



Mohamed Khider University of Biskra  
Faculty of Letters and foreign Languages  
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# MASTER Dissertation

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## Title

# EXPLORING THE USE OF ENGLISH IN ALGERIAN SHOP SIGNS A CASE STUDY: BISKRA DOWNTOWN

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A Dissertation Submitted to the Department of English as Partial Fulfillment of the Requirements for the Master's Degree in Sciences of the Language.

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## **DECLARATION**

I, Ziane Manel, do hereby solemnly declare that this dissertation presented is my original work, and has not been submitted before to any other institution or university for a degree

This work has been carried out and completed at Mohamed KHIDER University of BISKRA,  
ALGERIA.

## **Dedication**

**In the Name of ALLAH, the Most Gracious, the Most Merciful and Peace and  
blessing be upon his prophet Mohamed,**

I dedicate this work:

To my dear unborn daughter: Amani, you will always be my inspiration, my  
strength to look forward

To my mother: you might have never been in my destiny but you are in my heart,  
my soul, and my prayers.

To my beloved brother: Saleh, who has been more than a father to me

To my wonderful friends: Mariam, Manar, chaima, who always have been there  
for me in my ups and in my downs

To all my teachers

To everyone who love me

To all the readers of my work

**THANK YOU**

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## **Abstract**

Algeria, a former French colony, has been experiencing a significant increase in the use of English language in various domains. This shift in language use has led to the need for further exploration of the impact of English on the country's linguistic landscape. Hence, this dissertation examines the use of English in shop signs in Algeria focusing on Biskra city as a case study. Moreover, we hypothesized in this study that investigating the motivation, reasons of shop owners towards incorporating English in their signage would provide a general perceptions of Algerians toward embracing the English language. The current study conducted in Biskra downtown having its different signboards with English names or wards as the sample of study. In terms of methodology, a descriptive method used with shopkeepers 10 in-depth interviews, in addition to visual analysis of 43 photographs documenting shop signs. In order to investigate and explore the different perspectives towards the status of english as a language in Algeria .The study findings demonstrate a notable presence of English elements In shop signs across Biskra city's various sectors. The linguistic landscape analysis emphasizes the commonplace usage of english alongside the native language, the finding also revealed various motives for employing English, such as portraying the business as modern and cosmopolitan, and appealing to a diverse clientele. Subsequently, this research offers insight into language dynamics within Algeria's linguistic landscape and the effects of globalization on local businesses and shows positive attitudes towards English usage.

## **Key terms**

English language, shop signs, Algeria, linguistic landscape, Biskra,

## List of Acronyms

**MNCs:** Multinational Corporations

**US:** United States

**BP:** British Petroleum

**UK:** United Kingdom

**MSA:** Modern Standard Arabic

**LL:** linguistic landscape

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# **General introduction**

## **Introduction**

The use of the English language in Algeria has witnessed a significant surge in recent years, permeating various fields and studies, particularly in the sign examination within the domain of the linguistic landscape. This area of research sheds light on the profound impact of the English language on Algeria's linguistic landscape. As global interest in the study of signs continues to grow, these visible manifestations, notably shop signs, serve as valuable sources of insight into language vitality and the choices made in their usage (LANDERY & Bourhis, 1997).

Therefore, this present research work aims to investigate the reasons behind the choice of using the English language in many Algerian shop signs, particularly in Biskra. Mainly, it explores Algerian shop owners' attitudes towards the spread of English in commerce and trade and the aim of using English to name their shop signs.

### **1. Statement of the problem**

English, being the most widely spoken and written language worldwide with approximately 1.5 billion speakers (Crystal, 2003), had a delayed integration into Algeria's educational system, not occurring until the 1990s. This delay can be attributed to the country's history of colonization by France, resulting in French occupying the position of the dominant foreign language. Unlike other nations influenced by colonization, Algeria did not voluntarily or forcibly adopt English as its second language (Crystal, 2003).

Nonetheless, Algeria acknowledges the importance of English as an international means of communication. By studying shop signs in multilingual urban areas like Biskra, a glimpse of linguistic dominance across various fields, including the public sphere represented by shop signage, can be obtained. This trend reflects the growing recognition of English language in diverse domains beyond formal education, in regions characterized by multilingualism and the

absence of an official policy regarding the language presence on public signage, the utilization of language in non-governmental domains exhibits a diverse and varied patterns. In such context, where no specific guidelines dictate the linguistic choices for public signage, the language employed reflect the linguistic diversity and preference of the local community (Guowen Shang, 2017)

Moreover, analyzing shop signs contributes to the examination of language policies and language planning initiatives. Researchers can gain insight into the impact of language policies on linguistic diversity and inclusivity by investigating the motivations behind language choice made by shopkeepers. This understanding can guide the development of language policies that promote linguistic rights and foster social cohesion within diverse communities.

## **2. Aims of the study**

The present study aims to shed light on the use of English in shop signs in Algeria and provide a unique window into its linguistic landscape that reveals the historical and social factors that shaped language choice.

More specifically, this work aims at:

- Highlighting the increasing presence and significance of the English language in Algeria.
- Exploring the use of English in shop signs and its reasons.
- Investigating the attitude of shop owners towards the use of English in naming shop signs.

## **3. Research questions**

The study in hand seeks to answer the following research questions:

- How has the use of English been portrayed in Algerian linguistic landscape?
- What are the motives behind using English in naming Biskra city shops?
- What are shop owners' attitudes towards the spread of this trend?

## **4. Research hypotheses**

In the light of the research questions, the research on investigating the use of English in shop signs will be guided by the following hypotheses.

**RH1:** We hypothesize that the use of English in Algeria may be prominently used in a significant number of shop signs that reflect a modern image and tap into the global appeal associated with the English language.

**RH2:** We hypothesize that shopkeepers of Biskra city may have positive attitudes towards the use of English in shop names and embrace it as a strategic business decision to enhance commercial appeal.

## **5. Methodology**

### **5.1. Research approach**

The researcher used the qualitative method to acquire and gather data for this dissertation. Moreover, these exploratory data approach-conducting processes were opted through a structured face-to-face interview to gain the credibility of information. In addition to pneumatic photographs to advocacy the study analysis and substantiation of the hypothesis. The results and analysis of both data collecting tools are included in the dissertation.

### **5.2 Population and sampling**

This current study population concerns the shopkeepers who have selected the English language in naming their shop signs in Biskra city. In fact, it was difficult for the researcher to determine the population's exact number.

For the case study, a purposive sample (= 10) was intentionally chosen to introduce an overview of people's perception to the use English and its power in conveying a message.

### **5.3 Data gathering tools**

The method that was used in this study to collect data is mainly the interview along with visual analysis presented in randomly selected photographs that serve the main object of the study. Both tools were conducted with a representative sample of shopkeepers in Biskra. The aim was to collect shop owners attitudes, perceptions and views about the English language and its spread in commerce. More importantly, it aimed to explore the reasons behind shop owners' use of English in naming their shops signs.

### **6. Significance of the study**

The study is considered significant in providing insights into the use of English in Algeria's linguistic landscape and its impact on the country's linguistic identity. The findings of the study may be useful for policymakers, educators, and linguists who are interested in the role of English in multilingual context. The present study attempted to investigate the main objectives of using the English language in shop signs in a multilingual community such as Biskra if it represents a reflection of Algerians aspiration for modernization and globalization that could contribute to the existing literature on the use of English as a lingua franca in cross-cultural setting.

### **7. Research limitations**

This study investigates the phenomenon of using English language in naming shop signs in Biskra as a sample of the study. This perspective emphasizes the role of shop signs as a reflection of language choices and the underlying sociocultural values and beliefs associated with those choices. Nonetheless, several obstacles were encountered during the data collection process including the difficulty to contact shopkeepers because they were unavailable or occupied with other responsibilities, thus impeding the smooth acquisition of data. An additional challenge was with some shop owners declining to provide photographs of their establishments. These photographs of shop signs were in fact necessary in the field work.

Furthermore, certain shop owners exhibited reticence towards participating in interviews or expressing their sentiments regarding the topic.

## **8. Research structure**

This study consists of two main parts, a theoretical and a practical one and each part is composed of a number of chapters.

The first chapter provides an overview of the spread of the English language in Algeria, examining its growth and impact across various domains beyond shop signs. It delves into the historical and current influence of English education, mass media, and other public sectors.

The second chapter reviews the relevant literature on the linguistic landscape and shop signs studies, providing theoretical background and methodologies to analyze data gathered in the field work. It emphasizes the importance of understanding the social, cultural, and political context that underpin linguistic practices in the public sphere.

The third chapter presents an in-depth field study on the use of English in shop signs in Biskra city. It assesses the motivation behind the inclusion of English on shop signs and investigates the types of English used.

Concretely, this last chapter is devoted to the methodology of this dissertation mainly the review of the research methodology including the research approach, the data collecting methods, and finally the population and sampling. This chapter is also concerned with the analysis and discussion of results.

# **Chapter One**

## **The Spread of English in Algeria**

## Introduction

The introductory part of this dissertation concentrates on the theoretical dimension of the study. This chapter explores the spread and usage of the English language in Algeria after the period of colonization. Therefore, it examines the different domains and areas where English has gained prominence in present-day Algeria. Through a comprehensive evaluation of language policies, educational practices, and language use, a valuable insights into the spread of English in Algeria and its implication for language planning and policy development can be gained. Moreover, this chapter provides significant theoretical and procedural perspective that will be effective in our study of shop signs.

### 1. Historical Background of the Linguistic Situation in Algeria

According to CHAMI (2009) the language situation in Algeria is characterized by a high degree of variability and complexity. This situation has given rise to what is currently recognized as Algerian Arabic, a language primarily used in spoken communication but not typically employed in written form due to its complex composition, which draws from diverse linguistic sources such as Classical Arabic, Berber, French, Spanish, and English.

To enhance our understanding of Algeria's sociolinguistic situation and its ongoing identity struggle, it is essential to provide a concise historical overview of its linguistic diversity, particularly during and after French colonization. However, prior to France's invasion in 1830, Algeria was characterized by a multiplicity of languages: "Ottoman Turkish, literary or classical Arabic, local Arabic colloquial, Berber variants, and, on the coast, even

Sabir, a ‘medieval Mediterranean pidgin’, that blended elements of Arabic, Spanish, Provençal, and other Mediterranean languages” (BENRABEH, 2014)

The history of French in Algeria began with the colonization in July 1830, during which the propagation of the French language was considered “the most effective means to make [their] progress and domination in this country” (Yvonne, 1983). Subsequently, traditional schools were replaced by French schools, establishing the French language as the dominant force in the educational environment. This was evident in the testimony of the inhabitants of Bejaia to the French administrator, where they expressed their desire for the restoration of mosque and establishment of a decent school (Yvonne, 1983).

### 1.1 During Colonization

Laitin (Sharkey, 2012) asserts that the French colonial officials in Algeria implemented a strategy akin to that used in mainland France since 1539, with the explicit agenda of promoting the French language. Their primary goal was to diminish the importance and social status of Arabic, aiming to replace it with the French as the dominant language. This deliberate effort to impose French served as a mechanism for asserting control, reinforcing colonial power dynamics, and shaping the cultural and linguistic landscape of Algeria. By prioritizing the spread of French, the colonial authorities aimed to establish a linguistic hierarchy that reflected their vision of French civilization and assimilation, while undermining the indigenous language and cultural identity of the Algerian population.

According to Ezzaki and Wagner’s findings (Bellalem, 2012), France closed community schools where Arabic was taught and introduced Arabic as a second language in some schools, illustrating their intentional efforts to diminish the significance of Arabic.

Murphy (Bellalem, 2012) further emphasizes the general educational policy of spreading French as a national and official language during the colonial period.

From a political standpoint, the French colonizers sought to consolidate their control over Algeria by imposing their language as a tool of governance and administration. By promoting French as the dominant language, they aimed to assert their authority and establish a linguistic framework aligned with their colonial rule.

However, (Rezig, 2011) argues that Algerians were compelled to adopt French as the sole official language during the French colonization period, relegating Arabic to the status of a foreign language. Despite the prevalence of various dialects throughout the country, Arabic remained closely tied to Algerian identity and nationalism.

Culturally, the colonizers perceived the French language as a symbol of civilization and progress, juxtaposing it with their perception of the "backwardness" of Arabic. They believed that by replacing Arabic with French would facilitate the assimilation of the Algerian population into French culture and values. This approach reflected the colonial ideology of assimilation, aiming to transform the colonized societies to mirror the cultural norms and practices of the colonizers.

## 1.2 The National Transition

Algeria underwent a major shift in its linguistic policy when it transitioned from the colonization period where the French language was imposed to the post-independence period where the promotion of Arabic was made a priority. The Algerian government understood the importance of reclaiming Arabic as a symbol of national identity and cultural heritage and thus implemented an Arabization policy. This policy sought to ensure the widespread

use and appreciation of the Arabic language, creating a sense of national pride (Benrabah, 2013).

### **1.3 Educational Reforms (2000- Present)**

The introduction of English into Algeria's educational system was motivated by strategic goals and was part of a larger effort called "Arabization" to lessen the influence of the French language (Bellalem, 2012). English was introduced into Algeria's educational system with the intention of diversifying linguistic influences and offering alternatives to French, in line with Algeria's larger language policy objectives (Bellalem, 2012).

According to Adja & Benazza (2021), the policy of Arabization was continued within the domain of education. Arabic was mainly taught for all curriculum subjects, while French was taught as a foreign language starting in the fourth year of primary schools. English, on the other hand, was introduced from the second year of middle school, with the establishment of more English departments in universities and the creation and publication of Algerian-made English language teaching textbooks and learning materials.”

In the early 1990s, there were those who like the idea of teaching French as a primary language and instead supported Arabic. However, the Minister of Education did not share their view and decided to introduce English alongside French within the Algerian educational system. Belmihoub (2012) also mentions that German, Spanish and Russian were implemented as foreign languages, but they held in less significant status compared to English.”(Belmihoub , 2012)

Contrary to French, English was considered greater threat and had the potential to surpass French as the second foreign language in Algeria (Benrabah, 2007). According to Miliani( 2000), proponents of English over French as the first foreign language in Algeria

argue that English is the language of science and technology, although their motivations are primarily political rather than educational.

However, statistics indicated that efforts to integrate English into primary schools in Algeria have largely been unsuccessful, which is different from Miliani's (2000) perspective. People were aware of the political motivations behind this choice.

## 2. The Status and Spread of English in Algeria

Economic and technological advancements provide an explanation for the prevalence of English in developing countries. Countries aspiring to modernize and advance in scientific research must recognize the crucial role played by the English language, both functionally and culturally. The value of English lies in its role as a language facilitating cross-broader communication, particularly in interpersonal interactions. Industrialists and scientists increasingly appreciate the worth and potential advantages of this asset (Mami, 2013)

It is globally widely argued that the English language is the leading language in development, technology, scientific research, and modernity. Consequently, there is a call to elevate English to the status of a second language in Algeria (Mami, 2013).

As (Mami, 2013) asserts, "As a matter of fact, English has been defined as a second foreign language at the beginning of the 90s, and as a first foreign language after the 2000 reform, to gain the status of the language of science and technology used in lifelong learning in recent years" (p. 921). This quote highlights the acknowledgment of English as a language essential for scientific and technological advancements in lifelong learning.

In line with this perspective, Haddam & Bouabdallah (2022) argue that the rise of English, recognized as a language of economic and global influence, is cited as one of the

main reasons for the decline of French in Algeria and is believed to have gradually replaced English as the position once held by the French as power language and economic importance.

## 2.1 Global Language

According to (Crystal, 2003), despite being coined two years earlier, the term "Global English" gained popularity in 1997. It signifies the relationship between the English language and the status it has achieved in the twenty-first century. English is often referred to as the "world language" or "international English" due to its role as a common means of communication worldwide (Crystal, 2003)

He also argues that while economic strength is necessary to extend military power, it is not the sole factor that contributing to a country's dominance and the international influence of its language. English has established itself as the primary international business language in many nations throughout the twentieth and twenty-first centuries (Crystal, 2003)

The use of English as a global language offers numerous advantages. It facilitates effective communication among individuals of diverse races, and cultures, fostering mutual understanding. This linguistic unity promotes cross-cultural communication. The widespread use of English as a common language enables easier access to information, participation in international conversations, and engagement in a various activities. It acts as a unifying force, eliminating language barriers and fostering a sense of interconnectedness among people on a global scale.

Different perspectives on globalization exist, each providing a unique interpretation of its outcomes. (Guillen, 2001) suggests that globalization fosters increased interdependence

and mutual awareness among individuals, as well as among economic, political, and social entities globally (Guillen, 2001 cited in Dewi, 2015).

In conclusion, the global spread of English has been influenced by a range of internal and external factors, including colonization, foreign language education, and social and cultural influences. These factors have contributed to the worldwide expansion of the English language.

## 2.2 English in Business

Effective communication is a crucial factor for achieving business success, and English has emerged as the preferred language for this purpose. The growing volume of international trade further demonstrates the recognition of English as the international business currency. (Habeb, 2017).

Numerous studies conducted worldwide confirm that English is the most commonly used language for business communication. Many foreign companies specifically require their employees to have a strong command of the language. This is exemplified by multinational corporations like Airbus, Nokia, Renault, Samsung, and Microsoft, which have adopted English as their official operating language even in locations like Beijing. This highlights the immense importance of English proficiency in the realm of international business. (Rao, 2019).

## 2.3 Language of Science

Graddol (1997) asserts that the dominance of English extends beyond scientific publications and has had a profound impact on the entire field of book publishing, solidifying its position as the top language for publication.

Additionally, Görlach (2002) emphasizes the significance of English proficiency for individuals to establish crucial connections at conferences and seminars. Proficiency in English is recognized as an essential tool for effective communication within the academic and scientific communities.

## 2.4 Official Language VS Local Language

According to pediaa.com, each nation or country possesses a national language that serves as a symbol or representation of its identity. A language is recognized as a "national language" when it is predominantly used by the majority of the population for both written and verbal communication in the nation. While there are exceptions of a few nations, including Australia and India, nearly all nations around the world have a distinguished national language. The mention of national languages can be found in the constitutions of over 150 nations. It is important to note that a nation may have a national language that also functions as the official language of the country like Bengali in Bangladesh. On the other hand, an official language is a language with a specific legal status within a particular state, nation, or other jurisdiction. In essence, the language used in parliamentary, administrative, and legal affairs within a country or nation is considered its official language.

**NATIONAL LANGUAGE  
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NATIONAL LANGUAGE	OFFICIAL LANGUAGE
A national language of a country is related to the country's socio-political and cultural functions	An official language of a county is connected to government affairs like the functioning of the parliament or national court
Interconnected with the socio-political and cultural functions of a nation	Used for government affairs such as the legal system or the parliament
A national language of a country can become the official language of the same country by default	If a language is to become the official language of a country, it must be approved legally
Primarily a socio-cultural manifestation	Embodies a politico-geographical manifestation

## 2.5 The Attitudes of Algerians towards the English Language

While individuals may hold positive or negative attitudes towards learning the English language, research has indicated that there is no direct correlation between attitudes and language acquisition. Therefore, having a positive or negative attitude does not guarantee success or failure in language learning.

According to Derraz (2009), students in Algeria frequently develop negative attitudes towards foreign languages, including English and French. These attitudes can be influenced by various factors, including parents who may associate these languages with historical events and perceive them as languages of the enemy. Furthermore, some teachers may incorporate their native language into their teaching, leading students to perceive them as more relatable.

## 2.6 The Future of English

English stands apart from other languages due to its unique historical development, making it unlikely for any other language to attain the same level of universal prominence as English currently enjoys. However, Haddam & Bouabdallah (2022) suggest that there will no longer be a language monopoly at the top, by the middle of the twenty-first century, Chinese, Hindi/Urdu, Spanish, and Arabic will join English as supreme language. This shift towards multilingual may results in a reduction in linguistic diversity as many languages are likely to decline.

Graddol (1997) supports the notion that English has become widely spread all around the world but highlights that its future will be more complex and challenging than previously assumed, particularly for native-speaking countries, considering historical factors and current trends.

When considering the future of English in Algeria, various factors, including governmental policies, educational initiatives, and societal attitudes towards the language will play a significant role. While English holds importance in global business, business, science, and diplomacy, its specific trajectory in Algeria remains uncertain.

## **3. Domains in which the English Language is used**

English assumes various roles in Algeria, showcasing its extensive usage in the country that was once a French colony. It serves as a means of communication in formal and professional contexts, conveying social status and prestige. Additionally, English plays a vital regulatory role alongside its creative and innovative functions.

### 3.1 Education

According to Mostari (2003), in the post-independence era, Algeria prioritized the reinstatement of Classical Arabic as the primary language of instruction across all subjects. Political authorities displayed a strong commitment to promoting the use of Classical Arabic in education while aiming to reduce reliance on French. This led to various Arabization campaigns at different educational levels, from primary schools to universities, with the objective of elevating the colonial status of classical Arabic and rectifying the flaws inherited from the colonial educational system.

However, Mostari (2003) highlights that despite the significant political and financial investment in improving the educational system, the current state of education suggests a lack of a comprehensive policy that considers the sociolinguistic and cultural background of students. A thorough analysis of these factors is necessary to develop effective pedagogical programs.

Gulillaume (1997, p. 08) describes the current state of education in Algeria as “L'ècole Algérienne se porte mal” (the Algerian school is in bad health). The disappointing state of education can be attributed to various political and sociolinguistic factors, including the Arabization process. The decision to Arabize education was taken without proper consultation, planning, or methodology, and it was implemented without proper consulting, planning, or methodology, and it was uniformly enforced across all levels of primary and secondary schooling. (Mostari, 2003)

While the social sciences and humanities have been taught in Arabic since 1980, other academic fields have been affected to varying degrees. However, the Arabization process was carried out in a dictatorial manner, adversely impacting the capacity on the education

system to acquire the scientific and technical knowledge required necessary for progress. Professors and researchers who were accustomed to working in French had to update their knowledge of classical Arabic to retain their positions. A 1978 report from The Algerian National Ministry of Education expressed concern about the increasing marginalization of scientific and technical education, which had been taught in France and faced challenges with marginalized or underutilized teacher (Mostari, 2003).

### 3.2 Scientific Research

English holds a dominant position as the language of scientific research and technology, serving as the international standard. (Graddol, 1997) Emphasize in his book “The Future of English?” that English has become the international currency of science and technology, with the growing role of the United States solidifying its position as the global language of experiment and discovery. English has truly become the language of science and technology worldwide, largely due to the expanding dominance of the United States.

Belmihoub (2017) argues that Algerian scientists face not only challenges related to funding, brain drain to Western countries, and limited resources but also language difficulties when it comes to publishing in English. Proficiency in English is essential for scholarly communication and research both in Algeria and beyond. Between 1998 and 2003, 48% of the 1,410 national projects published in Algeria were written in English, with French following closely behind at 37% with 528 publications.

Slougui (as cited in Belmihoub, 2017) highlights that while English is the primary language used by Algerian scientists for scientific publications, many of them possess only a basic understanding of written English and struggle with writing in the language. Nevertheless, it is important to acknowledge that despite the relatively small number of

scientific publications, these figures underscore the significance of English within Algeria's scientific community.

It is noteworthy that Algerian scientists publish more frequently in English than in French despite French being the language of business and the scientific curriculum in Algeria. Slougui (2017) argues that addressing the discourse and language needs of Algerian scientists in English is crucial to help them reach their full potential and publish extensively in the language. This requires continuous support from all stakeholders involved in English language education, aiming to elevate these scientists to a level of bilingualism where they can publish as fluently in English as they do in French.

### 3.3 Business and Economy

The globalization of business has propelled English to the forefront, establishing its dominance not only in scientific research but also in global commerce and finance. Northrup (2013) states that as the leadership in international business becomes increasingly diverse and globalized, the English language has risen to prominence and finance. Effective communication and collaboration among multinational corporations and financial institutions have solidified English position as the lingua franca of the business world.

The expansion of business across borders has further elevated the importance of English in global finance and commerce. According to Northrup (2013), the key tipping point for English's dominance in business was rise of multinational corporations (MNCs). Many of these corporations were originally British or American, making it natural for English to be used in their corporate communications, both within the company and with their overseas operations. The early adoption of English by MNCs played a significant role in establishing its widespread use as the default business language.

The expansion of international trade and the hegemony of the US economy have also contributed to the extensive use of English in business world. The success of English as one of the main languages used in business can be attributed to these factors: It has become the preferred language for international business and political transactions, solidifying its position as the de facto language of communication in these fields. English's practicality and effectiveness in conducting international business have made it predominant in the political and commercial spheres.

According to Northrup (2013), approximately 97 percent of the world's political and business elite prefer conducting in English. This observation reflects the growing preference for English as the language of intercultural communication among influential individuals. The globalization of management in business has been a significant driving force behind this trend. As a result, the English language now holds a stronger grip on the world of international politics and trade.

### 3.4 English in Workplaces

English has witnessed a substantial increase in importance within the business world, particularly in the context of multinational corporation global scale. This trend has also made its mark on Algeria, where English has become the preferred language in professional settings, notably within the oil industry dominated by British and American businesses operating in the southern region. The rising demand for English language proficiency in the work place can be attributed to its status as a global lingua franca in business and its growing importance in corporate environment. Belmihoub (2017) highlights that English is now considered a crucial language for employees working in multinational enterprises like Sonatrach, as it has become the language utilized by secretaries, managers, and directors.

Consequently, English is not only taught as a foreign language but has also become an integral part of the curriculum in Algerian universities and schools. It has gained substantial presence across various industries, including the media, the marketing, and the maritime and oil sectors. In office setting, English primarily serves as the language of day-to-day business communication encompassing emails, presentations, and meetings. As a result, many workplaces deem English proficiency as an essential requirement for job performance. Therefore, employees' English abilities and competencies are highly esteemed within these professional environments.

### 3.5 Formal and Professional Use

English has assumed a significant role in international diplomatic and business communications. While French remains the dominant language for local communication in Algerian businesses, multinational oil and gas companies from the United States and the United Kingdom, situated in southern Algeria, frequently employ English for work-related tasks. As an example, BP (formally British Petroleum) (Belmihoub K. , 2017), an international oil and gas company, provides English language training in Algeria and offers training courses in areas such as plumbing and electricity to foster proficient local employees who possess English skills. This approach not only allows BP Algeria to recruit from the local workforce but also deters migration to coastal cities in the north. Moreover, English serves as a common language in international setting where French or Arabic may not be shared.

According to Borni (2017 as cited in Belmihoub, 2017), English functions as a means of communication between administrators and foreign officials in the absence of a shared language. Regarding business and tourism, a study conducted among 30 Algerian university

students studying English revealed that 56% and 76% of them respectively believe that increased tourist activity and business with the US and the UK would contribute to the wider use of English in Algeria.

According to Benrabah (2013), Algeria's gradual transition towards a free-market economy presents untapped potential for English to establish presence in the country's linguistic landscape. This potential is expected to materialize as Algeria moves closer to a free-market economy. Additionally, Belmihoub (2017) asserts that while English is somewhat used in professional settings and is increasingly associated with prestige and modernity in Algeria, its most promising avenue for the expansion beyond education lies in its role as an online interpersonal communication tool among Algerians.

### **3.6 Media**

It is a global system that connects people worldwide, simplifying, the communication process in Algeria. As interfere by Belmihoub (2018) "The climate of English user proficiency on social media tends generally to be a function-based sub-variety of educated English and hovers on the lower end around zero". The proficiency of English users on social media follows a continuum where it is primarily influenced by the functional aspects of the language. The study further explains that this proficiency level tends to remain relatively low, approaching zero, indicating that users' command of English on social media platforms is limited in terms of formal and educated language use. Social media platforms such as Facebook and YouTube have emerged, providing Algerian youth with progress to communication in English (Belmihoub 2018, p. 07) .

According to Ozog's research in 1990, English has become the dominant language of the internet. Each day, approximately 565 million individuals access the internet, with about

52 percent of the most visited websites being in English. Additionally, a significant number of popular movies, books, and music releases originate from the English-speaking world. As a result, being proficient in English allows individuals to bypass the need for translations and subtitles. (Ozog, 1990)

Moreover, Ozog (1990) emphasized that English holds a prominent position in the media landscape, particularly in television. He argued that it is the language associated with Western popular culture, which, while officially discouraged, continues to thrive.

In Algeria, English is also utilized among journalists. Journalists in organization such as Algerian Press Services use Modern Standard Arabic (MSA), French, and English. Private newspapers, such as Echorouk and El Nahar, tend to employ journalists with intermediate to advanced English proficiency to run online versions of their newspapers in English. Additionally, while using MSA, these newspapers publish English news articles (Belmihoub K. , 2017).

## **Conclusion**

The examination of the spread of English in Algeria reveals a multifaceted picture of linguistic dynamics and cultural influences. The historical overview presented in this chapter highlights the colonial legacy in Algeria in addition to English as a language of power and dominance during the French colonial era. As Algeria gained independence, English continued to hold significance as a symbol of globalization and international communication. The spread of English in Algeria is not only a reflection of linguistic choices but also a manifestation of sociocultural and economic factors. English proficiency is seen as a valuable asset for individuals seeking better employment opportunities and engaging in

multiple international interactions. This chapter provide significant literature review in order to acknowledge the present investigating study.

**Chapter two:**  
**Linguistic Landscape**

## **Introduction**

In order to build out the conceptual framework for the present research study, this chapter is meant to explore the concept and research work related to the topic of linguistic landscape and, particularly, shop signs. Hence, it will discuss LL, its function, and the illustration of multilingualism in linguistic landscape studies. In addition, the chapter discusses the classifications of linguistic landscape as distinguished by some scholars. The language choice in shop signs is also debated in this chapter followed by the reasons beyond using English in naming shop signs. This chapter provides helpful conceptual and methodological insights that will be relevant to our study in Biskra.

### **1. Linguistic Landscape**

#### **1.1. Overview of Linguistic Landscape**

The concept of linguistic landscape has gained considerable attention in the field of sociolinguistics over the past few decades. The literal meaning of "linguistic landscape" can be understood by breaking down the term into its constituent parts: Linguistic: Relating to language or languages. Landscape: Refers to the visual representation of a physical area or environment (Merriam-Webster). Hence, the literal meaning of "linguistic landscape" is the visual representation and display of languages in public spaces or environments.

The term "linguistic landscape" originated from the seminal work of scholars Landry and Bourhis who in 1997 used it to describe the linguistic elements present in the public space of Montreal, Quebec (as cited in Kasanga, 2014). Gradually, the linguistic landscape started to flourish in the field of sociolinguistics and various social sciences such as sociology and media studies and only in the early 2000s that the term became widely recognized and applied in research sociolinguistics (Gorter, 2013).

Linguistic landscape was first defined by Landry & Bourhis (1997, p. 23) as the “visibility and salience of languages on public and commercial signs”. In other words, LL refers to the visible display of languages in a particular area or environment. Linguistic landscape, as mentioned by Landry & Bourhis, encompasses the following public sphere as:

the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration. (p. 25)

Many researchers and scholars quote Landry & Bourhis’ (1997) definition of linguistic landscape. However, the term varies from researcher to researcher. Gorter (2006) states that LL involves the usage of written language in the public sphere. Moreover, Moriarty (2014) defined linguistic landscape as the setting in which a language or languages are used to create a symbolic representation of multilingual settings. Ben-Rafael, Shohamy, Amara, and Trumper-Hecht (2006, p. 14) provide an alternative definition for the term "linguistic landscape" as encompassing any sign or announcement positioned within the boundaries of a specific geographical location, whether it be outside or inside a public institution or private business. Furthermore, Al-Athwary (2017) reveals that the study of the linguistic landscape (LL) is a relatively recent field within sociolinguistics, which concentrates on written languages observed within the public domain of a specific territory.

The linguistic landscape demonstrates linguistic diversity and language choices within a community or society. According to Cenoz and Gorter (2006), it is asserted that the linguistic landscape serves as a reflection of the varying power dynamics and status of different languages within a particular sociolinguistic setting. Moreover, it provides insights into language policies,

language contact, migration patterns, and the presence or absence of particular languages in a given area. The language in which signs are written has the potential to influence their impression of the status of various languages, as well as their own linguistic behaviour and language use (Cenoz & Gorter, 2006). Thus, by examining the linguistic landscape, linguists and researchers can gain valuable information about language use, vitality, and attitudes within a community.

The linguistic landscape as a concept emerged from the recognition that the public display of languages in urban environments provides valuable insights into language use, policy, and dynamics. Through linguistic landscape analysis, researchers have explored various sociolinguistic phenomena from various angles, such as multilingualism (Shohamy, Rafael, and Barni, 2010; Backhaus, 2006), minority language preservation (Lou, 2010), language awareness (Dagenais, Moore, Sabatier, Lamarre and Armand, 2009), tourism (Bruyèl-Olmedo & Juan-Garau, 2015), and second language acquisition (Cenoz & Gorter, 2008). Studies have also investigated the use of English in the linguistic landscape. For instance, Gorter (2007) investigated the linguistic landscape in four Rome neighbourhoods using a variety of languages. It was found that top-down signs were in Italian, while English was rarely used. According to Dagenais et al. (2009), the linguistic landscape also functions as "a heuristic" for language learning (as cited in, Huebner, 2016). That is to say, the linguistic landscape of one's environment influences language learning.

Furthermore, English was a centre of linguistic landscape analysis for many researchers. Al- Mousa (2012) examined the language content of 784 storefront signs that were collected from three Kuwaiti streets. She came to the conclusion that English is seen as a foreign language in the state of Kuwait and that bilingual Arabic-English is the most common language choice

utilized on shop signage in Kuwait. Overall, the linguistic landscape serves as a visual representation of linguistic diversity and language dynamics within a particular social and geographic context. It provides a valuable source of data for understanding the complex interplay between languages in contemporary societies.

The emergence of linguistic landscape research was facilitated by technological advancements, such as digital photography and the Internet. Researchers could easily document and analyse linguistic landscapes, share their findings, and collaborate with scholars worldwide. Gorter (2006) states that digital camera technology advancements in recent years have made it easier to study and analyse the linguistic landscape for affordable prices. Since its inception, linguistic landscape research has expanded to encompass various methodologies and theoretical perspectives.

Furthermore, linguistic landscape studies have moved beyond the urban context to examine rural areas, tourist destinations, border regions, and virtual spaces. This expansion allows for a broader understanding of language visibility and its relationship with societal, culture, and multilingualism (Gorter, 2013). Overall, the emergence of the linguistic landscape as a field of study reflects the recognition of the visual representation of languages in public spaces as an important source of data for understanding language dynamics in contemporary societies. It continues to evolve as researchers explore new approaches and contexts, providing valuable insights into language use, language policies, and societal multilingualism.

## **1.2. Functions of Linguistic Landscape**

The linguistic landscape serves two main functions: formative and symbolic, contributing to the shaping of language use, identity, and social dynamics within a community or society.

### **1.2.1. The Formative Function**

The formative function of the linguistic landscape refers to its role in shaping language practices and behaviours. The linguistic landscape provides details and information about the thing it surrounds as it demonstrates the use of a particular language or languages for business or communication (Alhyari & Hamdan, 2016). According to Landry and Bourhis (1997), the dominance of a certain language on signs shows its real use in public and private areas. Akindele (2011, p. 3) adds, “Informative function indicates the borders of the territory of linguistic group”. That is to say, linguistic landscape also has the potential to illustrate boundaries within sets of related and coexisting languages in a particular area. Language boundaries can help to stabilize rivalry between language groups by explicitly defining areas where people can use and receive services in their native language from either the private or public industries.

### **1.2.2. The Symbolic Function**

The visible display of languages in public spaces serves as a symbolic representation of the presence, status, and value of different languages within a community. The use of a particular language in the majority of private and government signs contributes significantly to the perception and position of language groups in the sociolinguistic environment (Situmorang, 2017). For example, the use of a particular language or script in official signage or branding can symbolize the dominance or prestige of that language within a society. Ben-Rafael et al. (2006) argue that linguistic landscape represents the symbolic establishment of public space rather than linguistic policies. Conversely, a language's absence or limited visibility in the linguistic landscape can represent linguistic marginalisation or discrimination.

### **1.3. Classification of Linguistic Landscape**

Several types of linguistic landscapes can be observed and analyzed in different contexts. These types reflect the various ways languages are visually represented in public spaces. Landry & Bourhis (1997) indicated two types of linguistic landscape, private signs and government signs. Private signs refer to those signs that are owned by individuals. Examples of these signs can be commercial signs or front signs on shops and commercial advertisements on walls or vehicles. On the other hand, government signs include all that is issued by the government and those with authority like public institutions' names (schools, hospitals, universities...), bus station signs, museums...etc.

However, it is worth mentioning that the government, most of the time, control the language that is used in private signs. Similarly, Ben-Rafael et al. (2006) distinguished two types of signs using two different terms, which are ‘bottom-up’ and ‘top-down’ signs. Bottom-up includes materials presented by store owners or community groups, such as shop names and business labels. Top-down includes items released by national and public governmental entities, such as signs on public property, public announcements, and street names. Gorter & Cenoz (2006) have also distinguished between two types of linguistic landscape items. The first type is ‘public signs’ which refers to government signage. Moreover, ‘Private signs’, the second type, are mostly ‘commercial or informative’ (p.6) signs. A specific linguistic policy is reflected on public signage. Private signs, on the other hand, may be influenced by language policy but primarily represent individual choices.

### **1.4. Forms of Linguistic Landscape**

A linguistic landscape can be witnessed in several forms that can be analyzed in different contexts. These forms reflect the various ways languages are visually represented in public spaces. Based on Landry & Bourhis’s (1997) definition of linguistic landscape and the classification of linguistic landscape done by Landry & Bourhis (1997), Amara & Trumper-

Hecht (2006), and Gorter & Cenoz (2006), the researcher concludes the following forms of linguistic landscape:

- **Official Signs:** This category includes signs that are created and displayed by governmental authorities, such as street signs, traffic signs, public facility signs, and official notices. These signs often reflect the dominant or official language(s) of a particular region or country.
- **Commercial Signs:** Commercial signs encompass signage associated with businesses, shops, restaurants, and advertising. They can be multilingual, targeting specific language communities or reflecting the linguistic diversity of a particular area. Commercial signs can also include brand names, logos, and slogans that may be written in different languages.
- **Educational Signs:** Linguistic landscape analysis may involve examining signage related to educational institutions, such as school names, university campuses, libraries, or language learning centres. These signs can reveal language policies and the presence of different languages in educational settings.
- **Public Spaces:** Public spaces, including parks, squares, museums, and transportation hubs, often have linguistic elements such as plaques, statues, or information boards. These can provide linguistic and cultural information about the place and its history.
- **Graffiti and Street Art:** Linguistic landscape analysis may involve the study of graffiti and street art, which can include written text in various languages. This type of linguistic landscape reflects grassroots expressions of language and identity (Scollon & Scollon, 2003)
- **Historic and Heritage Sites:** Linguistic landscape research may involve the analysis of language displays in historic or heritage sites, such as monuments, memorials, or

archaeological sites. These signs often serve to preserve and convey historical and cultural information.

## **2. Multilingualism in Linguistic Landscape**

Linguistic landscapes display the languages that can be found in a specific location. These linguistic landscapes can be either monolingual or multilingual. The use of more than one language in a linguistic landscape is perceived as a form of multilingualism. Wide (2010) identified two types of multilingualism: individual multilingualism, which refers to people's ability to speak more than one language, and societal multilingualism, which refers to countries with two or more official languages (as cited in, Briki & Chebli, 2022). In this perspective, multilingualism is one of the significant features of linguistic landscape. As mentioned previously in this chapter, according to Gorter (2006), the social setting in which more than one language is present is referred to as the linguistic landscape.

The fundamental idea of linguistic landscape analysis is that language used in public signs reflects the observable spreading of multilingualism. Backhaus (2007) in his study of multilingual signs in Tokyo demonstrated that the field of linguistic landscape is a significant advancement in the study of multilingualism. Ben-Rafael et al. (2006) investigated the level of usage of Hebrew, Arabic, and English on private and public signs in Palestine. They claim that multilingualism is one of the features of language signs, whether they are different signs in various languages or bilingual and multilingual signs. Moreover, Backhaus (2006) examined bilingual and multilingual signage in Tokyo. English and Japanese were the most commonly used languages, but they also featured Chinese, Korean, and many more languages in some circumstances. These studies suggest that studying the linguistic landscape is of significance to the research on multilingualism since linguistic landscapes are markers of the languages utilized in a given geographical area. The growing popularity of multilingualism is confirmed through recent studies on the linguistic landscape.

### **3. Shop Signs**

#### **3.1. Defining Shop Sign**

A sign is a significant entity that conveys meaning beyond its own existence. The term “sign” in relation to the linguistic landscape was defined by several scholars. For instance, Backhaus (2006, p. 55) defines a sign as “any piece of the written text within a spatially definable frame”. In a broader context, he further suggests that signs can encompass a wide range of items, spanning from small handwritten stickers to large-scale commercial billboards. Additionally, this category extends to include practical indicators like "push" and "pull" stickers commonly found on entrance doors. Signs can take various forms, such as words, images, sounds, acts, or objects, collectively known as the sign vehicle. They acquire meaning through the interpretation of sign users within a recognized code. According to Chandler (2007), advertising billboards, street names, place names, and commercial shop signs can also be regarded as signs, as they physically embody written language.

This study focuses on the analysis of commercial shop signs as the primary data. It is crucial to have a comprehensive understanding of the meaning attributed to commercial shop signs within the broader context of the linguistic landscape. Commercial shop signs, also referred to as shop signs, form a significant component of the linguistic landscape, as noted by Edelman (2007). More specifically, Cenoz & Gorter (2006) referred to the name on the front of a shop or an institution as a sign. Furthermore, the study of linguistic landscape shop signs has been an essential component of sociolinguistics, semiotics, and urban studies (Duizenberg, 2020). In particular, Landry & Bourhis (1997) highlight the importance of commercial shop signs in their definition of linguistic landscape quoted previously in this chapter. They add that shop signs reflect “the linguistic reality” of a certain place (Landry & Bourhis, 1997, p. 27). Edelman (2007) indicates that they encompass various forms of communication, such as posters promoting products and signs displaying the names of shops. Shop signs, sometimes referred

to as "shop-front advertisements," share similarities with print and broadcast advertisements. These signs are a part of applied linguistics and semiotics, and they serve as symbolic constructions of public space that reflect the linguistic reality and social meanings of a particular territory (Huebner, 2016). The key distinction lies in their placement, with advertisements published in the press or broadcasted over the airwaves, while shop signs are prominently displayed in public spaces.

### **3.2. Language Choice on Shop Signs**

The first step in starting a business and developing a strong brand in marketing and establishing a solid reputation is naming the shop. Gorter (2013, p. 202) states, "Names are an important element in linguistic landscapes". Moreover, anyone going through the core business district can notice the shop sign. It appears in front of the shop as the shop's identification to make it more appealing. The more appealing the shop sign, the better it will work to attract customers. As a result, this step should be given special consideration. Oktaviani (2019) defined shop names as commercial signals that serve the purpose of attracting potential clients (as cited in Mubarak & Muthalib, 2021).

Language use patterns are diverse in multilingual regions where no official legislation mandates language presence on shop signs. According to Spolsky & Cooper (as cited in Edelman, 2010, p. 18), the following table represents three conditions for language choice in public signage

<b>1. Sign-writer's skill condition</b>	Write signs in a language you know
<b>2. Presumed reader condition</b>	Prefer to write signs in the language or languages that intended readers are assumed to read
<b>3. Symbolic value condition</b>	Prefer to write signs in your own language or in a language with which you wish to be identified

The first condition refers to the language that the writer speaks and uses. In other words, it is a requirement to have a specific level of literacy in a language for it to be portrayed in linguistic landscape. The presumed reader's condition involves the language that is assumed to be read and understood by those who are targeted. As Edelman (2010, p. 18) adds, "Signs may include the dominant language of an area, the language of a literate minority, or the language of foreign tourists". Moreover, the symbolic value condition contributes to the usage of a language in marketing that evokes specific connections with preconceptions about its people or a country. Spolsky gives the example of choosing French for perfumes (as cited in Edelman, 2010). Overall, the language employed in signs is intentionally picked with the goal of capturing the targeted audience's attention. Eventually, sign writers select a language in which they are fluent, that their target audience reads, and in which they prefer to be identifiable.

#### **4. English Language Use in Shop Signs**

The linguistic landscape of English shop signs refers to the language used in signs and advertisements displayed in public spaces. With the increasing use of English as a global language, it is not uncommon to find English-based signage in various countries. Cenoz & Gorter (2006) indicate that one of the most glaring indicators of the rise of globalization is the widespread use of the English language on both public and private signs. The powerful status of English, according

to Torkington (2009), is one of the prominent characteristics that is firstly noticeable in the linguistic landscape. This is explained by the economic importance of English in world commerce.

English-language shop signs have proliferated throughout the world and have become “a trend” (Mubarak & Muthalib, 2021, p. 429). Shop signs in English can make a store more fascinating because the English phrases on the board are easy to read and appealing. Ben-Rafael et al. (2006) proposed three factors driving language choice and dominance in the linguistic landscape: power relationships, community identity, self-presentation, and customer reaction and impact (as cited in, Guo & Li, 2017). Guo & Li (2017) stressed the last factor indicating that people in third-world or developing countries often tend to choose items or brands from more developed countries. Weyers (2016) adds that it is believed that buying foreign-named goods is seen as fancy. Cenoz & Gorter (2006, p.70) state that "the use of English in commercial signs does not seem to be intended to transmit factual information but is used for its connotational value". Weyers (2016) adds to the previous statement that the use of English in shop signs is associated with notions of modernity, cosmopolitanism, and quality.

In addition, Nigel Ross (1997) conducted a study of shop signs in his Milanese neighbourhood and found that English was used on up to half the signs, suggesting that many businesses use it primarily for its fashionable appeal, rather than as a lingua franca. That is to say, businesses incorporate English in their signage to convey a sense of linguistic prestige, global outlook, or alignment with international standards. Similarly, Al-Athwary (2017) complemented the prestigious touch that English may offer to linguistic landscape.

The use of English in the linguistic landscape may also reflect language policies and language rights in a particular region or country. Language policies can shape the presence and visibility of different languages in public spaces, including the recognition of foreign languages. Cenoz & Gorter (2006) explored the use of minority languages, state languages, and English to

compare the language policies regarding these languages. It was revealed that the linguistic landscape reflects the strength of minority languages' language policies. The dominant status of English has influenced the language policies of many countries. For example, Colombia's Ministry of Education established the National Program of Bilingualism to increase English in all educational levels' curricula in order to produce a greater competitive workforce in Colombia (Weyers, 2016). This official bow toward improving English proficiency may encourage the use of English in shop names and advertising. Guo & Li's (2017) study of the linguistic landscape in China revealed that the multilingual nature of China and language policy, and the influence of globalisation are reflected in the linguistic diversity upon shop signs. Indeed, businesses might select English names in an effort to encourage multilingualism. Overall, the domain language policy emphasizes the importance of linguistic landscape research in reflecting linguistic hierarchies, power systems, and the linguistic diversity of language groups in various territories and regions around the world.

## **5. Growth of English in Algeria's Linguistic Landscape**

The linguistic landscape of a nation provides valuable insights into the linguistic identity of its people and reflects the complex interplay of languages and the sociolinguistic dynamics within the society, particularly when it is characterized as "bottom-up" linguistic landscape, i.e., private signs. In the diverse and multilingual context of Algeria, a noteworthy transformation in linguistic preferences has emerged within the linguistic landscape. This transformation is evident through the emergence of bottom-up signs, showcasing a notable inclusion of a previously absent linguistic element - English (Maraf & Osam, 2022).

Several recent studies have examined the grassroots linguistic landscape in Algeria, focusing on the interpretations of English and other languages utilized. Nakla (2021) conducted

an investigation into the utilization of four languages, encompassing English, to understand their usage patterns and dynamics in Oran City, Algeria. It was identified that English a global language, with its usage attributed to its global status. In addition, Maraf & Osam's (2022) study on the booming wave of English in the linguistic landscape in Algeria highlights the growth of English in bottom-up signs in three local contexts in Algeria, namely Algiers, Biskra, and Constantine. The findings of their study demonstrate that the implications associated with the English language, alongside its utilitarian roles for business proprietors, play a pivotal role in shaping the position and influence of English within Algerian society. Additionally, Sidhoum's (2016) research highlighted the prevalent use of English in fashion and food signs in Bouira City. Sidhoum (2016) referred to English as a "Trojan horse" in this context, as its presence and influence are expanding in Algeria as a result of globalization.

These studies shed light on the fact that the linguistic landscape in Algeria has witnessed a significant surge in the prominence of English, representing a booming wave of this global language. The growing presence of English can be attributed to various factors such as globalization, technological advancements, and the increasing importance of English as a lingua franca. English has become a sought-after language for Algerian students and professionals, with an emphasis on acquiring English proficiency for academic, professional, and international communication purposes. Moreover, the rise of digital platforms and online communication has facilitated the spread of English in the Algerian linguistic landscape (Sahraoui, 2020). This booming wave of English in the Algerian linguistic landscape reflects the country's adaptation to global trends and the need for effective communication in an increasingly interconnected world (Sadaoui, Khane, & Naoui, 2022). The rise of English as a prominent language in various domains, such as business, education, and media, highlights Algeria's recognition of the importance of

English for international interactions and staying connected with global developments. It signifies Algeria's efforts to embrace linguistic diversity and navigate the demands of a rapidly changing global landscape.

## **Conclusion**

To conclude, this chapter conclusion provides an overview of the conceptual foundation for the research study. Linguistic landscape serves as the central concept in understanding the dynamics of language use in public spaces. While some research had been conducted on the languages found on signs in public areas before the late 1990s, the majority of studies emerged in the twenty-first century, indicating a growing interest in this field. This chapter focused on the study of shop signs as a form of linguistic landscape. It is concluded that the use of English in naming shop signs reflects multilingualism, globalization, and the prestigious sense English holds. Moreover, this chapter serves as a solid foundation for the practical part of the study, laying the groundwork for the researcher to effectively investigate shop signs in Biskra. By establishing the significance of the linguistic landscape and its connection to shop signs, this chapter sets the stage for a comprehensive exploration of the role of English in shaping the linguistic landscape of Biskra. The integration of theory and practice will enable a deeper understanding of the motivations, attitudes, and implications surrounding the use of English in shop signs, contributing to the existing body of knowledge in this field.

**Chapter three:**  
**Field Work and Data Analysis**

## **Introduction**

Research is the process of systematically investigating a subject or topic in order to discover new information, insights, or knowledge. A critical aspect of research is formulating a suitable design that explains the direction and methods to gather the information needed. Hence, this chapter is concerned with reviewing the methodology of this study and the analysis of data. In addition, the presentation of data is followed by a discussion and interpretation of the findings.

### **1. Review of Research Methodology**

#### **1.1. Research Method**

The current investigation employs a qualitative research methodology. Qualitative research is a type of research that aims to explore and understand social phenomena through the collection and analysis of non-numerical data such as words, images, and observations. Smith (1987 as cited in Oun & Bach, 2014) explains that in qualitative research, the researcher gathers sensory information regarding the phenomenon being investigated, processes and arranges it, and compares it with ideas, hypotheses, and categorical definitions in order to test them. He further adds that due to the method's concentration and precision, a limited number of participants is considered a valid source of information.

Furthermore, this study aims to explore (1) the use of English in shop signs in Biskra, (2) the motive for English Language usage, and (3) the attitudes towards English use in shop signs. Hence, the researcher has opted for an exploratory research design to collect the data. According to Polit & Beck (2012), exploratory research is particularly useful in revealing the full nature of a poorly phenomenon (as cited in Hunter, McCallum, and Howes, 2019). In other words, an exploratory research design is used when there is no prior data or only a few studies

to use as references for a phenomenon or a topic. Thus, exploratory research can be flexible and useful to future researchers because it lays the foundation for that research.

## **1.2. Research Instruments**

The qualitative research method is heavily reliant on the data collection procedure. Since the study adopts an exploratory research design, the researchers opted for primary research methods. Primary research methods, according to Driscoll (2011), are mainly used to learn something new that can be confirmed by others while also removing the preconceptions made. To conduct this study, two data collection methods were chosen: Photography and Interview. It is believed that by using the two data collection methods, the objectives of this research will be achieved.

### **1.2.1. Photographic Documentation**

Photography is a key component of the linguistic landscape analysis methodology as it speeds up and simplifies the data collection and analysis processes. According to Gorter (2006), recent advances in digital camera technology have made it simpler and more cost-effective to study and analyze the linguistic landscape. In the case of this research, the researcher used a mobile phone camera to take pictures of linguistic landscapes related to the study in hand.

### **1.2.2. Interview**

To fulfil the research requirement and objective, the researcher opted for the interview as a second research tool. A semi-structured interview was conducted with the study's targeted shop owners with the aim to collect their attitudes and motivation for using English in shop signs. The participants were interviewed face-to-face using the Algerian dialect and the interviews, with their consent, were recorded using a smartphone recorder to ensure validity, and then translated and

transcribed into written texts in English. However, two exceptional shop owners were interviewed through social media platform text messages.

### **1.3. Population and Sample**

The study in hand explores the use of English in shop names on commercial streets in Biskra. The population of this study are shop owners on commercial streets in Biskra. Specifically, these shop owners have English writing on their shop signs. It is worth noting that by the word "shop" we refer to restaurants, coffee shops, stores, and any other commercial enterprise. The researchers used a convenience sampling technique by which (10) shop owners were interviewed depending on their accessibility. The convenience sampling technique is "the researching subjects of the population that are easily accessible to the researcher" (S & Given Lisa, 2008, as cited in Etikan, Musa, & Alkassim, 2016). Moreover, (8) shop owners were interviewed face to face inside their stores while (2) shop owners were interviewed via a social media platform text messages (Facebook).

## **2. Data Analysis**

This section presents the analysis of the data collected (photographs and interview answers). The researchers used qualitative content analysis to analyse the data. Qualitative content analysis is a research approach utilized for the examination and understanding of textual information, including interview transcripts, documents, and various written or verbal materials. It involves systematically identifying patterns, themes, and categories within the data, and then using these findings to develop a deeper understanding of the underlying meanings and perspectives expressed by the participants. Qualitative content analysis is often used in social science research to explore complex phenomena, such as attitudes, beliefs, and values, and can be

used to inform the development of theory and practice (Ritchie, 2003). In the case of the present study, data analysis was done according to the research questions.

### **1.1. The Analysis of Photographs**

This part is dedicated to the analysis of photographed shop signs. The researchers took pictures of shop signs in which English is used. In the process of the photography, many portrayed shop signs were not photographed because the shop owners did not approve the researchers to take photos, and others were so badly damaged that they could not be read. Hence, a number of (43) photos of shop signs that are written in English were collected by the researcher from different commercial streets: Guerichi Mohamed Street, Hai Elouad Street, Zaatcha Street, Al Alia Est; Hai Dhalaa, Okba Ibn Naffa Street.

#### **Theme One: Types of Shops**

Many aspects of Algerian society have been influenced by English as an international language. A number of shops on commercial streets have taken advantage of this phenomenon. The researcher identified and categorized various types of shops in some of Biskra's commercial streets that have been previously mentioned in this chapter. To make it simple to understand how the use of linguistic landscape is used in Biskra's commercial streets, a detailed discussion is provided in the table below.

	Types	Names
Shops	Restaurant and coffee	<i>Big House/ Twins foos/ Food World/ Lion Food/ Liverpool Pizza &amp; Sandwich/ Why not?/ Nice Day Coffee/ Mr. Speedy/ Dream Land/ Possesse Food/ Big Mama</i>
	Furnishing	<i>Beautiful House</i>
	Clothing, shoes, and accessories	<i>Black &amp; White/ For Kids/ Rich Women/ Rich Men/ Miss Bride/ New Look/ My Baby Sim/ Smile Kids/ Leydi Bags/ Sari Kids/ Gentleman/ New Look/ Happy Kids/ Dream House/ Hamza Shoop/ Prince of Desert</i>
	Supermarket	<i>Dream Land Shopping/ Halim Shopping/ Dalli Shopping</i>
	Electronics/ auto electrical	<i>Wolf phone/ Easy Cam/ Best Phone/ DMC Store/ Car Soft 2003</i>
	Cosmetics, beauty	<i>Barber Shop/ yes Darling/ Strop Hair</i>
	Gifts and toys	<i>Gifts Garden/ Pika Toys</i>
	Medical stores	<i>House of Eyewear/ Al Wafa Pharmacy</i>
Cleaning	<i>Pressing</i>	

**Table 1: The Types of Shops with English Names**

Table 1 displays diverse shops that used English in their signs. This diversity demonstrates the spread of English in the multilingual Algerian linguistic landscape, specifically, in commercial streets. It is noticed that the names of these shops are simple and most of them identify the store's products and services. *Figure 1*, and *Figure 2* are visual examples of the shop signs.



**Figure 1: A Photograph of Medical Eyewear Shop Sign in Biskra**



**Figure 2: A Photograph of Kids' Toys Shop Sign**

Most of the shop names are written in correct English form. However, there are a few that were incorrectly written and spelt. These spelling mistakes can reflect the shop owner's or the shop sign designer's poor level of English. Despite that, they still chose English to be in their shop sign and

represent their shop's identity. The following figures demonstrate miss-spelt English words on shop signs.



**Figure 3: A Photograph of a Fast Food Shop Sign with the Miss-spelt English Word  
“POSSESSE”**



Figure 4: A Photograph of Men's Clothing Shop Sign with a Miss-spelt Word "SHOOP"



Figure 5: A Photograph of a Women's Bags Shop Sign with a Miss-spelt Word "LEYDI"

## Theme Two: Monolingualism and Multilingualism in Shop Signs

This part illustrates the use of English in shop signs in two forms: alone (monolingual) and with another language(s) (multilingual). By multilingualism, we refer to the use of two languages or more. In Biskra commercial streets, there are three languages that are used in monolingual signage: Arabic, French, and English. In this study, the researcher focused only on monolingual English shop signs. The following table explains the distribution of monolingualism and multilingualism in the collected shop signs photographs.

LL	Language	Number of Signs	Total
Monolingual	English Only	25	25
Multilingual	English and Arabic	11	19
	English and French	7	
	English, Arabic, and French	1	

**Table 2: Monolingual and Multilingual Shop Signs**

Table (2) shows that English is used within two types of signage: monolingual signage and multilingual signage. The multilingual nature of Algerian society has influenced shop sign names as well in a way that more than one language is used in one shop sign. The researcher has noticed during the stage of observing and collecting the data that Arabic and French are widely used in naming shops in many commercial streets of Biskra. However, the area is witnessing a great influence of English on public signage. English is mostly seen used in shop signs alone. Here are some photos that illustrate the monolingual use of the English language in shop signs:



**Figure 6: A Monolingual English Sign of a Restaurant**

Figure 6 shows a photo of a shop sign exclusively written in English. The shop is a restaurant that is named "DREAM LAND". The shop name is written in bold capitalized letters in two different colours: red and black. In addition, the sign displays the logo of the shop on the left and an iconic sign of a chef on the right demonstrating that this shop serves food.



**Figure 7: A Monolingual English Sign of a Gift Shop**

Figure 7 represents a shop sign picture of a gift shop. The shop is named “Gifts Garden”. The first letter of each word is capitalized. There is an iconic sign of a gift between the two words “Gifts” and “Garden” that catches the customers’ attention. This iconic sign communicates the type of service this shop sells.



**Figure 8: A Monolingual English Sign of a Women's Cosmetics Shop**

Figure 8 displays an English shop sign of a women's cosmetic shop. The name of the shop is "Yes Darling". The sign uses an eye-catching font and light colours. It is noticed that there are other English words written on the shop sign which are: "MAKEUP", "EYELASHES" and "HAIR". These words are not a part of the shop name, yet they communicate a general explanation of what kind of services this shop provides.



**Figure 9: A Monolingual English Sign of Women's Clothing Shop**

Figure 9 represents a photo of a shop sign of a women's clothing shop, specifically, a bride's dress shop. The shop is named "MISS BRIDE". All letters are capitalized and written in gold colour. In addition, there are two letters "MB" under the shop name that represent an abbreviation of it.



**Figure 10: A Monolingual English Sign of a Kids' Clothing Shop**

Figure 10 is a photo of a kid's shop sign. The shop is named “FoR KiDS”. Most of the letters are randomly capitalized. The sign uses bright colours (light blue, dark blue, yellow, and white) and an eye-catching font.

On the other hand, multilingual signs also exist in Biskra commercial streets. Multilingualism in shop signs refers to the practice of displaying signs in multiple languages in order to cater to a diverse customer base. This is particularly common in areas with high levels of linguistic diversity, such as urban centres or tourist destinations. Table 2 showcases that the researcher collected (8) photos of multilingual shop signs. These signs are divided into three categories including the three languages that are commonly used within the Algerian commercial society: Arabic, French, and English. The three categories are English and Arabic (3 shop signs); English and French (4 shop signs); English, French, and Arabic (1 shop sign). The following figures are examples of multilingual shop signs:



**Figure 11: An English - Arabic Multilingual Shop Sign**



**Figure 12: An English - French Multilingual Shop Sign**



**Figure 13: An English-Arabic-French Multilingual Shop Sign**

Figure 11 is a photo of a multilingual shop sign that includes English and Arabic. The Shop is named in English “Beautiful House” and on the other side, we see an Arabic translation of the

name “البيت الجميل”. In addition to the Arabic name of the shop, there is another word next to it that illustrates the goods this shop is selling “للمفروشات” which means “for furnishing”. The sign also displays images of the store's products as well as the shop’ logo. The shop sign displays the store's logo prominently, reinforcing its brand identity

Figure 12 shows a multilingual shop sign that is written in English and French. The English writing which is in bigger letters than the rest of the passage represents the official name of the shop “Rich Woman”. Under the English shop name, there is a passage that is written in French “POUR ÊTRE AU TOP DE LA MODE”. This written passage is the slogan of the shop and it means “to be on top of fashion”. In addition, there is another name of the shop at the bottom right of the signs in French “*Mode femme*” which means “Fashionable Woman”.

Figure 13 is another multilingual shop sign. This sign includes three languages: Arabic, English, and French. The shop name is written in English as “easy cam” (a cam is a short form of the word camera”. Above the shop name, there is a written passage in Arabic that represents an explanation of the services this shop provides “بيع وتركيب كاميرات المراقبة والانذار” which means “Sale and installation of surveillance and alarm cameras”. In addition, on the left side of the sign there is another Arabic written passage that says “معتمد لدى الدولة” which means “accredited to the State”. Moreover, there is an informative written passage in French next to the shop name, on the right side “sécurité système” which means “security system” indicating that this shop is specialised in security system services. In addition, the shop sign displays an image is iconic signs that describe the products provided by the shop.

Overall, English is widely seen in shop signs whether monolingually or multilingually. Multilingual shop signs can help businesses to reach a wider audience and improve customer satisfaction by making it easier for non-native speakers to navigate their stores and find what they need. Additionally, multilingualism in shop signs can promote linguistic and cultural diversity, and help to create a more inclusive and welcoming environment for all customers.

## 2.1. Analysis of the Interview

### Theme One: The Motives of English Use in Shop Signs

The motives behind using English in shop signs can vary depending on the specific context and location. According to the interviewed shop owners, the following are the themes that identify their different motives for using English in naming their shops:

**Branding and modernity:** English is often associated with modernity and prestige. Interviewed shop owners indicated that they use English in their shop signs to create a contemporary image, aligning themselves with global trends and projecting a sense of sophistication and relevance. The following is a quoted answer from one of the interviewees:

“I chose to name my shop ‘Black & White’ because it is a global English brand”.

**Globality:** English has emerged as a global language and is widely regarded as the most influential language in the world today. It is recognised as the international language of business and commerce. Participants indicated that they use English rather than any other language in naming their shops due to its global status. The following are quoted answers from one of the interviewees:

“The English name of our shop attracts more people because the new generation and especially university students and teenagers use English more often”.

“ I used English rather than French because it is a global language and lingua franca”

**Accessibility and clarity:** English is often considered relatively more uncomplicated compared to some other languages. Using English in shop signs can ensure that essential information, such as store names or product descriptions, is easily understood by a wider range of customers. Interviewees indicated that they believe that English is a simple language and it is easier to be

communicated and understood than French, especially in the southern region of Algeria. The following is a quoted answer from one of the interviewees:

“I think English is better than English in a matter of simplicity and articulation”

**Familiarity with English:** It is important to note that the level of the shop owner's familiarity with English may vary. Some shop owners expressed that they have a good understanding of the language and which made them choose English names for their shops. The following is a quoted answer of one of the interviewees:

“I like English and I used to work in a foreign company where I used English to communicate with foreign co-workers”

Overall, the motives of using English by shop owners on the commercial streets of Biskra are diverse. However, it is important to note that these motives are not exhaustive, and there can be additional factors that play out depending on the specific location, target audience, and business objectives. Additionally, the prominence of English on shop signs may vary significantly from one region or country to another.

### **Theme Two: Attitudes towards English Use in Shop Signs**

In an increasingly globalised world, the use of English as a lingua franca has become ubiquitous, particularly in urban areas. As a result, attitudes towards the use of English in shop signs have become a topic of debate and discussion. The researcher asked the interviewees about their opinion on the noticeable spread of English in shop signs. Among the (10) interviewed shop owners, positive and negative attitudes were marked.

All interviewed shop owners, except one, expressed positive attitudes. They view English as a valuable tool for international communication, education, and career opportunities. In fact, English proficiency is often seen as a means to access global knowledge. English is often

associated with modernity and educational progress. In addition, the linguistic situation of Algeria has also influenced the positive attitudes towards English. The French language is seen as “a vestige of colonialism” by many shop owners rather than “a war trophy”. Their only wish is to replace this language with a global language that actually has advantages on a national and international level. Here are some of the interviewee's quoted answers:

**Interviewee 1:** “I prefer seeing English in public signage rather than the colonial language (French)”.

**Interviewee 2:** “It is a good thing witnessing the spread of English in Algeria because it is a global language”.

**Interviewee 3:** “I support the use and promotion of English in shop signs and other aspects since it is an important language that a person should learn because it is a lingua Franca and the only language foreigners use to communicate with each other”.

Furthermore, since Algeria is a linguistically diverse country, with Arabic (Standard and Algerian dialects), some interviewees believe that the linguistic landscape should reflect this diversity and promote the use of multiple languages, including Arabic alongside English. They emphasise the importance of valuing and preserving local languages and heritage and promoting a global language. One of the respondents stated the following: “It is preferable for shop owners to use either English which is an international language or Arabic, the native language of Algeria”.

On the other hand, one shop owner expressed cultural and linguistic preservation concerns. She disclosed concerns about the potential erosion of the Arabic language and local dialects due to the increasing prominence of English in the linguistic landscape. There is a desire to preserve and promote Algerian cultural identity, including the Arabic language and local dialects. This shop owner advocated for the use of Arabic in public spaces and encouraged the promotion of local

linguistic traditions. The following is the quoted answer of the shop owner in which she expressed her attitude towards the use of English in the Algerian linguistic landscape:

“The spread of English use is indeed a reality nowadays, but I believe it is not a considerable practice in our society. I believe that it is more preferable to use Arabic, our native language, rather than any other foreign language in naming shops to promote that language and reflect the Arabic heritage Because Arabic is a classic language and conveys the real picture of us, Algerians”.

The results showcase that all participants in the interview, except one, demonstrated positive attitudes towards the use of English in shop signs. This suggests that shop owners on commercial streets of Biskra are highly linguistically aware and motivated to use English.

### **3. Discussion and Interpretation of Findings**

The present study aims to explore the use of English in commercial shop signs in Biskra. In order to collect solid data, the researcher used two data collection instruments: Photographic documentation and an interview. The previous section of this chapter provided interesting findings concerning the use of English in shop signs and the attitudes of shop owners towards this phenomenon. In addition, the findings have revealed different motives for using English in to name shop signs. Therefore, this section is dedicated to the discussion and interpretations of the research findings. The arrangement of this discussion is based on the aims of the research questions: (1) The use of English in shop signs, (2) the motive of English use in shop signs, and (3) the attitudes towards English use in shop signs.

Explicitly, the analysis of the photographs revealed a prevalent use of English in various types of shop signs across the observed commercial streets. English was commonly used either exclusively or alongside Arabic and/ or French languages. This finding suggests the influence of English as a global language and its adoption as a means of communication in commercial settings.

The widespread use of English in the linguistic landscape reflects the increasing globalization and interconnectedness of the area. Moreover, the photographs depicted various types of English usage in shop signs. Some signs featured complete English phrases or sentences, while others displayed individual English words or phrases combined with Arabic or/and French. Multilingual signs, with English and Arabic and/or French side by side, were also common. The choice of English usage varied depending on the nature of the business, target customer base, and cultural context. In addition, the content analysis of the photographs considered the visual design and aesthetics of the shop signs. The signs exhibited a range of styles, fonts, colours, and graphical elements. Certain signs employed bold and eye-catching designs to attract attention, while others adopted more minimalist or elegant approaches. The visual elements were often used to complement and enhance the message conveyed through the English text.

To answer the second research question, the researcher has conducted a content analysis of the interview data. The analysis revealed a range of attitudes among shop owners towards using English in their shop signs. The majority of participants expressed positive attitudes, viewing English as a means to attract a broader customer base and enhance their business image. This finding is consistent with previous research that emphasizes the global appeal of English and its perceived prestige. French being a colonial language has an influence on the positive attitudes towards the promotion of English use in shop signs. Many shop owners expressed hatred towards the French language and see that it is better to replace it with English. Conversely, one participant expressed concerns about the potential loss of local cultural identity if English takes more attention than Arabic in Algerian society. Language is closely tied to cultural identity, and Arabic is a significant part of Algerian cultural heritage. It serves as the official language of Algeria and is deeply rooted in the history, literature, and social fabric of the country. The potential

overshadowing of Arabic by English in various domains, including shop signs, can raise concerns about the erosion of linguistic and cultural identity. Many shop owners recognize the importance of English as an international language and its potential benefits in communication and business contexts. However, they also emphasise the need to maintain the primacy of Arabic as a symbol of national and cultural identity.

The last research question concerns shop owners' motives behind using English in their shop signs. Branding and modernity are one of the main motives for choosing English. According to Weyers (2016), the usage of English in-store signs is linked to ideas of modernity, cosmopolitanism, and excellence. That is to say, shop owners use English in their shop signs to express a global perspective, a linguistic prestige, or compliance with international norms. English is often associated with global brands and businesses. By using English in shop signs, local businesses may strive to create an international image, aligning themselves with global standards and conveying a sense of professionalism and quality. English signage can give the impression that the business is part of a global network, appealing to customers seeking products or services with a global reputation. The status of English as a global language marked a significant influence on the motives of incorporating English in shop signs as well. Shop owners reflected high linguistic awareness of the huge place of English on an international scale as a lingua franca. Another revealed motive by the shop owners is the clarity and simplicity English conveys. English is often described as a relatively simple language for several reasons. Thus, many shop owners use it in their shop signs to display a clear product description of the shop.

To sum up, the results of this study revealed three main findings. First, the linguistic landscape of Biskra is witnessing a great shift towards the use of English in public signage, specifically commercial shop signs. Second, there is a range of motives behind this shift in which

the globality and the prestigious sense of English take a big role. Third, the results indicate that almost all shop owners have positive attitudes towards the shift towards using English in shop signs while there are still concerns about losing the linguist heritage of the Algerian society, which is Arabic, in the face of globalization.

## **Conclusion**

This chapter represents the fieldwork of the study. It is dedicated to the description of the methodology used, the analysis of the data, and the discussion of the findings. The researcher opted for a qualitative research method to conduct this study, and hence, used qualitative data collection methods: photography documentation and interview. To analyse the data, the researcher adopted a qualitative content analysis to break the data into themes and construct findings. To sum up, the findings revealed interesting information about the use of English in shop signs. In Addition, the results indicated positive attitudes towards the use of English and a variety of motives for integrating this language in naming the shops.

## **Recommendations**

- English language should replace the French language in the Algerian media discourse because English language is the first international commercial language.
- Shop owners should pay attention to the language spelling in their shop signs for more convenient meaning.
- Using English language on shop signs have a significant role in influencing and attracting consumers

## **General conclusion**

English has garnered widespread recognition as a global lingua franca, being extensively employed in international business and trade communication. As a result, the primary objective of this dissertation is to explore the spreading phenomenon of English language and its proliferation in non-English speaking countries such as Algeria. The focus of this study related to Algerian linguistic landscape, specifically the examination of shop signs, in order to provided valuable insights into the use and attitudes towards English, particularly in common areas. Thus, this study elaboration were in the city of Biskra.

To confirm the study hypothesis, the utilization of primary research methods, such as interviews and content analysis of the photographs, were opted as a data gathering tools. The interviews were distributed personally through semi-structed question in order to obtain nuanced understanding of the motivations and attitude towards the incorporation of English in shop signs; while the pneumatic photographs were chosen randomly for further identification of the prevalence and patterns of English elements in different bissness boards.

The finding disclose several motivations behind the use of English in shop signage, including the desire to project a modern and cosmopolitan image for their businesses and to cater to a diverse clientele. These motivations align with the broader societal aspirations of globalization and intercultural communication. The visual analysis of the shop signs has also unveiled the intricate linguistic landscape of Algeria, where English frequently coexists alongside the native language and other foreign languages, exemplifying the complex dynamics of language choices and identities.

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# **List of Appendices**

## Appendix 1: (Entrepreneurs/ shop owners) Interview questions

By giving your consent you are participating in study that aims at identifying the key motivation factors and ideologies behind shop signs design and language choices in Biskra city. The questions we are about to ask you are purely intended for a scientific research. The information will be kept anonymous and confidential.

Q1. What is the name of your shop?

.....;

Q2. What is your educational degree?

.....

Q3. Do you use English language on your daily activities? Yes/ No

Q4. If “yes”, for which purpose do you use English?

- Watching English movies
- Reading English books, newspapers...etc.
- Listing to English songs
- Chatting, communicating in English with friends , family, colleges

Q5. How you elaborate your level in English?

- Good
- Average
- Poor

Q6. What is the reason behind choosing an English content for your shop blog?

.....

Q7. How Long have you been using this blog?

Q8. Have you noticed a change in your client’s attitude nowadays due to the blog?

Q9. What is your view (s) and perspective (s) to words the spread of the English language in our society?

.....

Q10. Do you think that English language have been Approved as a second language by the society?

.....

Q11. Do you have further Comments, Suggestion or recommendation?

.....

**Thank you dear participant for your collaboration**

**We wish you all the best in your business.**

## Appendix (2)



Figure 1: A Photograph of Medical Eyewear Shop Sign in Biskra























































## ملخص الدراسة

الجزائر، وهي مستعمرة فرنسية سابقة، تشهد زيادة كبيرة في استخدام اللغة الإنجليزية في مجالات متنوعة. هذه التحولات في استخدام اللغة أدت إلى الحاجة إلى مزيد من استكشاف تأثير اللغة الإنجليزية على المشهد اللغوي في البلاد. وبالتالي، تتناول هذه الرسالة استخدام اللغة الإنجليزية في لوحات المحلات التجارية في الجزائر، مع التركيز على مدينة بسكرة كدراسة حالة. علاوة على ذلك، افترضنا في هذه الدراسة أنه من خلال التحقيق في دوافع وأسباب أصحاب المحلات لاستخدام اللغة الإنجليزية في لوحاتهم، يمكن الحصول على تصور عام حول استيعاب الجزائريين للغة الإنجليزية. تم إجراء هذه الدراسة في مدينة بسكرة حيث تم اختيار لوحات المحلات التجارية التي تحتوي على أسماء أو كلمات إنجليزية كعينة للدراسة. من حيث المنهجية، تم استخدام منهج وصفي مع مقابلات عميقة مع أصحاب المحلات بالإضافة إلى تحليل بصري للصور التي توثق لوحات المحلات بهدف استكشاف واستكمال وجهات النظر المختلفة تجاه مكانة اللغة الإنجليزية في الجزائر. توضح نتائج الدراسة وجودًا ملحوظًا لعناصر اللغة الإنجليزية في لوحات المحلات في مختلف قطاعات مدينة بسكرة. يؤكد تحليل المشهد اللغوي الاستخدام المشترك للغة الإنجليزية جنبًا إلى جنب مع اللغة الأم وأظهرت النتائج أيضًا دوافع مختلفة لاستخدام اللغة الإنجليزية، مثل تصوير العمل كحديث وعصري، وجذب زبائن متنوعين. يقدم هذا البحث بعد ذلك نظرة مفصلة حول ديناميات اللغة في المشهد اللغوي في الجزائر وتأثيرات العولمة على الأعمال المحلية، ويظهر نتائج إيجابية تجاه استخدام اللغة الإنجليزية.