October 22, 2021



**جواز التلقيح :**

هي وثيقة رسمية تؤكد الانتهاء من جدول التطعيم ضد فيروس كوفيد-19 ، مما يسمح للشخص بالوصول إلى الأماكن والمساحات المحددة وفق المرسوم الجمهوري رقم (7) لسنة 2018.

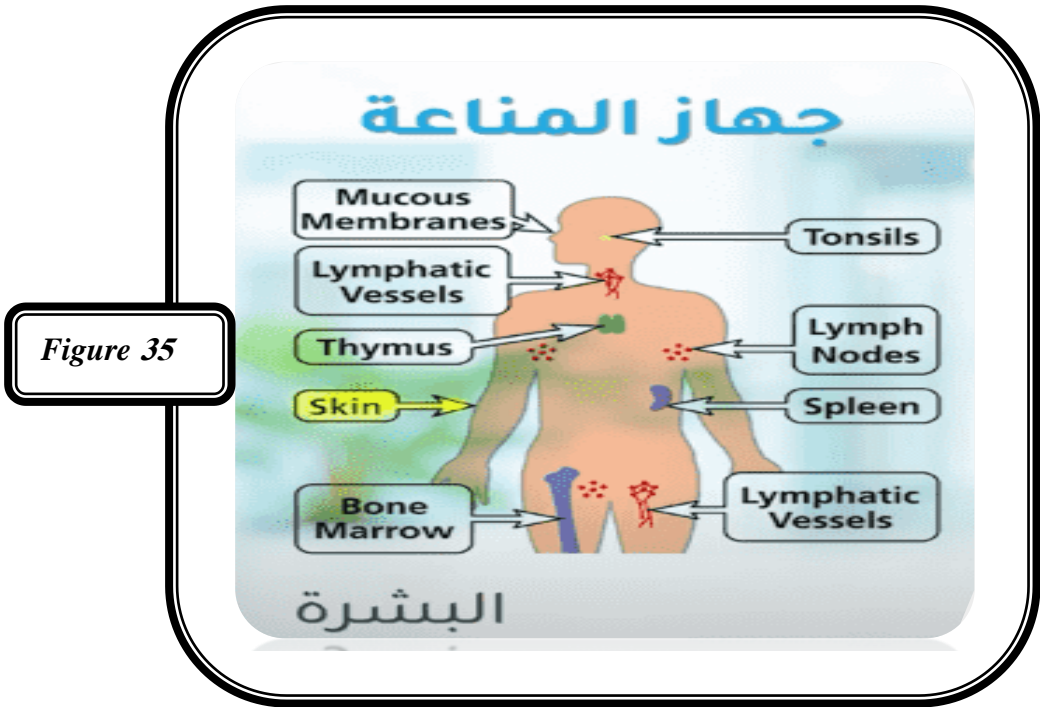
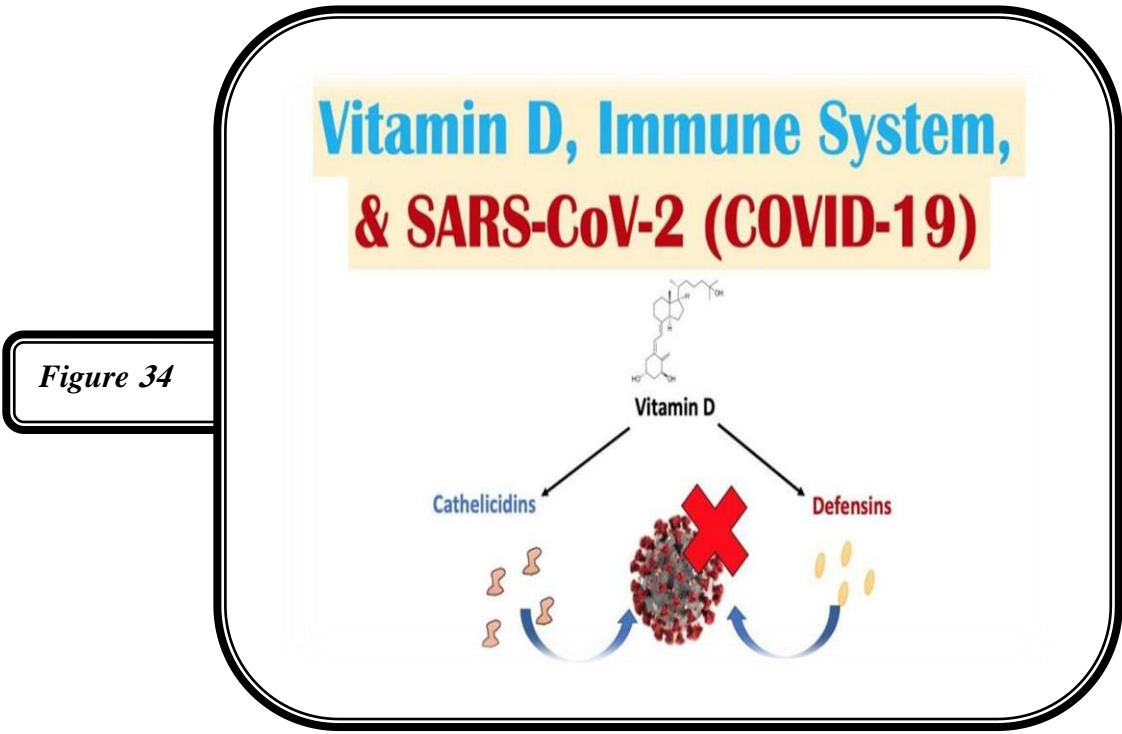
Figure 33

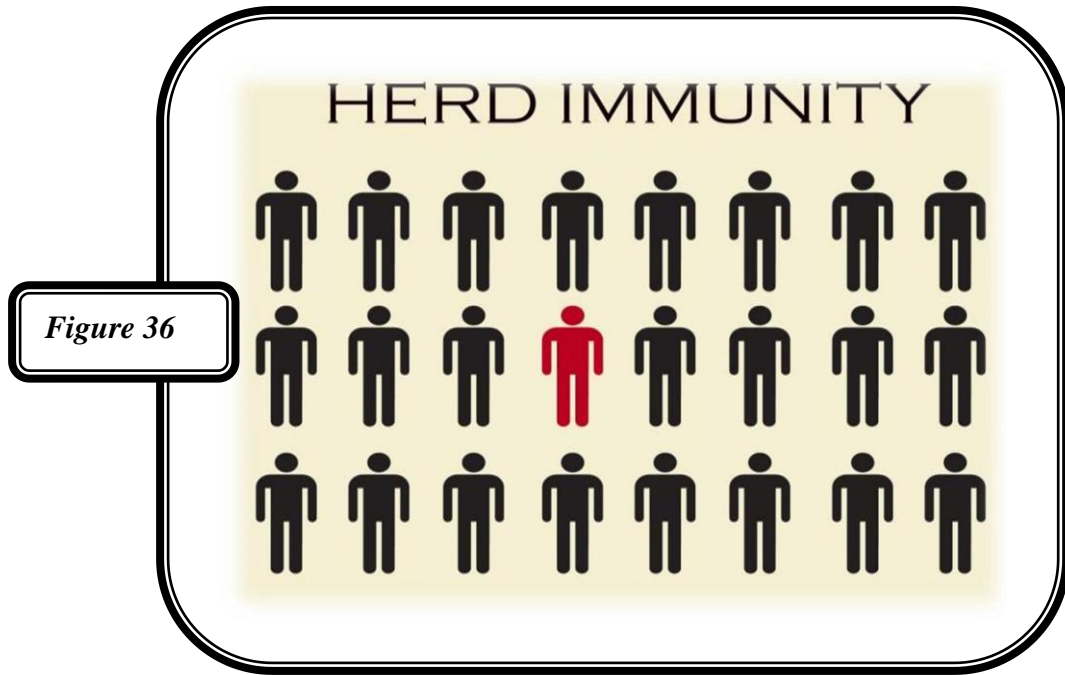
**Immune system:**

- The immune system is a complex network of cells and proteins that defends the body against infection.
- The immune system keeps a record of every germ (microbe) it has ever defeated so it can recognize and destroy the microbe quickly if it enters the body again.
- Abnormalities of the immune system can lead to allergic diseases, immunodeficiencies and autoimmune disorders

**جهاز المناعة:**

جهاز المناعة عبارة عن شبكة معقدة من الخلايا والبروتينات التي تدافع عن الجسم ضد العدوى





### Herd Immunity:

This is a type of infection control that occurs naturally, or through immunisation programs, when a large enough portion of a population becomes immune to a disease to

stop further spread. Immunity may be either by recovering from the disease or by being vaccinated against it.

In the case of COVID-19, the possibility of herd immunity remains unclear due to the uncertainty of long-term immunity to this virus.

### مناعة القطيع:

هذا نوع من مكافحة العدوى يحدث بشكل طبيعي، أو من خلال برامج التحصين، عندما يصبح جزء كبير بما يكفي من السكان محصنين ضد المرض لوقف انتشاره. قد تكون المناعة إما بالشفاء من المرض أو بالتطعيم ضده.

Figure 37



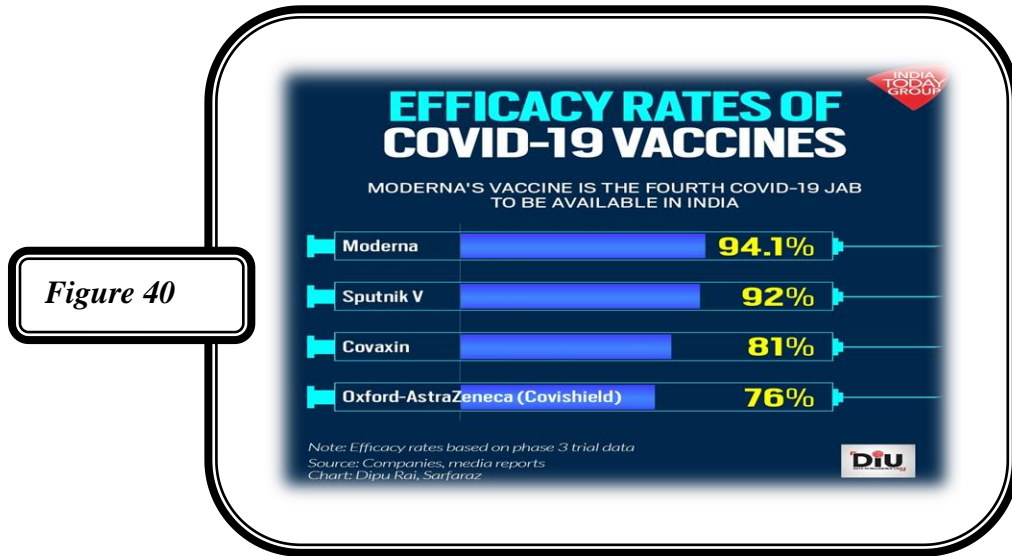
### Antibodies:

Proteins produced by a person's immune system to fight an infection. In the case of the novel coronavirus, antibodies typically take about 1-3 weeks after infection to develop in measurable amounts. Antibodies may linger in the body after infection to provide ongoing protection against an invading pathogen. Public health officials are testing people's blood samples for antibodies against the novel coronavirus to see if they have been infected in the recent past. This will help researchers understand how widely the coronavirus has spread and gauge how many cases are asymptomatic.

### الأجسام المضادة:

البروتينات التي ينتجها الجهاز المناعي للشخص لمكافحة العدوى. في حالة الفيروس التاجي الجديد، تستغرق الأجسام المضادة عادة حوالي 1-3 أسابيع بعد الإصابة لتتطور بكميات قابلة للقياس. قد تبقى الأجسام المضادة في الجسم بعد الإصابة لتوفير الحماية المستمرة ضد مسببات الأمراض الغازية. يقوم مسؤولو الصحة العامة باختبار عينات دم الأشخاص بحثاً عن أجسام مضادة ضد فيروس كورونا الجديد لمعرفة ما إذا كانوا قد أصيبوا بالعدوى في الماضي القريب.





### Efficacy:

A measure of how much the vaccine lowered the risk of getting sick. If a vaccine has high efficacy, a lot fewer people in the group who received the vaccine got sick than the people in the group who received the placebo.

### الفعالية:

مقياس لمقدار اللقاح في خفض خطر الإصابة بالمرض. إذا كان اللقاح فعالية عالية، فإن عدد الأشخاص الذين أصيبوا بالمرض في المجموعة التي تلقت اللقاح أقل بكثير من الأشخاص في المجموعة التي تلقت الدواء الوهمي.





*Section four: treatment at home*

Figure 42

**Hygiene:**

Actions that prevent the spread of disease and maintain health through cleanliness.

Most infections enter our bodies when we touch our face with unwashed hands.

While we don't have a cure for COVID-19, we can prevent the spread of germs by washing hands regularly, and covering your mouth while coughing or sneezing. Discarding items like tissues shortly after use is also a way of practicing hygiene. Using a face mask when in public is being recommended in some Australian cities, as well as in other countries.

**النظافة:**

الإجراءات التي تمنع انتشار المرض وتحافظ على الصحة من خلال النظافة. تدخل معظم الإصابات إلى أجسادنا عندما نلمس وجهنا بأيدي غير مغسولة.



Figure 43

### Oxygen concentrator:

An oxygen concentrator is a medical device that gives you extra oxygen. Your doctor may prescribe one for you if you have a health condition that causes your oxygen level to drop too low. It can help some people who have trouble breathing due to conditions .

### مولد الأكسجين:

مُكثَّف الأكسجين هو جهاز طبي يمنحك أسجينا إضافيًا. قد يصف لك طبيبك واحدًا إذا كنت تعاني من حالة صحية تؤدي إلى انخفاض مستوى الأكسجين لديك. يمكن أن يساعد بعض الأشخاص الذين يعانون من صعوبة في التنفس بسبب الظروف .



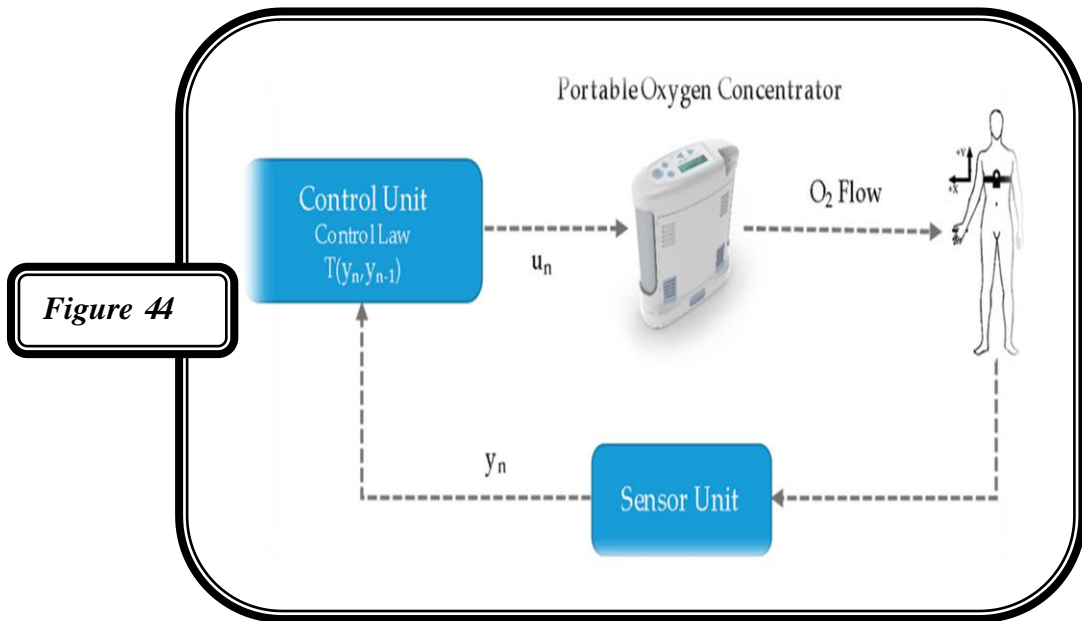


Figure 44



Figure 45

## Respirators:

A respirator is a device that protects a person from inhaling dangerous substances such as chemicals or infectious particles. The type of respirator most typically used to protect against COVID-19 is commonly known as an N95 mask, which can filter out small viral particles from the air. A shortage of N95 masks has been one of the many challenges facing healthcare workers in the United States.

## جهاز التنفس:

جهاز التنفس الصناعي هو جهاز يحمي الشخص من استنشاق مواد خطيرة مثل المواد الكيميائية أو الجسيمات المعدية. يُعرف نوع جهاز التنفس الصناعي الأكثر استخدامًا للحماية من COVID-19 باسم قناع N95، والذي يمكنه تصفية الجزيئات الفيروسية الصغيرة من الهواء

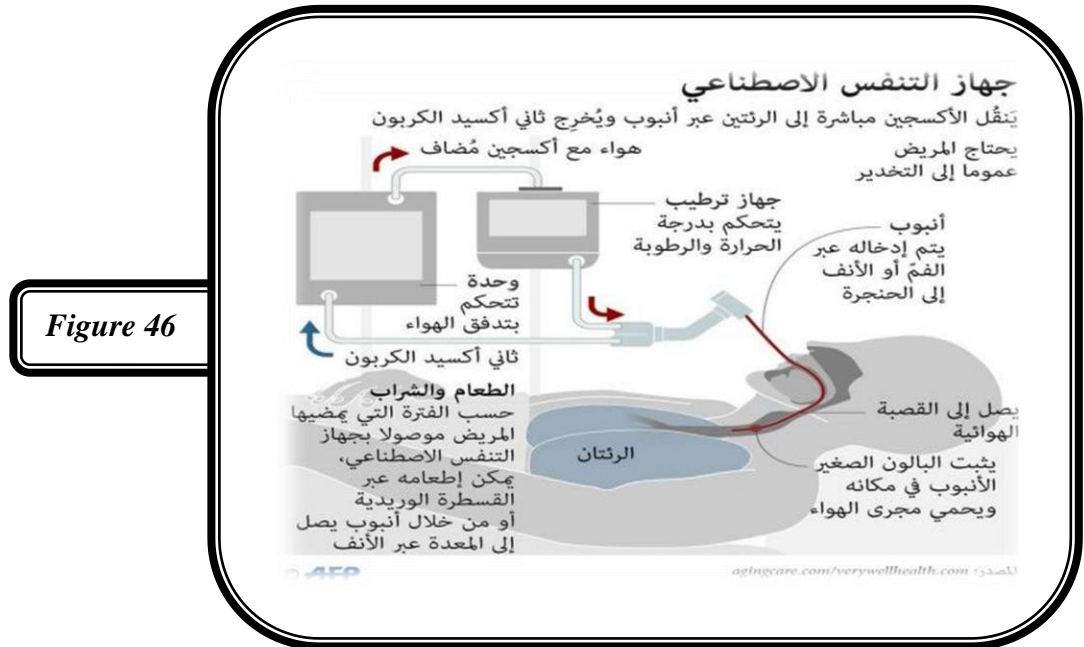


Figure 46

*Figure 47*



*Figure 48*

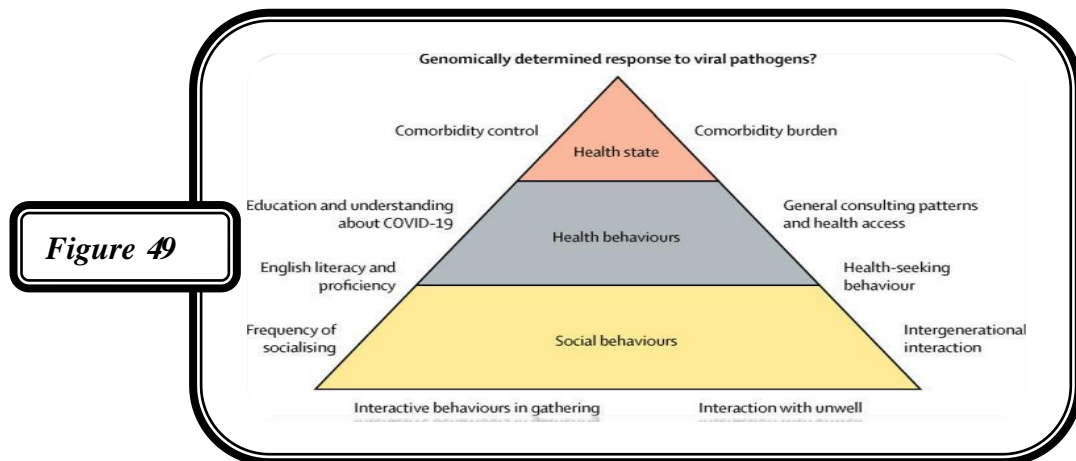


**Sterilization:**

The rendering of something free from viable microorganisms (as by the use of steam or dry heat) the hospital's standard method for cleaning surgical equipment is a five-step process that includes ultrasound, washing with detergents and enzymes, and sterilization in an autoclave

**تعقيم:**

تقديم شيء خالٍ من الكائنات الحية الدقيقة القابلة للحياة (مثل استخدام البخار أو الحرارة الجافة) الطريقة القياسية في المستشفى لتنظيف المعدات الجراحية هي عملية من خمس خطوات تشمل الموجات فوق الصوتية والغسيل بالمنظفات والإنزيمات والتعقيم في الأوتوكلاف.



**Comorbidity:**

When a person has more than one health condition at the same time. For example someone who is diagnosed with COVID-19 might already have been living with multiple health conditions like asthma or high-blood pressure (hypertension). These conditions are comorbidities. They are sometimes called 'existing', 'pre-existing' or 'underlying' conditions

**امراض مشتركة:**

عندما يكون لدى الشخص أكثر من حالة صحية في نفس الوقت. على سبيل المثال ، قد يكون الشخص الذي تم تشخيص إصابته بـ COVID-19 يعاني بالفعل من حالات صحية متعددة مثل الربو أو ارتفاع ضغط الدم (ارتفاع ضغط الدم). هذه الشروط هي أمراض مصاحبة. يطلق عليها أحيانًا الظروف "الموجودة" أو "الموجودة مسبقًا" أو "الأساسية"



**Self-isolating:**

Basically a voluntary agreement, this means you are to remain at home and not go to work or school. You'll be expected to limit your movements outside (you can go for a walk and go shopping, though) and monitor your health for 14 days after returning from travel to a place known to have high numbers of COVID-19 infections.

**العزل الذاتي:**

وهذا يعني أنه يجب عليك البقاء في المنزل وعدم الذهاب إلى العمل أو المدرسة. من المتوقع أن تحد من تحركاتك بالخارج (يمكنك الذهاب في نزهة على الأقدام والذهاب للتسوق) ومراقبة صحتك لمدة 14 يومًا بعد العودة من السفر إلى مكان معروف بوجود أعداد كبيرة من إصابات COVID-19.



Figure 52

### 3.3. Data Analysis and Interpretation:

On December 31 2019, the Chinese government reported the presence of new corona virus disease known as Covid-19 for the first time]. Wuhan is known to be the first region isolated by the Chinese government in order to prevent the spread of the disease. Soon became an outbreak that has been reported by the World Health Organization (WHO) as an international health phenomenon that needs a serious attention to prevent its widespread transmission. By the end of February, the disease had spread to 24 countries outside China among them Algeria with new cases emerging.

Many countries did many things to anticipate and slow down the transmission of the disease.

Language diversity has been promoted and encouraged during the Covid-19 crisis. Minority communities have had access to timely, accurate information on several official European websites, and language barriers have been overcome through the use of minorities languages, dialects, and registers to convey health information worldwide.

On March 11, 2020 the public became aware news. Social media is a means of communication that has the primary function of conveying messages from the government to the public. It needs to inform and advise matters regarding disease prevention, such as sanitation and hygiene, maintaining social distancing, hand washing, wearing masks, etc.

In a pandemic situation, social media plays a role because it allows people to share news, personal experiences from their point of view, in real-time, at any given time and in a rapid manner. Covid-19 related vocabulary is increasingly recognized as a serious, worldwide public health concern.

Multimedia, together with health organizations and the Algerian government, give out information to the public about the prevention of Covid-19. Theoretically, language and creativity are psychological phenomena that have been observed by its representation. Social practice or social activities are represented by creativity in spoken language. The written language can be expressed by the ideas. The person makes an effort to communicate his thoughts.

New words have been created during the coronavirus outbreak that portray cultural, social and linguistic features of various societies and promote linguistic innovation and creativity, the government and the public started publishing posts and articles on Facebook and twitter in order to aware the public from covid-19 pandemic.

- The first level they use new terms such as *pandemic* (جائحة), *epidemic* (وبائي), *Coronavirus* (فيروس كورونا) etc . They use them in Arabic and in English

to make all of them understand and keep themselves healthy and safe.

- The second level it was quarantine it emerged new vocabularies and terms such

as *Lockdown* (الغلق), *Social-distancing* (التباعد الاجتماعي), *curfew* (حظر التجوال) this terms are related to quarantine in this period government forced public to stay at home and keep safe .

- The third level was about vaccination new terms widespread during this period such as *vaccine* (اللقاح) *Herd Immunity* (مناعة القطيع) *efficacy* (الفعالية) etc .all of these terms have contributed in raising their awareness especially since it was in Arabic

- The last level was about treatment at home a lot of words used during that period among them *Self-isolating* (العزل الذاتي) *Hygiene* (النظافة) *Oxygen generator* (مولد الأكسجين) etc .these vocabularies have a great impact in raising awareness.

And other Immediate names of the disease, medical jargon, disease-related terms, adjectives, and words denoting human reactions and behaviors are extensively used, such as, *Covid-19*, *coronavirus*, *SARS-CoV-2*, *intubation*, *self-isolation*, *herd immunity*, etc.

We analyzed the content of some websites and social media posts to identify the linguistic devices that have been socially used to create infodemic, and raise public health awareness and convey information taking into account language functions. Moreover, we examined some translation strategies that were used to translate information.



Covid-19 information translation: As we have seen earlier, Covid-19 health information has been translated in Arabic language. We noticed the use of several translation strategies, such as literal translation, borrowing, equivalence, omission, addition, paraphrasing, explicitation, and self-explanatory translation.

**Conclusion**

Language functions have been fulfilled by using the aforementioned linguistic devices. The informative function is used to provide all types of health information.

This chapter served as an opportunity to present the analyses and the interpretations of the data gathered during our study. In addition, it provided a discussion of the main findings which helped the researchers to achieve the aim of the investigation.

# ***GENERAL CONCLUSION***

## General Conclusion

The Covid-19 pandemic has been rapidly evolving. Modern communication technologies and internet have widely contributed to creating, delivering and sharing Covid-19 health information in a borderless and interconnected world. Great flows of information were transmitted worldwide in various languages. However, health misinformation and people have been largely circulating, especially on social media and mass media platforms, such as Facebook, newspapers, magazines, Twitter and Instagram, , causing panic, fear, anxiety, and stress.

Language has been the most used tool to create infodemic, transmit, and translate both accurate and inaccurate information. Language functions have been used to express feelings, explain attitudes, engage in social interaction, draw the attention of the recipients, raise their awareness and influence their behavior. Translation services have been much needed in the pandemic context; the governments designed websites to share Covid-19 resources that were translated into several languages among them Arabic.

In this investigation, we tried to analyze textual stylistic used by government via social media and mass media to the awareness raising and compare between the use of Arabic language and the English one, for doing so we divided our work into three chapters.

In the first chapter, we provided some definitions and we dealt with the sociolinguistic perspective, and the historical one that is necessary because it helps to understand the evolution that led to this situation. In addition to a detailed discussion about Language awareness, Mass Media and Covid-19, has been pointed out within the same part.

The second chapter devoted to define notions and concepts in relation to the study of communication and language. In addition to defining terminology science and its role in raising public health awareness

In the third chapter which constitutes the fieldwork, it started by explaining the research methodology used in this study, then, we analyzed and interpreted the data gathered.

The analysis of the data provided has resulted in showing that Covid-19 pandemic has been characterized by the creation of coinages, the use of medical terms, and the simplification of medical terminology. Language diversity is accepted as an inevitable

## **General Conclusion**

reality since information is disseminated in various languages, dialects, and registers to avoid compromising the information accessibility timeliness. Furthermore, social media and mass media have promoted new genres and ways of terms as well as new forms of digital writing, such as the use of number and letter homophones as well as emoticons and hashtags. Language functions, especially the expressive, interpersonal and conative ones are used to convey and express information. In addition, translation services are much-needed in the coronavirus crisis; paraphrasing, addition, explicitation and equivalence are the main translation strategies used to translate information and even misinformation. However, some translations are inaccurate and ambiguous, much attention should be paid to adopt the accurate equivalents before they are largely transmitted and used by both traditional and social media.

We can say that language is a powerful tool in all domains especially raising public health awareness. In order to make people aware and keep themselves safe, the Algerian government used specific words and speech on the social media and mass media and their meaning changes between two different languages to make the message received by all community. Finally, from the result obtained, it is crystal clear that the setting hypotheses which the study mentioned are confirmed.

It has also been demonstrated that the use of terms amongst undetermined target audience is performed first without taking into consideration the linguistic level of the concerned communities. Then, Media play a key role in defining and explaining the meanings and the ramifications of the concepts and terms used within a specific field, namely medicine and pharmacy.

Our study attempted to reveal the usage of terms that reflect common interest. It goes without saying that further studies on other fields would provide with more insight on the adoption of terms and their specific meanings within common areas of work.

## **Limitations and recommendations**

To close this study, we state some suggestions and recommendation that will hopefully be useful And helpful for government and public.

For government, need to use more methods to raise awareness and convey message

## **General Conclusion**

For public, don't believe all information's in social media and follow government instructions.

## **Limitations**

The current study is limited in time and lack of sources.

The Algerian government didn't use a lot of English terms in it instructions.

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## Summary

The Coronavirus pandemic has affected all areas of life in a globalised world. During this phase of the health crisis posed by the COVID-19 pandemic, news in print, electronic as well as the social media is abuzz with several emerging and reemerging terminologies. Terminologies consist of collections of words or phrases, called terms, aggregated in a systematic fashion to represent the conceptual information that makes up a given knowledge domain , so the Algerian government instructions and awareness raising via social media and mass media during the pandemic of covid19. In this thesis, we aim to explore how language devices are used to in order to raise public health awareness This research is based on qualitative method performed by collecting the posts of social media user's and the Algerian newspaper articles during this period from several levels. from the results obtained we can say that language is a powerful tool in all domains especially raising public health awareness. In order to make people aware and keep themselves safe, the Algerian government used specific words and speech on the social media and mass media and their meaning changes between two different languages to make the message received by all community.

## Résumé

La pandémie de coronavirus a touché tous les secteurs de la vie dans le monde. Au cours de cette phase de la crise sanitaire causée par la pandémie de COVID-19. les médias et les réseaux sociaux débordent avec plusieurs terminologies émergentes et réémergentes. La terminologie est un ensemble de mots ou de phrases, appelés termes, regroupés de façon systématique pour représenter l'information qui constitue un domaine de connaissances donné. Alors le gouvernement algérien donne des instructions pour sensibiliser le peuple via les médias et les réseaux sociaux Dans cette thèse, nous visons à explorer comment linguistique a utilisé pour élever le niveau de sensibilisation. Cette recherche est basée sur la méthode qualitative effectuée par la collection des postes sur les réseaux sociaux et les articles des journaux algériens dans des différents périodes. À partir des résultats obtenus, nous pouvons dire que le langage est un outil puissant dans tous les domaines, et pour sensibiliser les gens et de se protéger, le gouvernement algérien a utilisé des mots et des discours spécifiques sur les réseaux sociaux et les médias. En général on peut aussi dire que la signification se change entre deux langues différentes pour faire le message reçu par toute la communauté.

## ملخص

أثرت جائحة فيروس كورونا على جميع مجالات الحياة في عالم تسوده العولمة. خلال هذه المرحلة من الأزمة الصحية التي شكلتها جائحة كورونا، تكتظ الأخبار المطبوعة والإلكترونية وكذلك وسائل التواصل الاجتماعي بالعديد من المصطلحات الناشئة. تتكون المصطلحات من مجموعات من الكلمات أو العبارات، تسمى المصطلحات، مجمعة بطريقة منهجية لتمثيل المعلومات المفاهيمية التي تشكل مجالاً معرفياً معيناً، لذا فإن تعليمات الحكومة الجزائرية ورفع مستوى الوعي عبر وسائل التواصل الاجتماعي ووسائل الإعلام أثناء جائحة كوفيد 19. نهدف في هذه الأطروحة إلى استكشاف كيفية استخدام الأجهزة اللغوية من أجل رفع مستوى الوعي الصحي العام، ويستند هذا البحث إلى الطريقة النوعية التي يتم إجراؤها من خلال جمع مشاركات مستخدمي وسائل التواصل الاجتماعي ومقالات الصحف الجزائرية خلال هذه الفترة من عدة مستويات. ومن النتائج التي تم الحصول عليها يمكننا القول أن اللغة هي أداة قوية في جميع المجالات وخاصة رفع مستوى الوعي بالصحة العامة. من أجل توعية الناس والحفاظ على سلامتهم، استخدمت الحكومة الجزائرية كلمات وخطابات محددة على وسائل التواصل الاجتماعي ووسائل الإعلام وتغير معناها بين لغتين مختلفتين لتوصيل الرسالة من قبل كل المجتمع.