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A Sociolinguistic Study of Language Use in the Printed Advertising of the Algerian Phone Operators:
The case of Djezzy, Ooredoo and Mobilis

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Dedication

In the name of God, most merciful, most compassionate, I dedicate this modest research work to:

My beloved parents who never stopped encouraging me, for their emotional support and for their financial assistance throughout my learning career,

My sisters and my brother, who are always by my side,

My partner and my best friend Melissa who is the loveliest person I have ever met at the university,

My best friend cherif who walked through life with me,

All members of my family especially my cousins Slimane, Zahir and fahim for their support,

And all those who shared with me all the moments of emotion during the realization Of this work.

Dihia

Dedication

It is with a great pleasure that I dedicate my work to the most important people in my life:

My parents, Kamel and Nadia, to whom I owe everything in life and without whom I would never be the person I am today,

My brothers Yanis and Sammy for their help and encouragements,

My uncle Moussa for his precious advice that I will cherish all my life,

My partner and dearest friend Dihia with whom I shared unforgettable moments,

My companions Assia, Lina, Hanane and Nina who were always there for me,

My cousins Asma and Katia for their kindness and their unconditional support,

May Allah bless them all.

Melissa

Abstract

The sociolinguistic situation in Algeria is characterized by the use of a large variety of languages and varieties. As a result, a lot of linguistic phenomena have appeared and these are used in all the domains of Algerians' everyday lives, and the domain of advertising is no exception. Our research aims at investigating the different language choices employed in the printed advertisements of Algerian phone operators (Djezzy, Mobilis and Ooredoo) and the language contact outcomes occurring in them. Moreover, it explores the attitudes of people towards these languages. Our study is based on three hypotheses which are: first, Algerian Arabic and French are the most used languages in the printed advertisements of the Algerian phone operators. Second, Code switching, code mixing and borrowing may be the most used language contact phenomena by the Algerian phone operators. Third, the languages employed in these advertisings may entice the consumer to purchase. To ensure validity, a mixed method which combines between a qualitative and a quantitative analysis has been used. In order to test the first two hypotheses, we have selected 12 billboards and analyzed their content. For the third one, a questionnaire of 15 closes- ended and multiple choice questions have been distributed to a random selection of people from Bejaia speech community. The results of the study have shown that the languages used in the billboards of Algerian phone operators (Djezzy, Mobilis and Ooredoo) are predominantly French and English. Advertisers are found to have mixed/ switched between different languages namely, Arabic, French, Tamazight and English in their advertisements where code switching, code mixing and borrowing are found to be omnipresent. Furthermore, the study has revealed that consumers are influenced by the language used in the advertising of Algerian phone operators since their decision-making depends mostly on these languages.

Keywords : Sociolinguistics, Advertising, Algeria, Algerian phone operators, Language contact phenomena.

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CS: Code Switching

CM: Code Mixing

CA: Classical Arabic

MSA: Modern Standard Arabic

AA: Algerian Arabic

FR: French

BR: Berber

General Introduction

1. Introduction

Language is one of the most important aspects in the lives of all human beings. Its social aim is to convey meaning through the ideas, thoughts and feelings of individuals. To most people, language comes naturally. As we grow older, we find many ways to control language in order to truly convey what we want to say with words and complex sentences. Language varies from one country to another and it can be even used differently in the same country.

The exposure of Algeria during the ancient centuries to different populations and civilizations has engendered that there is, today a variation of language in the country. In fact, a lot of linguistic phenomena have been created and these are used in all the domains of Algerians' everyday lives. And this can especially happen in the domain of advertising and marketing.

Language of advertising has a strong influence over people and their attitudes. Actually, when a particular message is transmitted through language, the producer carries always an intention of influencing a specific group of an audience or people as a whole. Furthermore, advertisers give a huge importance to the language they choose, purposefully, in order to create a successful advertisement as it is the case of the Algerian phone operators that invest a lot of resources to create interesting and persuasive advertisements. Algeria telecom took over the market, but other phone and internet service providers offer very attractive collections. Algeria has three active mobile network operators: Djezzy, by optimium telecom Algeria, Mobilis, by Algeria telecom mobile and Ooredoo by Wataniya Telecom.

2. Statement of the Problem

Advertising is a theme about which people have strong opinions as it is one of our most visible forms of communication. Consequently, people tend to have highly personal reactions to it.

Advertising is described as the act of attracting public's attention towards a given product or service. Its major aim is to persuade people to buy. Consumers take into account

advertising so as to see the benefits that the product they want to purchase may have. Intentionally, advertisers use different languages and tools to seduce the audience.

In the Algerian modern society, people give a lot of importance to everything related to new technologies like networks, phones and virtual interactions. This is why we are interested at first in finding the languages used in the printed advertising of the three Algerian phone operators (Djezzy, Mobilis and Ooredoo) and exploring the language contact phenomena existing in there. Then, we will shift our interest to analyzing the reactions of the customers concerning the languages used in these advertisings.

3. Research Questions

While highlighting our research, three relative questions popped up which can help us in the rest of our research. They are mentioned as follows:

- What are the most used languages in the printed advertisements of the Algerian phone operators (Djezzy, Mobilis and Ooredoo)?
- What are the language contact phenomena existing in the printed advertisements of the Algerian phone operators (Djezzy, Mobilis and Ooredoo)?
- How do the consumers react regarding the languages used in these advertisements?

4. Research Hypotheses

In order to carry out our research, and as an aim to provide answers to the above-mentioned research questions, we hypothesize that:

- Algerian Arabic and French are the most used languages in the printed advertisements of the Algerian phone operators.
- Code switching, code mixing and borrowings may be the most used language contact phenomena by the Algerian phone operators.
- The languages employed in these advertisings may entice the consumer to purchase.

5. Aims of the Study

Nowadays Algerian marketers invest a lot in the business of advertising. Different languages are used in this process in order to persuade and influence positively the consumers. In Algeria, there is a considerable variation of language. Thus advertisers do not limit themselves to the use of only one language.

The present work aims at investigating and exploring the different language choices employed in the printed advertisements of the three Algerian phone operators and discovering the various language contact phenomena existing in there. In addition to that, we will analyze the attitudes of people towards the language used in the advertisings of each phone operator.

6. Significance of the Study

Advertising is important in every aspect of our lives, especially in business. It plays a vital role for both the producers and the consumers. Thanks to advertising, business and economy gain more and more customers and that's what permits the increase of business.

Our contribution would be at first, for advertisers, in order to give them new inspirations and ideas in the creation of their advertisings. Moreover, for consumers, to prevent them on the credibility of advertisings since the way a product or a service is presented does not necessarily mean that it is effective. Finally, in order to encourage students to make other researches in this field.

7. Research Method

Our study is mainly built on a mixed method where we are going to collect, analyze and interpret qualitative and quantitative data to investigate language use in the printed advertisements of the three Algerian phone operators. We will gather data first by analyzing the language used in the selected printed advertisements as a qualitative tool. Then, we will design a questionnaire as a quantitative tool in order to determine consumers' attitudes towards the language used in these advertisiments.

We are going to have an exploratory research because our aim is to explore and to search for the language use in these advertisements by using the two selected tools, where the qualitative results will be implemented for developing the quantitative analysis of our study.

8. Data Collection Procedures

Our intention is to collect data by using two research tools. For the qualitative analysis, we will collect data through analyzing the content of 12 billboards used for advertisement by the three Algerian phone operators. For the quantitative tool, we will administer a questionnaire to the customers of the city of Bejaia in order to investigate their attitudes toward language use in these advertisements.

9. Organization of the Study

The present dissertation is divided into two chapters. The first one is devoted to the theoretical background which is divided into two sections. The first section deals with the investigation of the sociolinguistic outcomes of language contact in Algeria. Subjects such as the sociolinguistic situation of Algeria, the different languages used among the Algerian society and the language contact phenomena resulting from the use of these languages have been studied. The second section focuses first on defining advertising in general with reference to its functions and its types. Then, the interest is directed to advertising in Algeria, especially the printed type of advertising where different dimensions have been tackled like the evolution of the market of the Algerian advertising, the importance of printed advertising and most importantly the place of Algerian phone operators (Djezzy, Ooreedo, Mobilis) in printed advertising. The second chapter is practical. It is also divided into two sections where the first section deals with the description of the methodological part including of course, the research method, procedures of collecting data and the description of each of the research tools. The second section tackles the analysis of the collected data and the interpretation of the results. Finally, a general conclusion is drawn followed by the limitations of the study and some suggestions for further research.

Chapter One

Theoretical Background

Introduction

This chapter is divided into two sections. The first one will be dealing with different elements related to sociolinguistics in general and the sociolinguistic specificities of the Algerian society. The second section is about how the sociolinguistic situation in Algeria has influenced the different fields of Algerians' everyday lives. One of the most affected domains turns out to be advertising. Hence, this section will be focusing on advertising and more especially on printed advertising of Algerian phone operators.

Section One
The Sociolinguistic Outcomes of Language Contact in Algeria

1.1. Defining Sociolinguistics

Sociolinguistics is a vast field which studies both language and society. Many researchers (e.g., Fishman, 1972; Hudson, 1980; Wardhaugh, 2006) have introduced two basic concepts of sociolinguistics known as Macro–sociolinguistics and Micro-sociolinguistics. The former has to do with the sociology of language while the latter is about the narrowed sense of sociolinguistics which refers to the description of language use in details.

According to Wardhaugh (2006, p.13):

> *Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and how languages function in communication, the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.*

In other words, Macro-sociolinguistics investigates how language influences society and how social contexts influence the use of language to communicate meaning in a speech community. It is not about the language but rather about society.

Micro-sociolinguistics, on the other hand, is defined by Coulmas (1998) as:

> *the investigation of how social structure influences the way people talk and how language varieties and patterns of use correlate with social attributes such as class, sex, age, and ethnicity. It thus strives to correlate dependent linguistic variables with independent social variables.* (p.04)

In micro-sociolinguistics, the subject of research is the language itself. Specialists in the field proceed to detailed studies of the languages employed in speech communities. It investigates how society influences language and how the linguistic choices of the speakers/writers provide information on their social identities.

In its macro and micro dimensions, one of the main goals of sociolinguistics is to identify the impact of various social contexts on language change and structure such as when languages come into contact.

1.2. Language Contact Phenomena

Language contact has, for many years, interested scholars (e.g. Haugen, 1953; Weinreich, 1953). They describe it as a social and linguistic phenomenon where two or more languages or different dialects come into closest use within the same speech community. According to Weinreich (1974, p.1) *"two or more languages are said to be in contact if they are used alternately by the same persons"*.

Languages are commonly influenced by each other, especially when speakers with diverse languages and cultural backgrounds interact continuously. Therefore, languages are said to be in contact when people from different linguistic backgrounds communicate with each other. Besides, Yusuf (1999) pointed out that many situations of language contact can be defined as interactions of two cultures, due to many elements like colonization, migration and wars.

1.3. Outcomes of Language Contact

The most common outcomes that we may recognize when different languages come into contact are: code switching, code mixing and borrowing. Each of the following sociolinguistic phenomena will be examined below:

1.3.1. Code Switching (CS)

Code switching (henceforth, CS) refers to the use of two different languages that may appear within the same sentence, it generally happens with multilingual and bilingual individuals when they switch between two languages in their daily conversation. According to Gumperz (1982, p.59), CS *"is the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems"*. This means that this phenomenon may happen as a natural process where speakers sharing two or more languages in common can switch single words, phrases and even complete sentences.

Hamers and Blanc (1983, p.21) claimed that CS is a form of incompetence in both languages where speakers shift from one language to another due to lack of vocabulary. For other researchers (e.g., Blom and Gumperz, 2007; Jendra, 2010) however, CS is viewed as a result of contact between languages. It happens when people know more than one language. They are competent in both languages and they switch between the two in a conversation and it can happen unconsciously.

1.3.1.1. Types of CS

According to Hudson (1999, p.52-53), there are two types of CS; one is situational and the other is conversational.

a. Situational CS

This type of CS is called situational because the change is in response to a shift in a situation including topics, places, kind of activities, persons and purposes. It occurs when two or more languages exist in a community. Speakers may choose between them according to the situation they are in. The most important thing that we should consider is that the language chosen will be understood by the listener. (Blom and Gumperz, 2007, p.425) mentioned in their works the example of a Spanish teacher in Barcelona who interacts with his students in Catalan outside the class, but when it comes to his lectures he uses Spanish only.

b. Conversational CS

It is when the speaker needs to use another language as a metaphor to make the situation clearer. It happens when bilingual speakers exchange ideas with each other by changing the languages used without any change in the situation occurs explained Hudson (1999, p.52). For example, two friends may switch from a dialectal language to a formal language when their conversation passes from talking about their hobbies to talking about their studies.

1.3.1.2. Forms of CS

Code-switching may also differ in the location of the point at which the language switch happens. According to Poplack (1980, p.589), these forms can be identified as inter-sentential, intra-sentential and extra-sentential.

a. Inter sentential Switching: It occurs when the language switch is done at the level of the sentence boundaries. This form of code switching is seen most often in bilingual speakers. It consists of language switches at phrasal, sentence or discourse boundaries. E.g. si tu n'obtiens pas de bonne notes ce semestre, you're over.

b. Intra-sentential Switching: this kind of code switching engages a change in the middle of the phrase. Speakers must be careful when using the intra-sentential code switching since they must shift to the syntactic rules of the other language in the middle of their speech quickly. E.g. j'aimerais mangé un Beef steak.

c. Extra-sentential Switching: It is also called tag switching. In this form, the shift from one language to another is done in one word or in tag phrase (or both). This form is characterized by the presence of an interjection which is uttered in a different language. It is very frequent to find it in intra-sentential switching. E.g. dis moi, do you agree on this?

1.3.2. Code Mixing

Code mixing (henceforth, CM) is said to be the use of one language in another language while communicating. This phenomenon is very spread between bilingual speakers where they cannot utter sentences that belong to purely one language. Bokamba (1989) stated that:

> *CM is the embedding or mixing of various linguistic units such as affixes (bound morphemes) words (unbound morphemes), phrases and clauses from two distinct grammatical (sub) systems within the same sentence and speech event. That is CM is an intra-sentential switching.* (p.278)

From this, we understand that code mixing can happen in a conversation without changing the subject and it can include several language levels such as: phonology, morphology, grammar, or lexical components. It is also crucial to note that CM occurs when individuals employ two languages simultaneously, or mix between them. In this case, they shift from one language to another in the same sentence. As Hudson (1999, p.53) explained, CM *"... is a type of linguistic cocktail, few words of one language and few words of other language that may appear in the same sentence"*. As an example of CM: The more I am around this dunya, the more I know the deen is the right way.

1.3.2.1. CS Versus CM

Kachru (1983) distinguished between CS and CM. According to him,

> *There is a distinction between CM and CS, though they*
> *have been treated as a language contact phenomenon, the*
> *CS entails the ability to switch from code A to code B. the*
> *function, the situation and the participants determine the*
> *alternation of codes. It refers to the categorization of one's*
> *verbal repertoire in terms of functions and rules. The CM*
> *on the other hand, entails transferring linguistic units from*
> *one code into the other"* (p.193)

In fact, we should differentiate between code switching and code mixing since the former requires switches between sentences whereas in the latter, the mix occurs within the same sentence. We may find some words in one language and other words in another within the boundaries of the same sentence. Furthermore, unlike code mixing, code switching does not involve the interaction of grammatical rules of the other language in the speech. Hudson (1999, p.53) adds that "*code mixing is unlike code switching because it takes place where there is no change in the situation*".

1.3.2.2. Types of CM

Muysken (2000, p.1) distinguished three types of code mixing: insertion, alternation and congruent lexicalization.

a. Insertion: It refers to the incorporation of lexical elements, units, or a whole component from one language into the system of another. E.g. j'ai parlé avec le manager ce matin.

b. Alternation: is defined as the continuity of appropriate or equivalent structures between the two concerned languages at the moment of the switch. E.g. Good morning dear, ca va bien?

c. Congruent Lexicalization: it is defined by Muysken (2000, p.6) as: "the situation where two languages share grammatical structures which can be filled lexically with elements from either language". E.g. give me a boligrafo. (Give me a pen).

1.3.3. Borrowing

Borrowing is one of the primary impacts of languages in contact. It is considered as the most important language contact phenomenon. According to Gumperz (1982, p.66), borrowing *"occurs when a specific speech community incorporates some words or phrases from a foreign language into its native language as a result of the close contact between the two languages"* (E.g. French /Algerian Arabic).

Borrowing is a very common process to most bilingual societies. Probably, no language whose speakers have ever had contact with another language is completely free from borrowed words. When people from different speech communities come into contact, they influence each other. According to Hall (1969):

> *When any part of the structure of a language is changed by the*
> *importation of features; whether from some other part of the same*
> *language or some other external source, the imported features*
> *are said to be borrowed. (p.319)*

1.4.   The Sociolinguistic Situation in Algeria

Due to the diversity of the Algerian language network, the sociolinguistic situation in Algeria is complex. The contact language took place over 130 years ago in different times of the country's history. In the existing language condition, French and other conquerors made a major impact. According to Queffélec et al., (2002, p.11), *"Algeria was really influenced by the civilizations of the countries that had been conquered it (Phoenicians, Romans, Byzantines, Arabs, French, Turkish)"*.

Depending on the cultural entities, different languages and language varieties can be distinguished. Therefore, Algeria may be viewed as being a multi-lingual country where speakers use multiple languages.

In the Algerian context, different repertoires of languages are recognized. We may include the mother tongue which is Algerian Arabic (AA) or Berber (depending on the social group), Standard Arabic as the written form and French which is used mainly by educated Algerians. These language varieties may differ in terms of phonological, morphological, lexical and syntactic features for each specific group.

Besides, Algerian speakers may vary in terms of language repertoire according to the situations they are involved in. According to Kissi (2016, p.164), *"we can say that Algerian speakers classify languages and varieties of language in the following ways: languages of identity, languages of cross-communication and others of culture. We can also distinguish gender and age differences under the same classification"*. For instance, a French-educated individual can use the French language to greet his family in the morning, and then uses a mix of French and Standard Arabic at work and use Algerian Arabic when he is surrounded by his friends. These languages and language varieties in Algeria may be used differently; standard Arabic (SA) and French are used for written purposes while Algerian Arabic and Berber are spoken forms used in a daily speech, the French language may also be recognized in Algeria since it is used to satisfy their social needs.

1.4.1. The Used Languages in Algeria

Language allows us to express our feelings, thoughts, ideas, wishes, declarations and personal needs. It is also a tool that disseminates values and traditions that refer to a certain group identity. With the use of language, human beings have also the ability to communicate their cultures, beliefs and practices.

Algeria is a colorful sociolinguistic mosaic which is characterized by the presence of a wide range of languages, namely classical Arabic, modern standard Arabic, Algerian Arabic, French and Berber with its regional variations. The combination of these languages has coexisted for the past hundred years. All have a different origin and all of them are essential parts in the Algerian culture.

1.4.1.1. Arabic

According to Ibrahim (2009, p. 17), Arabic or "al 3arabiya" is known as being a Semitic language which is descending from the group of Afro-asiatic family or Afrasian languages.

 Arabic is nowadays perceived, in both its standard and dialectal forms, as a single language. It is spoken by perhaps as many as 422 millions native and non-native speakers in the Arab world, projecting it to the sixth position in terms of the most spoken languages in the world (Mihoubi, 2017, p. 17)

In Algeria, there are two different forms of Arabic. The first one and the most ancient one is known as Standard Arabic (including Classical and Modern Standard Arabic) which is also called "l Arabiya al fusha" I.e. the eloquent Arabic. The second form is the Algerian dialectal Arabic which is the colloquial form of Arabic.

a. Classical Arabic (CA): It is the printed version of Arabic that is directly related to the religion of Islam and more exactly to the language of Quran stated Ghoul (2013, p. 15). In fact, Classical Arabic is used for religious settings and functions that is why it is highly respected among the Arabic speaking communities. Fleish (1964) claims that: "*classical Arabic has the prestige; an immense prestige which is multiplied by two because of its twofold: the prestige of a great culture... and that of a language of religion*" (p.3).

b. Modern Standard Arabic (MSA): It is the simplified adaptation of the classical Arabic. It is the language of formality, culture and writing. Cown (1986) claim that:

> "*Modern standard Arabic is traditionally defined as that*
> *form of Arabic used in practically all writing (forms) of*
> *Arabic and the form used in formal spoken discourse such*
> *as broadcasts, speeches, sermons and the like*"(p.20)

This new type of Arabic emerged in the nineteenth century where it has been modernized in order to make it more effective and accessible. According to Benrabah (2007) MSA "*is a written form of Arabic readily associated with the modern media which was developed in the 19th century as a part of the cultural revival, or Nahda in the Middle East*".(p.46)

c. Algerian Arabic (AA): Algerian speakers spontaneously use a less prestigious variety in order to exchange with each other at ease. It is their mother tongue which is also called "Darija/ Aamiya". As Mazouni (1969, p.13) claims, "*dialectal Arabic in Algeria is one of the defining features of the Algerian people and the native language of the majority of the population*". AA is largely influenced by European languages, particularly the French language. Most Algerians borrow and adapt many French words and expressions to communicate with each other.

Arabic is a diglossic language. Its high variety has been declared as the national and official language of the country. All the constitutions after independence in 1962 rejected

other languages stating that MSA is the unique official and national language stated Mihoubi (2017, p. 18).

1.4.1.2. Tamazight/ Berber (BR)

Berber or Tamazight is the other native language spoken by the indigenous population in Algeria. It is assigned to be spoken in the North Africa for over forty centuries. This language has a long and strong presence in Algeria.

The term *Berber* is derived from the Greek language and it is largely approved that Tamazight is derived from a very old language named Libyan. This concept is used as the unified word to respond to Berber dialects.

The Tamazight language includes four spoken dialects which are Kabyle in east of Algeria; chawia in Aures, Mozabit in the Mzab and tamashekt spoken in the Sahara.

On the 10th April 2002, Tamazight was recognized as a national language, and the government demanded to promote its use in all institutional sectors in Algeria.

1.4.1.3. French (FR)

French in Algeria has no official status yet, it is considered as the first foreign language of the country. It is observed that this language is basically omnipresent in every aspects of the Algerian society. Algeria has always given a great importance to French by implementing it in schools and institutions.

During French colonialism, authorities established anti-Arabic, pro-French policies. As a result, Arabic was perceived as inferior while French was projected as being modern, prestigious and desirable. Gordon (1962) claims that *"when Portuguese colonized, they built churches, when British colonized, they built trading stations and when French colonized, they built schools" (p. 7).*

Nowadays, French dominates the public sector. All government institutions, public services and media in Algeria function in French. Within the Algerian press, several newspapers and magazines are daily or weekly published in French. Without forgetting the existence of a radio station (Alger Chaine 3) and a TV channel (Canal Algérie) which broadcast programs predominantly in French.

1.4.1.4. English

The English language has the status of the second foreign language in Algeria. Despite the fact that it is neither an official language nor a national one, English has become an essential part in the Algerian modern society. According to Benyounes (2017):

> *The position of English in Algeria took a challenging*
> *way since 2000, where the government introduced the*
> *educational reform that was most supported by the*
> *United States. The main change in this reform is that*
> *English is now taught at the first grade in middle*
> *school.*
>   *(p.13)*

English is currently the most significant instrument for Algerians to function in major areas and that what allows them to have access to work in foreign companies in Algeria. More and more people, from diverse ages in Algeria want to learn this international language because of its meaningful impact in all the aspects of life.

1.4.2. Language Contact Phenomena in Algeria

The contact language situation in Algeria occurred at different periods of the history of the country and this has naturally resulted in the involvement of many languages and their respective varieties. According to Meghaghi (2016):

> *colonized for more than a century, Algeria does not only reflect inter-*
> *lingual principles of a diglossic situation where two varieties MSA*
> *and AA are in contact but also the regular linguistic phenomena that*
> *occur when two or more languages come into contact. Basically the*
> *use of bilingualism, code switching, code mixing and borrowing.*
>
>   (p.129)

In Algeria, code switching and code mixing are nowadays so well-settled that they have become a natural part of Algerians' daily linguistic behavior. People in Algeria switch/mix between AA/FR, BR/FR and also sometimes between BR/AA within the same conversation or even the same sentence as shown in the examples below:

AA/FR CS	FR/BR CS	BR/AA CS
1-voila! Meme ana j'ai pensé hakda.	1-Je me demande est ce que atased assa negh azeka.	1-Aaraben ak-d leqbayel khawa khawa.
-That's it! I thought the same thing.	-I wonder if she (is coming today or tomorrow.	-Arabs and Kabyle people are like brothers
2-Rahi grave mrida.	2-Neki en tout cas aydafem dagi.	
-She is extremely sick	-Anyways you'll find me here	

Table 1: Some examples of Algerian code switching.

Code switching can be done in both directions that is, from French to Algerian Arabic and from Algerian Arabic to French as well as from French to Berber and from Berber to French, though the former is much more frequent observed Benyelles (2011, p. 18).

Code mixing, however, involves different types of switching within the same sentence and also within the same word (intra-morphemic) which is much more frequent than in code switching (ibid). The next examples are from morpho-syntactic and lexical items:

Verb insertion: it is the insertion of French verbs into the morphological and syntactic structure of AA or BR with keeping the French verbal root and adding Arabic or a Berber inflection.

Example:

recop**yit** had la lecon./ Recop**yigh** la lecon ayi. ⟹ I copied this lesson.

Noun insertion: it is when the inserted noun is accompanied by a definite article like "el" or "l". **For instance** the article "el" is associated with the name "cahier" like in the example in Tamazight:

- fkeyid el cahier ynou. ⟹ – give me my copybook.

Another researched area in the domain of languages in contact is borrowing. The Algerian dialects (varieties of Arabic and Tamazight) are characterized by many words

borrowed from French. Many people use these French loan words to satisfy their needs of communication in every aspect of their life.

Some borrowings are fully integrated in the Algerian everyday speech. Others are less commonly used and are kept in their French format observed Benyelles (2011, p.19)

Example: - Tonobil / automobile/ automobile (car).

As a result of the variation of languages used in Algeria, the need of switching, mixing as well as borrowing has become an essential process in the Algerians' daily speech. Many fields are affected such as the domain of advertisement, particularly printed advertising. The Algerian advertisers use many languages to influence the decision-making of the Algerian costumers.

<div style="text-align:center">**Section Two**

Printed Advertising: The Case of Algerian Phone Operators</div>

2.1. Defining the Concept of Advertising

The term advertising is derived from the word "advertire" which means getting attention of all members of a community and affecting their attention (Balch and Balch, 2001, p.04). Advertising is everywhere in the world, it is an important aspect of communication since it serves the public needs and interest.

As defined by Filali, Grivel & Maniak (1996), advertising is:

> *…. the set of techniques intended by the mass media to make known to one or more target audiences a product, a range of products, a service or any other information proposed by an organization (company, association, institution etc...) called the advertiser.* (p.4)

Advertisers should pay attention to what to say, how to say, when to say, where to say in their advertisements for facilitating the communication between the company and its customers and for affecting their attitudes to buy the product/service. In his definition, Cook (2001) emphasized on the international nature of advertising. For him, advertisements *"…helped to create a new global culture which ignores national boundaries"* (p.22). As such, advertising has no limits. It affects our thinking and it changes our attitudes towards a certain product or any information.

2.2. Objectives of Advertising

Advertising is the ideal way to communicate to the customers. It is a communicative activity which aims to inform and persuade the consumers about the value of a certain product. While the objectives of any advertisement depend on the consumers' attitudes towards such product, advertising aims at getting the consumers' attention with the use of different tools. According to Haider and shakib (2017, p.428) the main objective of advertising is to influence the consumers to do the action of purchasing by creating a good quality advertisements; that is, the image of the advertisement may influence on the

consumers' decision, thus it is important to choose an attractive quality since it represents the whole service or the company.

However, the objective of advertisers is not only selling and buying products but also creating a sense of communication with their customers and to make them feel that responding to their needs is the main goal of any advertisement.

In order to have a good advertisement, we need to focus on the consumers' needs. A creative advertisement is the one which responds to the consumers' interests while advertisers view creativity when their consumers reach their goals stated LePage (2015, p. 428).

Bovée and Arenas (1992) summarized the main objectives of advertising in five points:

- **To gain attention.**
- **To create interest.**
- **To achieve credibility.**
- **To heighten desire.**
- **To stimulate action.**

These five objectives are abbreviated into AIDA(S) which stands for: attention, interest, desire, action, supplementary (Mebarki, 2006). As such, advertisers try to create an authentic advertising in order to satisfy the consumers' needs and to change their behavior towards a certain product.

2.3. Functions of Advertising

In his article, Stefan (2011, p.1) summarized the most important functions of advertising as follows:

Initially, the company identifies "brands and products" which are different from one product or service to another. Customers may attach themselves and be aware of a brand that meets their requirements. Therefore, it gives customers "the necessary information" that they should know about the goods at once such as: color, size and place to buy, using a range of techniques and media.

In addition, "persuasion" is the principle role of publicity. Advertisers make their efforts to convince the consumers about their products or services and the impact that it can create on their lives, and to persuade them to do the action of purchasing.

Finally, the last function represents "the demand of the product" the volume of any product or service is related to the consumer's demand; it is the process where companies get people interested about the new brand to have more demand. The main category of demand is to respond to the consumers' needs.

2.4. Types of Advertising

Advertising can be classified into different groups based on various criteria even though they share the same objectives that stand to persuade the consumers and to satisfy their needs. Depending on the purpose of the advertised object, Behnam & Piadeh (2006, p.204) distinguish between commercial and non- commercial advertisments.

According to Hermeren (1999, p.15) "*The commercial division contains the consumer, the trade and the corporate advertising, whereas non-commercial division includes the government and the charity advertising*".

2.4.1. Commercial Advertising: It is targeted to the consumers and it includes selling goods and services. Their goal is to encourage people to buy their products and it is a paid advertisement such as: printed flyers, food advertisements (advertisement for Soda, for example).

2.4.2. Non-commercial Advertising: It is represented in advertising by charities. The objective of non-commercial advertising is not to sell products or other services, but to educate and offer information on a particular subject in order to affect their behavior, raise funds and promote ideas like electoral advertising for political parties.

Hermeren (1999, p.14) has provided another categorization of advertising which depends on the form and the tool used:

2.4.3. Electronic Advertising: It is a mixture of sound and image which may include radio and television. It influences the decision-making of customers since it calls both the sight and the ear. This type of advertising needs a large budget (Kotler 2002, p.3).

2.4.4. Printed Advertising: It is defined as "*a kind of advertising that uses physically printed media such as magazines and newspapers, to reach consumers, business customers and prospects* (Rossiter & Ale 2012, p.6). The main benefit of printed tools is having a huge number of readers' involvement and it can be accessed easily. Their advertising is timely, so it provides a low cost for the company.

Some researchers like (Alshaali & Vars Hney 2005, p.29) state that most of people are more devoted to reading printed media than electronic materials that are generally checked in 15 seconds, and companies prefer to use printed advertising since it helps to memorize their company brand in the consumers' mind.

2.5. Printed Advertising Components

We have dealt with different types of advertising, but the printed type is the one that interests us. Although printed advertisement doesn't consist of the mix between sound and image, it has, nonetheless, power like the other types to gain a high number of customers. A printed type means advertisements that are printed with the use of various copies such as: fliers, brochures, newspapers and billboards. This form still has a strong influence as a means of communication despite the development of digital advertising. The main components of printed advertising are presented as follows:

2.5.1. Text: The text of the advertisement should complement the visuals. According to Brown and Yule (1983), a text is defined as "*a verbal communicative record of that communicative event*" (p.83). The advertising text presents the main details that the consumer should know immediately about the product or service.

The text form requires the choice of suitable tenses with meaningful and clear sentences that should contain 5 to 15 words. It can be presented as a question, statement or news that provides the consumers with the necessary information about the product or service (Ukhova & Aniskina 2014, p.724). For many researchers (e.g., Goddard 2002; Vestergaard and Schroder 1985), the features of an advertising text differ from one advertisement to another.

2.5.2. Image: According to Lai, Aime & Pinson (2016) the image is defined as "*the set of materials and immaterial representation associated with a brand and organized in the memory of a group of individuals*" (p.59). Image is the main element that supports the texts' advertisements. It can be presented in a form of picture, hand-drawn and graphic designed imagery.

The image of any advertisement should be attractive since it is the first element that gets the consumers' attention. As claimed by Goddard (2001, p.12), "*one attention- seeking strategy developed in recent years to increasing levels of sophistication is the starting image*". The image is the overall impression that may affect the consumers' mind.

2.5.3. Logo and Slogan: The visual identity (logo) and the institutional signature (slogan) are important for a good publicity. Indeed, the logo is given as the symbol and a figurative shape of the brand/service. It is an argument which can be recognized and remembered with one look. The slogan, instead, is a brief statement that summarizes the values and principles of a company in just few simple words. Adam (2005, p.59) claims that "*the slogan is a phatic and conative element that focuses on the contact and pressure on the audience*".

2.5.4. Layout: A convincing advertising stands for a logical link between content and art. According to Kulkarni, Bhatwadekar & Thakur (2015, p.35), layout is defined as the use of a combination of "*… all equipment, machinery, and furnishings within the structure*".

It makes it simple for all clients to read the various items in print advertising, such as text, name of the product and the place to use colors. It is the ability to match the advertising details to have a suitable appearance, where the text and the image should be mutually complementary and the picture should span most of your advertising, as it is the first pair. Heragu (1997, p. 35).

2.6. International Advertising

An international advertising occurs when a promotion of goods and services appears in more than one country and it is performed by an identified sponsor. Douglas & Samuel (2010, p.1) stated that "*international advertising can be viewed as a communication process that takes place in multiple cultures that differ in terms of value, communication styles, and consumption patterns*". In terms of perception, interpretation and literacy, the image of advertising changes in each nation. Companies try to inform their public about their goods and services in other nations. As such, they have the chance to develop a strong consistent global image for the company across the world and quickly gain new customers (Miracle & Gordon, 1984, p.157).

International advertising seems to be a difficult activity as it occurs in many regions which do not have the same social and literacy characteristics. Various techniques might be employed in international publicity where advertisers should select the finest medium that can impact the different nations' views. For example, the use of printed tools in global advertising in all nations may not be successful since it might lead to misinterpretation of the message.

Global advertising is an opportunity to have contact with other cultures. However, despite its importance, it is criticized by many countries especially Islamic ones, because sometimes the symbols or the image used don't respond to their cultural aspects and to their beliefs (Taylor, 2005, p.8).

Advertising is everywhere around us, all countries join the culture of advertising since it helps them economically for the development of their companies. In Algeria, this phenomenon is widely spread, private and public companies invest a lot to reach customers.

2.7. An Overview on the Evolution of the Advertising Market in Algeria

The need for marketing communication is the major concern of companies in the world in general and in Algeria in particular, especially in this new era of openness to the world. According to Daoudi (2009, p. 129), advertising communication in Algeria has known three major periods in its development:

- The first period lasted until the end of 1980s. During the period of controlled economy, external communication was almost non-existent. Heads of companies believed that it was not necessary to implement advertisings since there was no competition like that we know today. The market was characterized by the scarcity of products and the prices set by the state were respected.

- The second period started at the end of 1980s and during the 90s. In this period, the development of the market was known for its disorganized appearance. In fact, the arrival of the economic reforms and the opening of the country to foreign trading have shaken the position of commercial advertising. Consumers started to give importance to advertising since their buying decision depended henceforward mostly on the influence that ads could have and that is what has naturally encouraged companies to implement advertising actions.

- Finally, there is the third period which extends from 2000 until nowadays. This period sees a considerable evolution in the market. After the internationalization of the world market, Algerian companies strive to provide innovative and encouraging communication strategies like (the right choice of the logo, slogan and name of the brand… etc), to persuade an audience which is more aware of the products and services they are buying.

2.8. Printed Media Advertising in Algeria

Advertising as a process of commercial seduction has always existed in Algeria. This form of communication helps companies "… to promote their services and products, encourage their spread and work for their survival and longevity" (Beddek, 2018, p. 76).

Printed media advertising is described as a method of communication in marketing which makes use of printed media to convince clients. Contrary to radio and television where advertising is programmed at a specific time, printed media advertisements are accessible to its readers at any time they want. Dayton (2016, p. 2) states that people usually view printed media as being more sincere and close to them since they elicit them to provide more emotional reactions. That is why it is very important to realize their significance in the Algerian context.

The political, economic, and social function of the written media in Algeria enables advertising to have an important place in the country. For media, advertising remains their major financial source. Up to now and despite the strong competition they face, written media still occupy the first position of the advertising market. This is due to the fact that *"the dissemination of printed advertising in Algeria has always been subject to the least restrictive advertising law regime"* argued Belimane (2011, p. 98)

Written media offer a golden opportunity for advertisers to better target their public by choosing the most appropriate written media according to the type of readers targeted. It can vary between newspapers, posters or even graffiti.

2.9. Printed Advertising in Algerian Phone Operators

Algeria has become progressively a fruitful field where advertising wins everyday more space, especially in these last years as we are witnessing an incredible advertising invasion with the opening of the market to investment in the field of telecommunications. The established fact consists in saying that there are different operators on the Algerian market of mobile telephony and each of them attempts to undertake attractive and tenacious campaigns in all the media and particularly in printed media observed Rahmani (2017, p. 33).

Nowadays information and communication play a predominant role in the Algerian business, mainly in the market of mobile phones. For this reason, developing a communication strategy to communicate effectively is a key issue. Moreover, printed

advertisements in the domain of Algerian mobile telephony are famous for being attractive and persuasive. For this, advertisers of the cell phone operators use all the strategies to attract a loyal and enthusiastic clientele. In what follows, we will talk about the phone operators in Algeria and their specificities.

2.9.1. Description of the Three Phone Operators in Algeria

There has been a big change in the Algerian telecommunications sector. These last years, international mobile companies have actively invested in the Algerian market. According to Achouri (2014, p. 158), this has led to democratize the use of mobiles in the country which has affected all ages without exception.

Three operators share the Algerian mobile market namely, Algérie Telecom's historical operator with its affiliated company Mobilis, the private operator "Orascom Telecom Algérie," with its Djezzy line, and the company "Wataniya Telecom." with its Ooredoo line.

These three operators are competing hard, and each uses various strategies to gain potential consumers.

2.9.1.1. Djezzy: Officially Optimum Telecom Algérie (OTA)

The description of Djezzy operator, its history and offers as indicated in its electronic site www.Djezzy.dz. . Is an Egyptian subsidiary of the Global Telecom Holding firm. The firm offers a variety of services including pre-payment, post-payment, data and additional value. It was officially established in Algeria in July 2001 and it has reached 50 million users around the World.
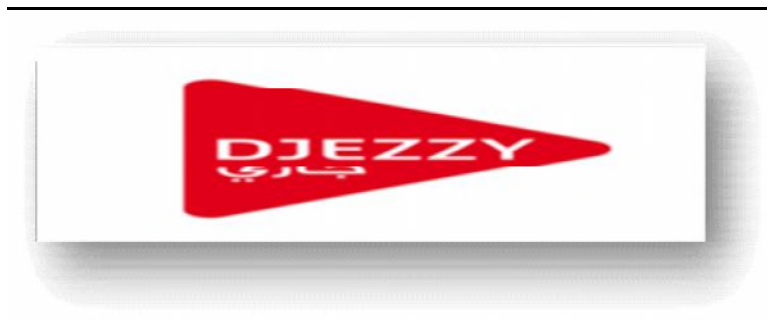
-Logotype DJEZZY

Slogan: with her you can, avec elle tu peux, معاها تقدر

2.9.1.2. Mobilis: or Mobilis (ATM) Algérie Telecom

According to the electronic site www.mobilis.dz. Mobilis is regarded as the first public mobile provider in Algeria. The operator has set itself a number of aims since its establishment in 2003, including client satisfaction and loyalty, innovation and technical advancement. Mobilis offers its clients many services such as, post and pre-paid offers, SMS/MMS, international roaming, voice mail, internet billing, and free calls to all Mobilis numbers …etc.

-Logotype ATM MOBILIS

Slogan: everywhere with you, partout avec vous, اينما كنتم

2.9.1.3. Ooredoo: Ex Nedjma, Wataniya Telecom Algérie

As mentioned in the Electronic site www.ooredoo.dz. Ooredoo is Algeria's second foreign mobile network to be approved in the 23rd of December 2003. This operator is the third largest mobile operator in Algeria previously under the name Nedjma (Star in Arabic). Ooredoo offers Algerian users innovative products and services such as, mobile, wireless, wire line and content services with market share in domestic and international telecommunication markets and business (corporations and individuals) and residential markets.

- **Logotype OOREDOO**

Slogan: Ooredoo always with you, Ooredoo dima maakoum.

2.10. Tools of Printed Advertising by Algerian Phone operators

Printed advertising is a form of communication used by advertisers in order to persuade a specific audience. It is referred to as publicities that are printed in hard copy throughout different supports that are likely to be read by a targeted audience. It is known as advertisements that may be read in paper version across various media by a target audience.

Printed media in Algeria enables companies to introduce their products and services by using multiple formats. Some of the most effective types of printed advertising in Algeria include:

2.10.1. Newspaper

The term newspaper is explained in Merriam webster's online dictionary (2021) *as "a paper that is printed and administered usually everyday or weekly and it contains news, articles of opinion, features as well as advertising"*. In other words, a newspaper can be simply defined as a piece of writing that informs and provides the news of the day with comments and analysis. Newspapers can be either broadsheet or tabloid.

2.10.2. Magazines

A magazine is a printed journal, distinguished by its matt and shiny paper. Serials, glossies, and slicks are also known as magazines. They are most often illustrated and regularly published.

2.10.3. Brochures and Flyers

Brochures and flyers share the same aims since both are created to provide essential information in a limited space and both are kinds of mini advertising posters printed on a loose sheet.

A brochure as defined in the Cambridge dictionary is *"a type of small magazine that contains pictures and information on a product or a company"*. A flyer is a communication means which is printed on paper. It can also be called a leaflet or prospectus.

2.10.4. Billboards

The billboard is also an essential means of communication today that is why we decided to precisely work on it. A billboard allows brands to demonstrate an advertising poster. It is defined by Encyclopedia Britannica (2010*) as "… an advertising structure composed of wood, metal, paper, or a variety of other durable materials, situated outdoor along roads, on building and in public place"*.

Several formats and models of advertising panels exist:

a. Static Advertising Panels: They are also called vinyl panels and are generally found on important roads and streets. Built with a big printed vinyl and extended across the face of the panel, these types of billboards offer the audience the possibility to clearly view the billboard since it is there for a long period of time. Like the traditional billboards we find in Algeria.

b. Digital Adverting Panels: this type of billboards requires the use of materials that can be accessed digitally like LEDs to send a specific message through the billboard and this can be done by one simple click on a computer.

c. Mobile Advertising Panels: In this case, advertisers employ technology for vehicle marking that would be seen throughout the day and in different areas. These are placed on a vehicle back like a car, a bus or a bicycle.

Conclusion

From the sociolinguistic situation in Algeria, it has been noticed that Algerians use different languages and language varieties in their speech which led to the emergence of many language contact phenomena like code switching, code mixing and borrowing. This situation has affected different domains in the Algerian society such as, the printed advertising of Algerian phone operators where advertisers need to present their products and services to persuade their customers to purchase by using a language that has to respond to the Algerians' daily speech.

Chapter Two

The Practical Part

Introduction

Research is an essential part in any study. It allows us to clarify several issues faced in the world. It is arranged through the basis of a language dataset and a concrete amount of information which should be well selected and organized.

This chapter is divided into two sections. In the first section, we will describe the research design as well as the tools that have been used in our study and the procedures for collecting data. In the second section, we will analyze our selected posters of printed advertisements of the three Algerian mobile operators through a sociolinguistic analysis, in addition to a questionnaire analysis that will respond to the consumers' attitudes towards the language(s) used in these advertisements. The findings will, then, be discussed and interpreted.

Section One: Methodological Procedures

1.1. Scope of the Study

For the sake of our research, we have decided to limit our analysis to printed advertising and more precisely to those of mobile phone operators as a new means of telecommunication in Algeria namely, Djezzy, Mobilis and Ooredoo.

The study has focused on the billboards used by these operators because of two reasons. The first one being that the advertisements that are found in other printed media (e.g., newspapers, magazines, brochures and flyers) are the same as those found in the billboards. The second reason of our choice is based on the findings of the pilot survey we have conducted in which 50 participants were asked the following question: "which type of printed advertisements do you check?" The results obtained have revealed that billboards are used by a great number of respondents (68%) compared to the other types of printed advertising.
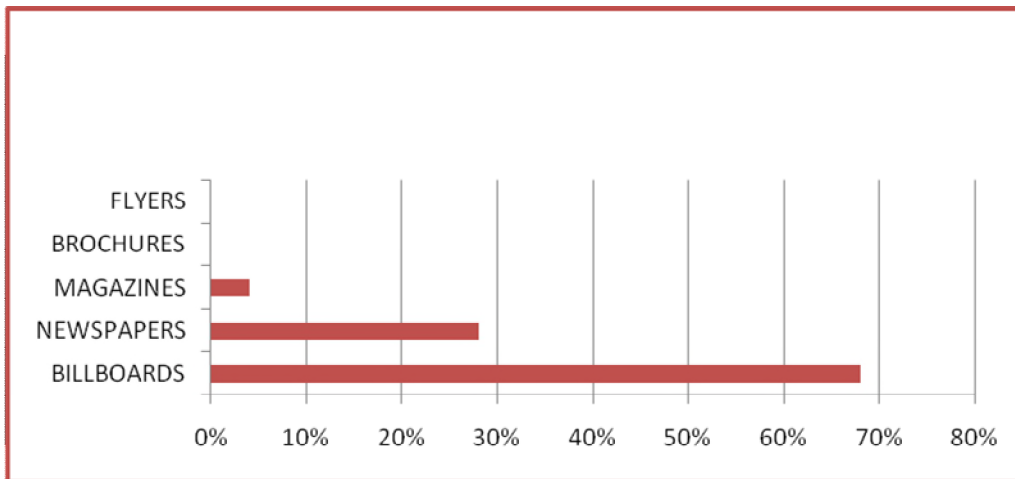
Figure 01: The printed types of advertising in Bejaia.

1.2. Research Method

The present research is based on a mixed method by means of which data are collected qualitatively and quantitatively. As such, two different tools are used. To support the qualitative method, we have provided a sociolinguistic analysis of the selected billboards of the Algerian phone operators (Djezzy, Mobilis and Ooredoo). For the quantitative method, we have elaborated a questionnaire to discern the consumers' attitudes regarding the language(s) used in the advertisements the operators make use of.

1.3. Data Collection Tools

For this thesis, we have used a corpus that consists of 12 printed advertisements extracted from billboards (posters) of the three Algerian phone operators namely, Djezzy, Mobilis, and Oreedoo collected in Bejaia city (See appendix A).

Among these advertisements, four posters have been chosen for each phone operator. The selected billboards represent recent offers (internet and calls) introduced by the three Algerian phone operators (from 2020 to 2021).

The selected advertisements are characterized by their commercial aspect since they consist of offers susceptible to persuade the consumers. Thus, different languages, texts, colors and images are used to achieve this aim.

1.3.1. Content Analysis of the Advertisements

Content analysis is research tool used in the present study in order to answer the 1ST two questions namely, "What are the most used languages in the printed advertisements of the Algerian phone operators (Djezzy, Mobilis and Ooredoo)?" and "What are the language contact phenomena existing in the printed advertisements of the Algerian phone operators (Djezzy,

Mobilis and Ooredoo)?".

In order to carry out our analysis, we have attempted to analyze our advertising panels, first by detecting the three language contact phenomena existing, then by applying the Myers-Scotton Model (1993) "the matrix language frame" where two languages are involved in an utterance, the first language is known as "the matrix language" which means that it is the dominant one in the speech examined and the second is called "the embedded language" to denote the dominated one.

1.3.2.   Questionnaire

The questionnaire is a set of simple, clear and well organized questions. We have designed a questionnaire in order to answer our third research question namely, "How do the consumers react regarding the language(s) used in printed advertisements?"

The questionnaire was displayed through online technique "Google form" and in hard copy where we have distributed 7 in English, 6 in French and 7 in Arabic. It was distributed in three different versions; English, French and Arabic since we have adopted a simple random sampling.

The questionnaire aims to investigate the consumers' attitudes regarding the language(s) used in the printed advertising of Algerian mobile phone operators (Djezzy, Mobilis and Ooreedo). It is composed of 15 questions sectioned into three major parts. The first section is composed of 6 questions used to gather personal information of the participants. The second section consists of 5 questions concerning the participants' thoughts about the languages used in the posters employed by the Algerian mobile operators. The last section contains 4 questions on the attitudes of the participants regarding the language(s) used in these posters. We have collected 50 questionnaires. 30 of the subjects responded online through "Google form" and the other 20 submitted a hard copy of the questionnaire.

1.4. The Participants

When distributing the questionnaire, we have opted for a simple random sampling since the aim of the study was to investigate the participants' attitudes towards the language(s) used in printed advertisements of the three Algerian phone operators.

The questionnaire was administered to people from Bejaia city exhibiting different characteristics including gender, age, occupation, educational and linguistic backgrounds, and the mobile phone operator used.

1.4.1. Participants' Gender
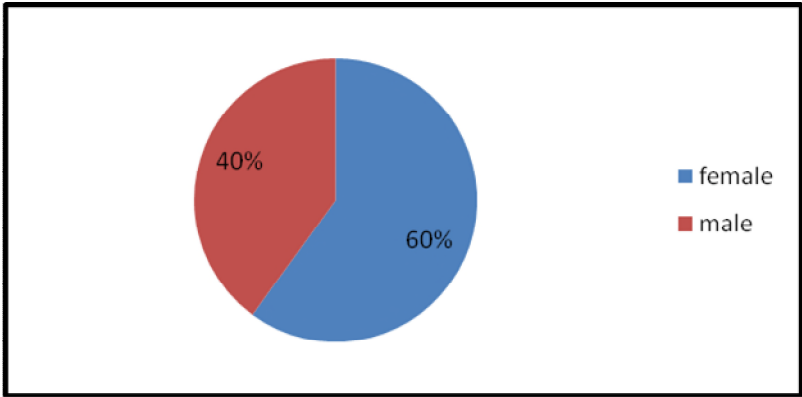
Figure 02: Participant's gender

As shown in the graph below, most of the participants who were a part of our experience are females with a percentage of (60%) while males are represented only with a percentage of 40%.

1.4.2.   Participants' Age
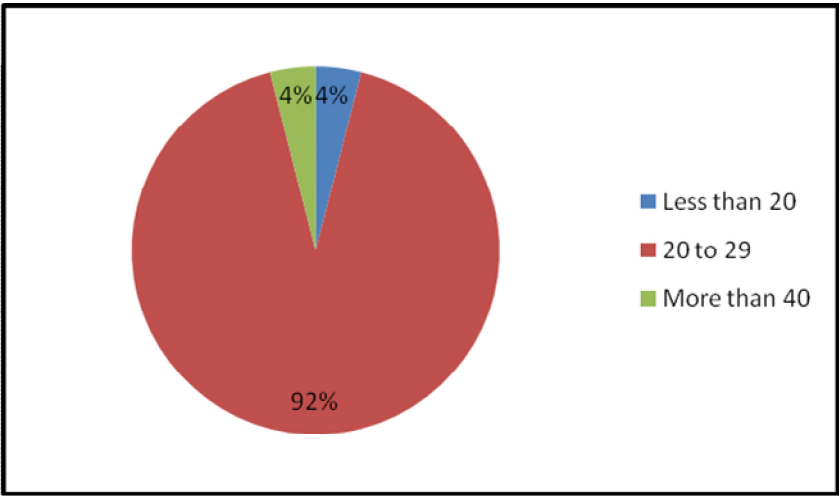
Figure 03: Participants' age

The ages of the participants who answered our questionnaire varies as the three categories are present, however, the majority of them (92%) are between 20 to 29 years old as shown in the graph below. 4% of them are less than 20 years old and the others (4%) are more than 40.

1.4.3. Participants' Occupation
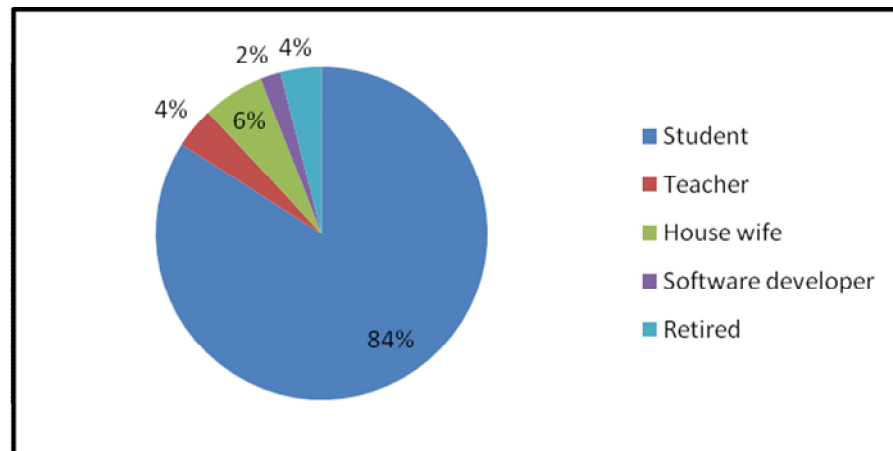
Figure 04: Participants' occupations

The chart below shows that the majority of the participants (84%) are students. The rest of them (16%) are divided onto four categories. 10% of them do not occupy any job. 6% of them are housewives and 4% are retired. The remaining participants are either teachers (4%) or soft ware developers (2%).

1.4.4. Participants' Level of Instruction
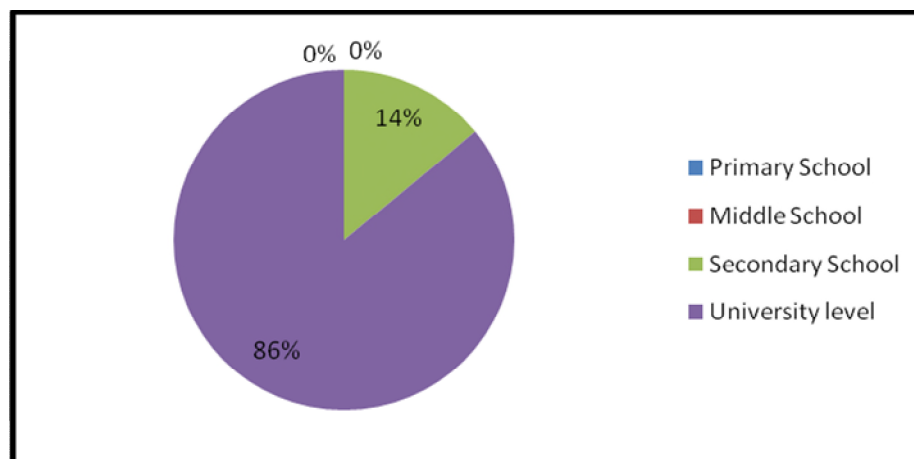
Figure 05: Participants' Level of Instruction

As shown in the graph below, all the subjects that have been selected to participate in our research are educated. The majority of them (86%) have a university level and 14% of them have a secondary school level. No participants from primary school level nor middle school level have been a part of our study.

1.4.5. The Main Languages Used by the Participants
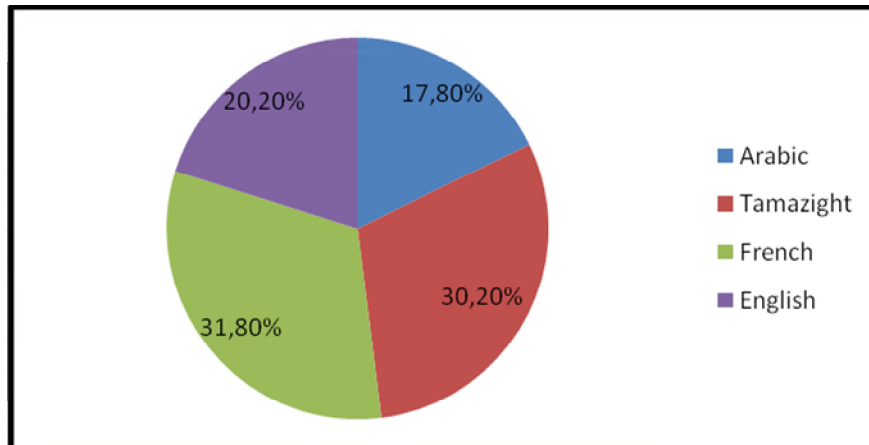
Figure 06: the main languages used by the participants

The subjects who have participated in the study have a varied linguistic background. French and Tamazight are the most languages used in the daily speech of the participants with (31. 80%) and (30. 20%) respectively followed by the English language with 20. 20% and the Arabic language with 17. 80%.

1.4.6. The Mobile Phone Operator Used by the Participants
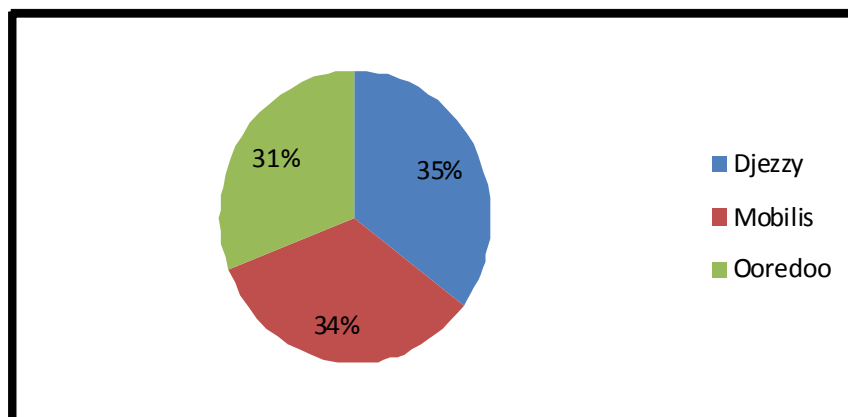
Figure 07: The mobile phone operator used by the participants

The subjects who have participated in the study make use of the three phone operators. The obtained results have shown that the most used operator is Djezzy with (35%) of the answers followed by Mobilis with (34%) and Ooredoo with (31%).

<div align="center">**Section Two**</div>

<div align="center">**Data Analysis & Interpretation of the Findings**</div>

2.1.   Sociolinguistic Analysis of the Selected Advertisements

Before starting our sociolinguistic analysis, it is extremely important to mention the presence of a wide variety of languages in the Algerian society. As we have already discussed in the first part of our research, several languages coexist in Algeria which has nowadays impacted every social aspect of the Algerians' everyday life.

Advertising is one of the most affected domains. Therefore, advertisers of the Algerian phone operators use a variety of languages to target every member in the Algerian society. Since this latter is considered as a multilingual country as Arezki (2010, p.22) stated*: "Algeria offers a fairly rich panorama in terms of multilingualism"*.

2.1.1. The languages Used in Billboards Advertisements of Algerian Phone Operators

By examining closely our corpus, we have spotted the presence of 4 main languages in the selected advertisements used in the billboards employed by the three mobile phone operators. They include respectively French, standard Arabic (dialectal and classical Arabic), English and Tamazight.

The use of the Tamazight language in the selected advertisements is very limited since we find it only in the printed advertisements of the operator Mobilis. This latter turns out to be the unique Algerian operator which visibly carries a great importance to Tifinagh.

Two languages which seem to predominate the corpus in terms of usage are French and English. We have noticed a high presence of the French language in all the advertisements of the mobile operators. Even if some advertisements are mainly written in another language, the French remains always present.

In the table below, we have presented briefly the languages used in our selected billboards of the three Algerian phone operators shown in Appendix A. The symbol (+) means the presence of the language in the advertisement and (-) means, adversely, its absence.

Advertisements' number	French	English	MSA	AA	Tamazight
Poster N° 01	+	+	-	-	-
Poster N° 2	-	+	+	-	-
Poster N° 3	+	+	-	+	-
Poster N° 4	+	+	-	-	-
Poster N° 5	+	+	-	+	-
Poster N° 6	-	+	+	-	-
Poster N° 7	-	+	-	+	-
Poster N° 8	+	+	-	-	-
Poster N° 9	+	+	-	+	+
Poster N° 10	+	+	+	-	+
Poster N° 11	+	+	-	-	+
Poster N° 12	-	+	+	-	+

Table 02: The existing languages in billboards advertisements.

2.1.2. The Analysis of the Billboards Advertising

We will proceed to the analysis of each one of the advertisement by identifying the three language contact phenomena that we are interested in and which had been our concern in the theoretical part of our research namely, code-switching, code-mixing and borrowing. We will first start by the mobile operator Djezzy then Ooredoo and finally Mobilis.

2.1.2.1. Djezzy

The ads of Djezzy are made up of three main colors; red, white and gray, the red color turns out to be the identify color of this operator since we notice its strong presence in all the advertisements. Besides, it is characterized by the use of simple and short sentences to

provide the consumers with the essential information concerning its offers through the use of different languages to satisfy each member of the society. The Following table explains how the languages are used and the language contact phenomena found:

Adv. N°	The Statement	Description
-Adv. N° 01	-Izzy Is Also a Youtube Generation. Youtube illimité. 10 GO d'internet. Appels et SMS illimités vers Djezzy à 1200 DA.	The name of this offer is « izzy ». It refers to the English word « easy ». It is borrowed at the phonological level. This statement consists of four separated sequences that are made-up of two different languages. Thus, we recognize an inter-sentential code-switching while the opening sequence starts in English and the second one is in French language.
-Adv. N° 02	من اجل السعر اخترت - Djezzy confort (Due to the price, I choose Djezzy confort)	This offer, named "Djezzy confrot", is constituted of only one statement which starts in classical Arabic and ends with English. This statement illustrates a code-mixing phenomenon since there is no cut while passing from classical Arabic to English.

-Adv. N° 03	- Izzy 30 youm khelwi 5 GO besh n'connecty 500 DA credit nahder m3a clickty Flexynet n'serbi les Gigas batel l s'haby. Izzy 30 days chilling 5 GB to connect 500 DA credit to chat with my team Flexynet I provide free gigas to my friends	"500 DA Izzy" is an offer that gives ability to the consumer to have more calls and Internet access. This advertising represents purely a case code-mixing. In fact, there is a mix between English and Dialectal Arabic as the first sequence demonstrates it. There is another mix between Dialectal Arabic and the French language in the closing sequence as we remark an intra-morphemic structure where dialectal Arabic affixes (N', Y) are inserted in both the verb in French "connecter" which has Become "n'connecty" and the French noun "clique" which has become "clickty". We have also detected the loan word: "n'connecty" that doesn't have any equivalent in Arabic. Thus, Algerian people use this word naturally to express their communicative need.
-Adv. N°04	-Djezzy E-Payment. Payez vos factures et rechargez du flexy sans vous déplacez. (pay your bills and top up flexy without having to move)	The offer E- payment gives the ability to its users to carry out different transactions like reloading and bill payments. In this ad, we observe an inter-sentential code-switching since there are two separated sequences. The statement passes from English in the opening sequence to the French language in the second sequence.

Table 03: The analysis of billboards Advertisements of Djezzy.

The Advertisers of Djezzy have designed well-adapted and representative texts by using several techniques to communicate their messages. The analysis of these ads has shown that there is a strong presence of three main language contact phenomena which are code- switching, code-mixing and borrowing. We recognize four languages namely, English, Modern Standard Arabic, Dialectal Arabic and French. The English language seems to be the matrix or the dominant language in this operator since it is omnipresent in all the

advertisements we have selected. Algerian Arabic and the French are also roughly present as embedded languages (subordinate languages) to support the matrix language which is

English. These two subordinating languages are used alternately with the English language. Modern Standard Arabic is rarely used in the chosen sample.

2.1.2.2. Ooredoo

In Ooredoo mobile phone operator, the use of colors is varied. It can change from one ad to another. Even though its label is in red and white other colors are included like, blue, yellow and purple. Ooredoo's advertisers use scattered words and in different languages to express their advertisements. Each ad is different from the other. Regarding the languages used to persuade the target audience, we have noticed a large use of Algerian Arabic, French and only few words in English. The table below shows the analysis of the selected advertisements of Ooredoo:

Adv N°	The statement	Description
-Adv N° 05	- YOOZ mode طلع ال سكاني و تيليشارجي Yooz Mode came out Scan and take-charge	The option YOOZ which stands for the English word « use » consists in an app that allows its users to compose their package according to their needs. If we consider the name of the app ''YOOZ'' we can say that as a first observation there is an intra-sentential code-switching from the English language into dialectal Arabic. Then, there is the second sequence which begins obviously in dialectal Arabic and ends in French. Therefore, it is a code-mixing. At the end, there is a presence of two loan words from the French language as we inserted the suffix "ي" to the verbs "scanner" and "télécharger" which have become part of the Algerian speech.

-Adv N° 06	- DATASHARE PRO تحكمو في اجهزاتكم - DATASHARE PRO Control your devices	DATASHARE PRO is an offer designed by Ooredoo. It consists of a master line containing an internet volume of up to 1 TB. In this text, we distinguish an inter-sentential code-switching as the first sequence of the statement starts in English and the second one is in Modern standard Arabic.
- Adv N° 07	- Hashta Hashta…aaag على من طاف Hashta - Hashta….aaag On who can	This advertisement is about a new prepaid offer oriented towards social methods. We notice at the first sight its particular morphology and then, the variation of two languages. This ad displays a case of inter-sentential code-switching in which the beginning of the text starts in English and shifts afterwards to dialectal Arabic. We have also noticed a certain rhyme when reading it. The word TAG is a borrowed word from English into dialectal Arabic
-Adv N°08	- La SWITCH Internet illimité a vie - The SWITCH Unlimited internet for ever	La SWITCH is an offer which gives consumers access to new advantages like free and unlimited calls to Ooredoo. This statement illustrates both code-mixing and code-switching. The code mix occurs in the first sequence between French and English and the code switch occurs from this same sequence to another one from English to French.

Table 04: The analysis of billboards Advertisements of Ooredoo.

The Ooredoo operator uses a lot of catchy words like "Yooz" and "La switch" to make their billboards advertising memorable and attractive. Its use of language varies between Algerian Arabic, French, English and Modern Standard Arabic. Their texts are very short yet very clear through the use of the three language contact phenomena especially, code-mixing. We cannot say that there is a particular

dominance of one language over the others since the four languages are used alternately.However, we see that English is present in each advertising, we can find segments of words in English and a little longer phrases in French and dialectal Arabic or Modern Standard Arabic.

2.1.2.3. Mobilis

Mobilis, as its competitors, takes care of its image that is why it invests in the field of advertising. In its billboards advertising, the colors used are mainly green and white and the texts contain simple and straightforward sentences to allow consumers to directly understand the message and the target offers as shown in the following table:

Adv N°	The statement	Description
- Adv N° 09	- BE KING 500DA/mois Appels illimités vers Mobilis خلص واش تسحق وقت ما تحب ! ⵝⵞⵏⵙⵙⵣ ⵙⵔⵙⵉ ⵜⵙⵀⵣⵕ - BE KING 500 DA/month Unlimited calls to mobilis Pay what you need , at any time you want	"Be king" enables consumers to use calls, SMS and internet with total flexibility. In this publicity, we spot an inter- sentential code-switching. The statement starts in English then passes to French and from French to dialectal Arabic. And finally ends with Tifinagh.
-Adv N°10	- PIXX افضل العروض ⵞⵣⵉⵔⵛⵀⵎⵄⵓⵍⵉⵛ Optez pour le meilleur - PIXX Go for the best	This offer, like the other, gives many chances to the users to better exploit their operator. An inter-sentential code-switching is discerned in this ad. It starts with the name of the offer which is originally in the English language. Then, there is the second sequence in MSA, followed by its translation in

	Tamazight (Tifinagh). At the end, there is an utterance in French. We conclude the presence of four languages in this advertising.	
-Adv N°11	- ⵣ⵿ⵛⵍ⵿ⵯⴴ⵿ⵄ Win Max Libre Un maximum d'avantages avec la Win Max Libre. Libre Win Max -Maximum of advantages with free max win Free max win	In this advertising poster, we notice two language contact phenomena. In the first utterance, code-mixing is used between three languages namely, Berber, English and French. The same case for the second utterance which starts in French then shifts to English. At the same time there is code switching between these three utterances.
-Adv N° 12	-PIXX PRO - العرض الذي يضيء مشاريعكم - Pixx pro The display that lights up your projects	- This statement offers its clients the possibility to communicate freely through calls directed to all the other operators. It illustrates an inter-sentential code-switching since the text starts in English, then it passes to modern standard Arabic in the second sentence. Finally, it finishes in the Tamazight language as shown in the last sentence. .

Table 05: the analysis of billboards Advertisements of Mobilis

The Algerian phone operator "Mobilis" alternates between many languages to satisfy its

customers. We discern a large usage of the Tamazight and French. These languages are present in every advertisement we selected. English and Arabic are also used but it is worth mentioning that they are not as much frequent as French and Tamazight. We deduce then, that Tamazight and French are the matrix languages while English and Arabic work as subordinators.

2.2. Analysis of the Results of the Questionnaire

The analysis of the questionnaire will be based on the second and the third sections dealing respectively with the participants' opinions about the language(s) used in printed advertisements of the Algerian phone operators and with their attitudes toward them. The former consists of 5 questions and the latter is composed of 4 items.

2.2.1. Participants' Opinions about the Language(s) Used in the Printed Ads of the Algerian Phone Operators

Q 7: What attracts you the most in the printed advertisements provided by the Algerian phone operators (Djezzy, Ooredoo and Mobilis)?
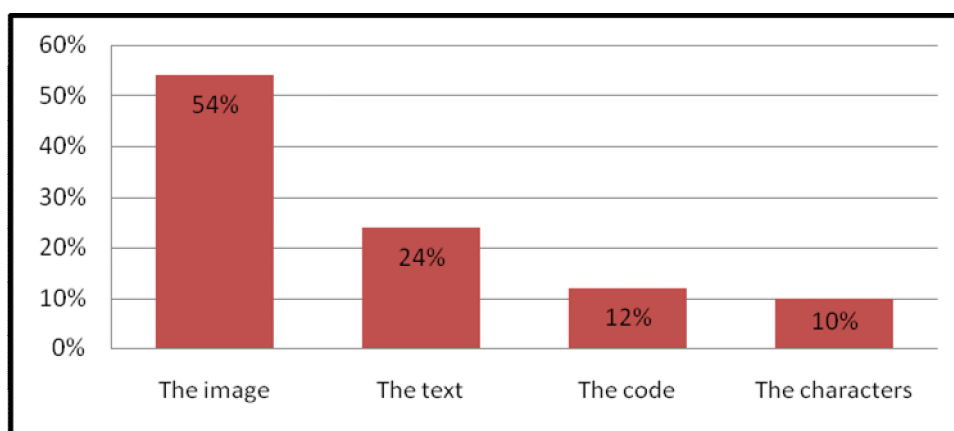
Figure 08: Participants' attraction.

More than half of the participants (54%) are attracted by the image (the colors, forms and designs), 24% of them by the text, 12% by the code (either language or variety of languages) and 10% answered that they were attracted by the characters employed refereeing famous personalities (e.g., footballers).

Q 8: What do you think about the quality of the advertisements of the Algerian phone operators? (Djezzy, Ooredoo, Mobilis).

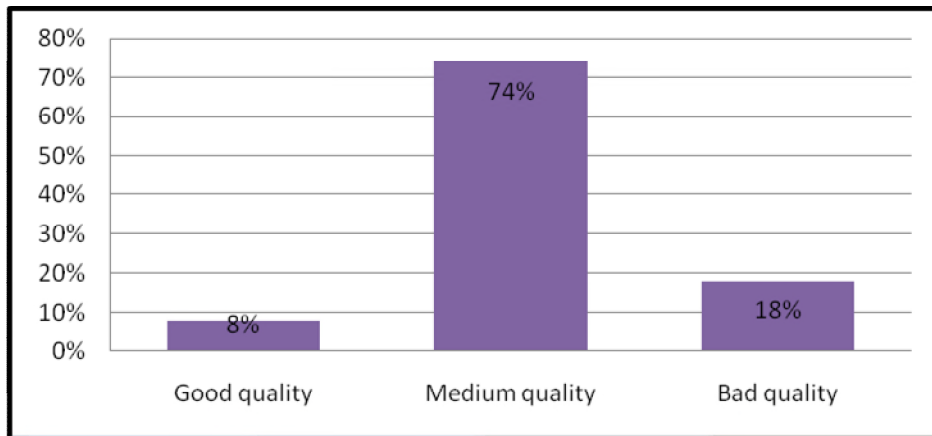**Figure 09: Participants' thoughts about the quality of the printed advertisement**

The data show that almost three quarter of the participants (74%) found that the quality of the printed advertisements is medium. For 18% of them, it is bad. However, only 8% of the respondents thought that it is of a good quality.

Q 9: According to you, what are the languages used in the printed advertisements of the Algerian phone operators? (You can choose more than one answer).
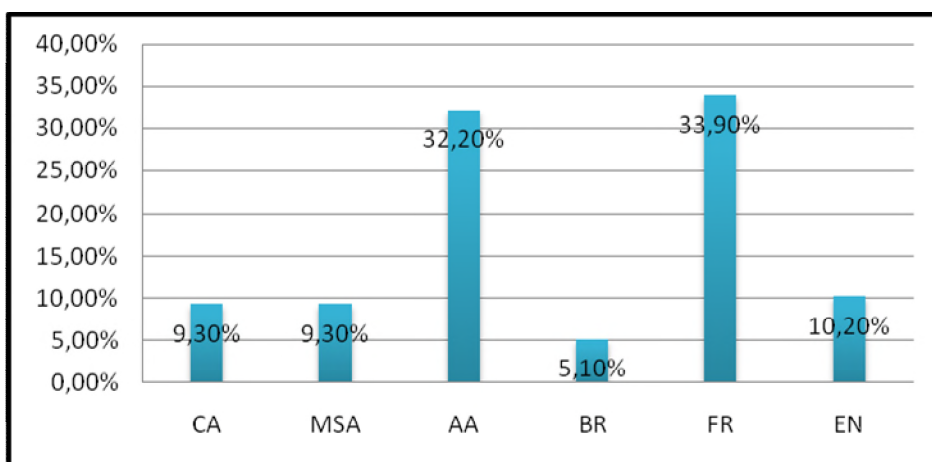
Figure 10: **Participants' thoughts about the languages used in printed ads**

The participants of our questionnaire thought that French and Algerian Arabic are the most used languages in the printed advertising of the Algerian phone operators with 33.90% and 32.20%, respectively. Only 10% referred to the English language while 9.30% of the respondents referred to the Classical Arabic and the other 9.30% to Modern Standard Arabic. Only 5.10% referred to Berber.

Q10: the language of advertising of the Algerian phone operators is selected according to the daily speech of Algerians:
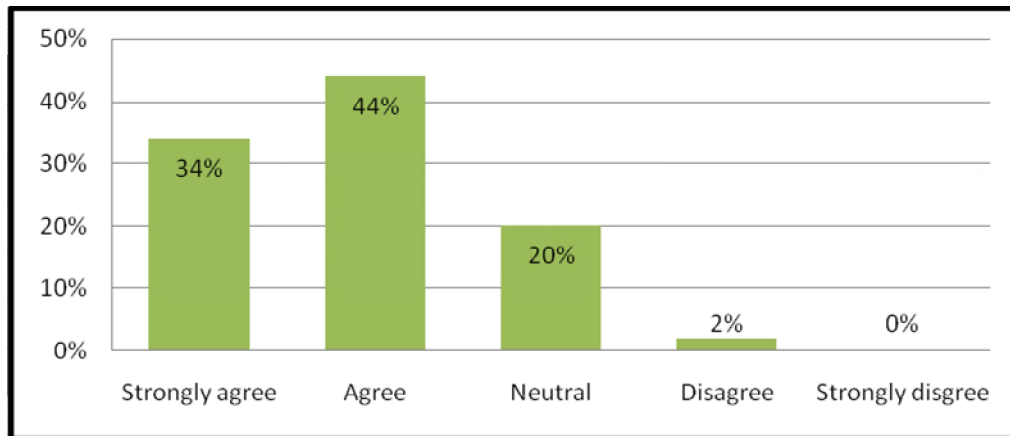
Figure 11: Relation between the language of advertising and the daily speech of Algerians

The results have show that the majority of the participants (78%) agreed (44%) or strongly agreed (34%) that the language of advertising of the Algerian phone operators is selected according to the daily speech of the Algerian against 2% of them who disagreed. It is worth-noting that a great number of the respondents (20%) are neutral about it.

Q11: the use of Algerian Arabic (Darija) in advertising attracts your attention to the services offered by the Algerian phone operators.
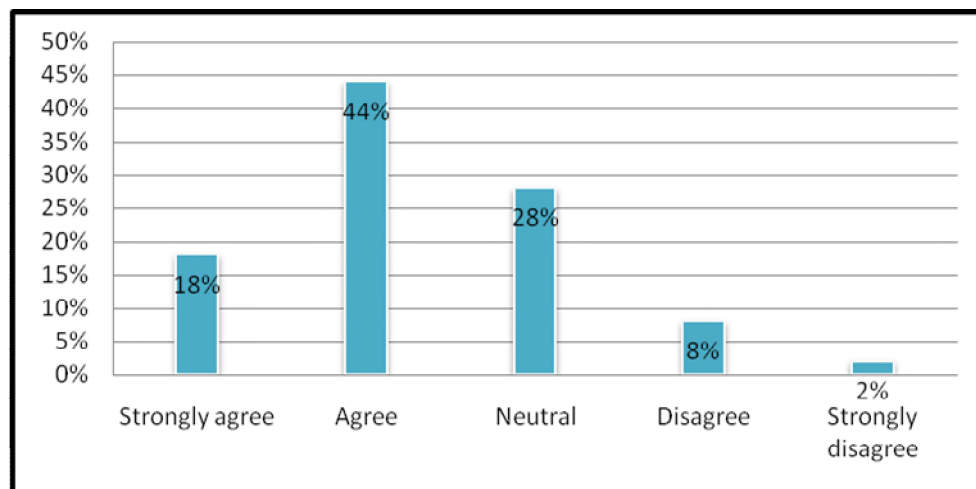
Figure 12: The use of Algerian Arabic in printed advertising

More than half of the participants (62%) are attracted by the services offered due to the use of the Algerian Arabic (Darija) in the advertisement used by the Algerian Phone operators. In contrast, only 10% of them disagreed (8%) or strongly disagreed (2%). A great number of the participants (28%) remain neutral about the statement.

2.2.2. Participants' Attitudes towards the Languages Used in the Printed Ads of the Algerian Phone Operators

Q12: Do you think that the use of more than one language in the printed advertising of Algerian phone operators makes you understand the message sent?
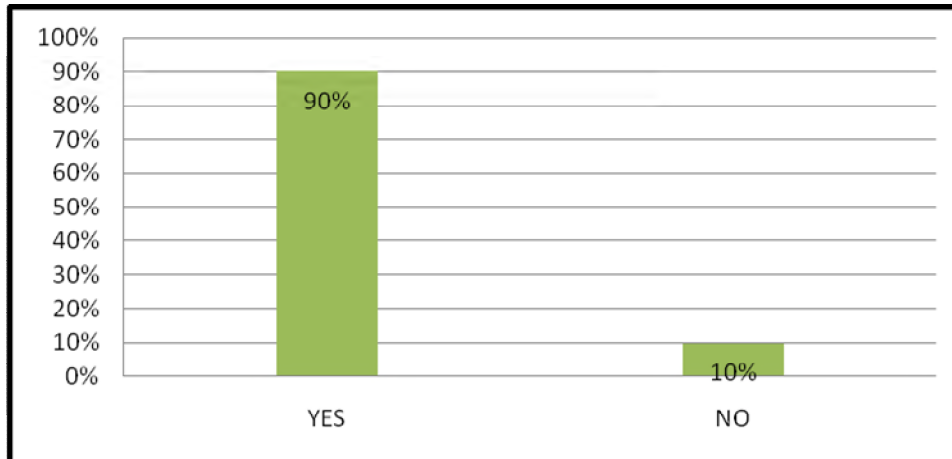
Figure 13: The use of more than one language in printed advertising

The results have shown that almost all the participants (90%) understand better the message transmitted by the phone operators when they use more than one language. Only 10% did not share this belief.

Q13: In your opinion, printed advertising texts of Algerian phone operators are designed in more than one language because:
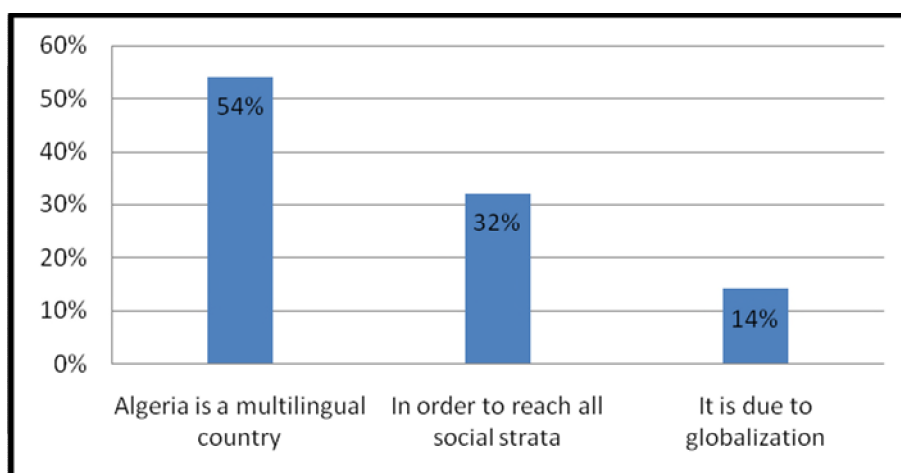
Figure 14: Reasons for the use of many languages in the printed advertisements of the mobile phone operators

More than half of the participants (54%) thought that the use of more than one language in the printed advertising of Algerian phone operators is because Algeria is a multilingual country while 32% view that it is due to the policy conducted by the operators to satisfy all social strata. Only 14% of the participants referred to globalization.

Q14: do you think that the advertising language exaggerates in describing the products?
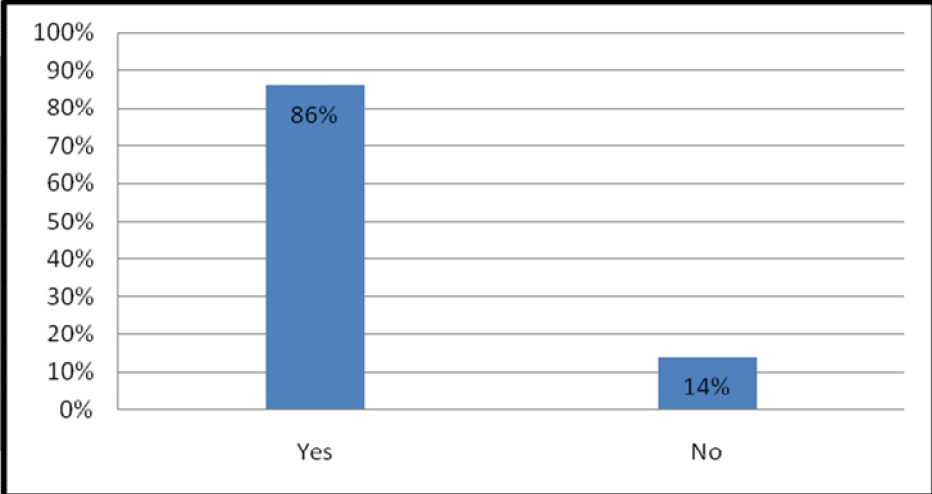
Figure 15: Exaggeration of the advertising language to describe the products offered

Almost all the participants (86%) see that the language of advertising exaggerates in describing their products while the minority (14%) thinks the opposite.

Q15: advertisement can influence consumers' choice to purchase services offered by mobile phone operators.
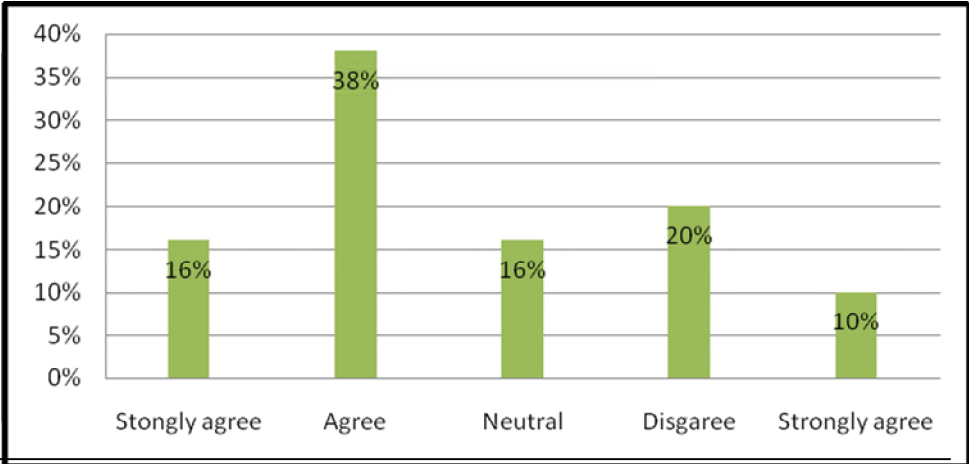
Figure 16: Effect of advertisements on the consumers' decision to purchase

The findings have shown that more than half of the participants (54%) agreed (38%) or strongly agreed (16%) that they were influenced by advertising since it pushed them to purchase. 30% of them disagreed (20%) or strongly disagreed (10%) and 16% of the respondents were neutral.

2.3. Interpretation and Discussion of the Findings

While proceeding to our interpretation, we noticed first that the two most used languages in the billboards of the Algerian phone operators are French and English. In fact, these two languages are almost present in all the 12 selected billboards we have selected. The other languages (Standard Arabic, Algerian Arabic and Tamazight) are less used. Moreover, the results of the sociolinguistic analysis of language use in these billboards allow us to confirm the massive use of three language contact phenomena namely, code switching, code mixing and borrowing. These latter are omnipresent in all the selected advertising panels.

Concerning the translation of the results of the questionnaire, we have discerned that our participants are mostly females rather than males. All of them have different ages, occupations and levels of instruction. The most used languages in their daily life are French and Tamazight (Q5).

We have selected different profiles of participants since our research does not require a specific sampling since it is a theme that may concern each one of us. Because of their advantageous offers, Djezzy is the most used phone operator by our participants (35%), followed closely by Mobilis with 34% and Ooredoo with 31%.

The second part of the questionnaire concerns the participants' thoughts about the languages used in printed advertising of Algerian phone operators, particularly those used in billboards. In this perspective, we have noted that the image is the main feature that attracts the attention of the majority of participants (54%). We have also recognized that almost all the participants are not really convinced about the quality of the printed advertisements of Algerian phone operators since 74% have reported that it is of a medium quality. However, only 8% of them considered the quality of these advertisements as good. We can say that the quality of the printed advertisements of Algerian phone operators is viewed as being acceptable since the respondents who considered it as having a bad quality represents only

18% of the target population (Q8).

According to the participants' thoughts (Q9), the languages that are most used in the printed advertisements of Algerian phone operators are French (33.9%) and Algerian Arabic (32.2%), followed by the English language with 10.2%. Classical Arabic and modern standard Arabic are only present with (9.3%) while the Tamazight language is there with 5.1%. The majority of the participants (78%) agreed that the language of advertising of the Algerian phone operators is selected according to their daily speech since they noticed the presence of the languages they use.

More than half of the participants (62%) agreed that the use of Algerian Arabic (Darija) in advertising texts attracts their attention to the services offered by the Algerian phone operators against 38% of them who disagreed (10%) or are neutral (28%). However, it seems that the use of more than one language in the printed advertising of Algerian phone operators is perceived as a valuable asset to make the costumers understand better the message sent (Q12). This may indicate that the participants use more than one language in their speech and they want advertisers also to use a variety of languages to communicate with the different members of the society.

Moreover, we may say that most of our participants are multilingual speakers since 54% of them state the reason behind the use of more than one language in printed advertising texts to the fact that Algeria is a multilingual country. 32% of the subjects claimed that this diversity in the languages used is purposive in order to reach all social strata since we may have differences between individuals' characteristics in a society (age, educational background,… etc). Thus the use of more than one language may help to satisfy customers with different profiles. 14% of the participants considered that the linguistic variation in mobile ads is due to globalization.

Furthermore, 86% claimed that the advertising language exaggerates in describing the products where advertisers focus only on mentioning the positive aspects of the product and how it is beneficial in order to get their attention and to push them to purchase. Despite this, 54% of the respondents agreed that their decision to buy the services offered by the mobile phone operators is influenced positively by the advertisements the latter present. Being aware of this, advertisers make their efforts to present the offers in an attractive way by displaying the advantages that their clients may receive from them.

From the analysis of the selected advertisements and the questionnaire, we discern that most of the advertising panels we have selected are written with the use of different

languages as well as varieties of languages. Advertisers use this strategy to influence the consumers' decision-making or at least attract their attention to the service offered. The language used in advertising may respond to the language used by the audience.

Algerian phone operators make use of several languages in their printed advertising. In fact, we can notice the presence of Modern Standard Arabic, French, Algerian Arabic and Berber as these languages reflect the Algerian speech community. Advertisers try to reach each member of the Algerian society which is considered as multilingual as highlighted by Maiche (2016, p.140):

> *« Connaissant parfaitement leur public cible, les trois opérateurs de la téléphonie mobile en Algérie se sont appuyés précisément sur le répertoire plurilingue et les multiples compétences langagières de celui-ci pour produire ce que nous avons nommé des « cocktail de langues » du coup, à l'unilinguisme décrété dans les textes réglementaire régissant l'affichage public, les concepteurs-rédacteurs opposent et imposent un plurilinguisme affiché. »*

Moreover, as a result of our findings, different language contact phenomena are found in the analysis of billboards advertisements of Algerian phone operators namely, code switching, code mixing and borrowing as mentioned by Laref and Boukhris (2021, p.466) in their latest research:

> *Les opérateurs téléphoniques se sont appuyés sur l'emprunt, l'alternance codique et le code mixing qui se présentent comme les différents moyens d'expression de la diversité linguistique. En fait, les langues alternées servent à dessiner un paysage linguistique riche, une société plurilingue et une forte manifestation identitaire.*

The results have shown that the consumers consented with the use of more than one language in the advertisements of Algerian phone operators since the mix/switch between the languages used in their environments make each member of the Algerian society understand the message sent.

2.4. Conclusion

In this chapter, the aim was to analyze the selected billboards advertisements and to explore the consumers' attitudes toward the languages used in these advertisements. It includes the analysis of the gathered data from two main research tools; the sociolinguistic analysis of the collected billboards of the three Algerian phone operators (Djezzy, Ooredoo, Mobilis) and a questionnaire to target the customers 'attitudes. For a better interpretation of the collected data tables and Graphs were used.

2.5. General Conclusion

The present research has attempted to investigate language use in the printed advertising of the Algerian phone operators namely those of Djezzy, Ooredoo and Mobilis. For this sake, we have elaborated three assumptions. First, Algerian Arabic and French are the most used languages in the advertising panels of Algerian phone operators. Second, code-mixing, code-switching and borrowing are omnipresent in these advertisements. Third, thanks to the variation of language in the advertising of Algerian phone operators, consumers are more influenced to buy.

The major aim of this work is to find answers to three research questions dealing with the identification of the languages that are mostly used in the printed advertising of Algerian phone operators, the language contact outcomes that we may find in them and the people's reactions to the language used in these advertisements. By using two research tools (content analysis of the selected advertisements and a questionnaire) we tried to provide clear answers.

The results have shown that many languages like Algerian Arabic, French, English and Berber are used in printed advertising of Algerian phone operators. However both French and English turn out to be the most current. In fact, the presence of these two languages is noticeable in basically every advertisement. Moreover, we have remarked a small presence of Berber since only the operator Mobilis utilizes strongly this language.

Furthermore, after the sociolinguistic analysis that we have made, we have confirmed that the use of code-switching, code-mixing and borrowing is recurrent. That is, the three Algerian mobile operators make use of these three language contact phenomena by combining between two or three languages. The most used combinations are: Algerian Arabic and French, English and Arabic, French and English. Again this time, only the operator Mobilis mixes/ switches the Berber language with other languages like English and Algerian Arabic.

Finally, the results of the questionnaire have shown that the majority of the participants agree and support the use of different languages in the advertising panels of the Algerian phone operators. Only a minority of the participants have negative attitudes towards this linguistic variation as they claim that it does not help them to understand the message sent by the operators. Accordingly, the use of code-switching, code-mixing and borrowing is appreciated among the Algerian consumers.

2.6. Limitations of the Study

Despite of the fact that we have collected data and answered our research questions, different obstacles have been encountered.

The first limitation was the lack of documentation and reliable resources for collecting data because of scarcity of research studies on printed advertising and Algerian phone operators. The Second limitation was the impossibility of communicating with the competent persons in charge of advertising in the domain of telecommunication. This is mainly due to the adopted policy of centralization which stipulates that these services be at the level of the capital city, Algiers. Besides, the scope of the study was limited. We have analyzed only 12 billboards advertisements and have received only 50 answers to the questionnaire distributed.

2.7. Recommendations for Further Research

For the sake of conducting research on similar topics in the future where our humble work can be a reference for those who are interested in analyzing the language of advertising, we suggest the following themes for future research studies:

- Are the languages used in the printed advertisements of Algerian phone operators the same in other districts of the country.
- Comparing between the languages used in the printed and electronic types of advertising on Algerian phone operators.

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Appendices

Appendix A

Examples of the Printed Advertisements of the Three Algerian Phone Operators
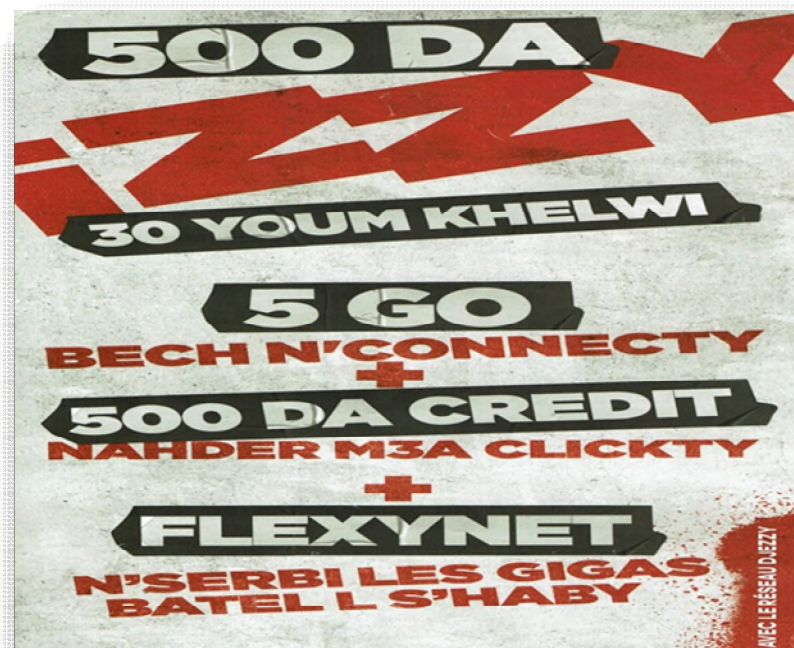
(Djezzy, Ooredoo, Mobilis)

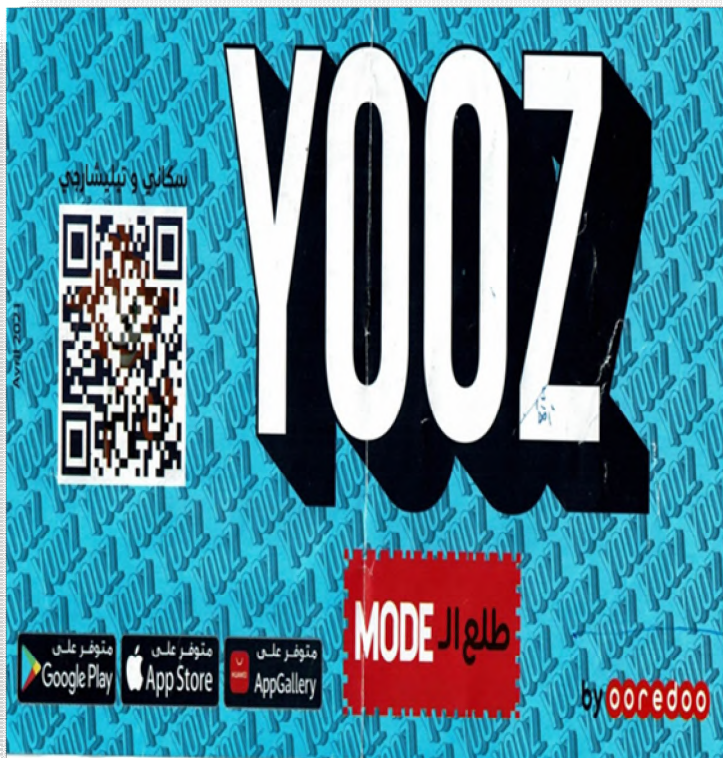Advertisement n °: 01

Advertisement n°:02

Advertisement n °: 03

Advertisement n°: 04

Advertisement n °:05

Advertisement n°:06

Advertisement n°:07

Advertisement n°:08

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Advertisement n°: 09

Advertisement n °:10

Advertisement n°:11

Advertisement n °:12

Appendix B

Questionnaire for Customers' Attitudes towards the Languages used in the Printed
Advertisements of the Algerian Phone Operators

> ***Dear participants,***
>
>   *The research study we are conducting attempts to investigate Algerians' attitudes towards the language(s) used in the printed advertising of the Algerian mobile operators (Djezzy, Ooreedo, Mobilis).*
>
>   *We would be very grateful if you could answer all the questions below. Be assured that your responses are anonymous and will be used to serve educational purposes only.*
>
> *Thank you for your collaboration.*

1- What is your gender ?

    ➢ Male ☐   No ☐

2- What is your age?

    ➢ Less than 20 years old ☐
    ➢ 20 to 29 years old ☐
    ➢ 30 to 40 years old ☐
    ➢ More than 40 years old ☐

3- What is your occupation?
…………………………………………………….

4- What is your highest level of instruction?

    ➢ No level of instruction ☐
    ➢ Primary school level ☐
    ➢ Middle school level ☐
    ☐

> ➤ Secondary school level
>
> ➤ University level (Please, specify) ▭

5- What is the main language you use in your daily life? (you can tick more than one box)

> ➤ Arabic ▭
>
> ➤ Tamazight ▭
>
> ➤ French ▭
>
> ➤ English ▭
>
> ➤ Others ▭

6-What is the mobile operator you use? (You can tick more than one box)

> ➤ Djezzy ▭
>
> ➤ Mobilis ▭
>
> ➤ Ooredoo ▭

7-What attracts you most in the printed advertisements provided by the Algerian phone operators (Djezzy, Ooreedo and Mobilis)?

> ➤ The image ▭
>
> ➤ The text
>
> ➤ The code ▭
>
> ➤ The characters(footballers, actors, singers) ▭
>
> ➤ Others (Please, Specify) ▭

8-What do you think of the quality of the advertisements provided by the Algerian phone operators (Djezzy, Ooreedo and Mobilis)?

> ➤ Good quality ▭
>
> ➤ Medium quality ▭
>
> ➤ Bad quality ▭

9- According to you, what are the languages used in the printed advertisements of the Algerian phone operators? (you can choose more than one answer)

- ➢ Classical Arabic ☐
- ➢ Modern standard Arabic ☐
- ➢ Algerian dialectal Arabic ☐
- ➢ Berber ☐
- ➢ French ☐
- ➢ English ☐
- ➢ Others (Please, specify) ☐

10-The language of advertising of the Algerian phone operators is selected according to the daily speech of Algerians:

- ➢ Strongly agree ☐
- ➢ Agree ☐
- ➢ Neutral ☐
- ➢ Disagree ☐
- ➢ Strongly disagree ☐

11- The use of Algerian Arabic (Darija) in advertising attracts your attention to the services offered by the Algerian phone operators:

- ➢ Strongly agree ☐
- ➢ Agree ☐
- ➢ Neutral ☐
- ➢ Disagree ☐
- ➢ Strongly disagree ☐

12-Do you think that the use of more than one language in the printed advertising of Algerian phone operators makes you understand the message sent?

➢ Yes ☐   No ☐

13-In your opinion, printed advertising texts of Algerian phone operators are designed in more than one language because:

➢ Algeria is a multilingual country ☐
➢ In order to reach all the social strata ☐
➢ It is due to globalization ☐
➢ Others (please specify) …………………………………………..

14- Do you think that the advertising language exaggerates in describing the products?

➢ Yes ☐
➢ No ☐

15-Advertisements can influence consumers' choice to purchase the services offered by mobile phone operators.

➢ Strongly agree ☐
➢ Agree ☐
➢ Neutral ☐
➢ Disagree ☐
➢ Strongly disagree ☐

Questionnaire for Customers' Attitudes towards the Languages used in the Printed
Advertisements of the Algerian Phone Operators (French version)

Chers participants,

*Le thème de notre recherche porte sur les attitudes des Algériens vis-à-vis de la
langue (ou des langues) utilisée(s) dans la publicité imprimée des opérateurs mobiles
algériens en l'occurrence, Djezzy, Ooreedo et Mobilis.*

*Vous êtes priés de répondre fidèlement aux questions suivantes. Nous tenons à vous
rassurer que le contenu de vos réponses ne servira qu'à des fins strictement pédagogiques et
qu'il restera anonyme.*

Merci pour votre collaboration.

1- êtes-vous ?

    ➢   Un homme   ☐   Une femme   ☐

2- Quel âge avez-vous ?

    ➢   Moins de 20 ans ☐
    ➢   De 20 à 29 ans ☐
    ➢   De 30 à 40 ans ☐
    ➢   Plus de 40 ans ☐

3- Quel est votre profession ?

    ➢   ……………………………………………

4- Quel est votre niveau d'instruction ?

    ➢   Aucun niveau d'instruction   ☐
    ➢   Niveau primaire   ☐
    ➢   Niveau moyen (CEM)   ☐

➢ Niveau secondaire (lycée) ☐

➢ Niveau universitaire (Précisez, SVP) ☐

5- Quelle est la langue que vous utilisez le plus au quotidien ? (vous pouvez choisir plus d'une réponse)

➢ Arabe ☐

➢ Tamazight ☐

➢ Français ☐

➢ Anglais ☐

➢ Autres ☐

6- Quels réseaux operateurs utilisez-vous ? (vous pouvez choisir plus d'une réponse)

➢ Djezzy ☐

➢ Mobilis ☐

➢ Ooredoo ☐

7- Qu'est ce qui attire le plus votre attention dans les panneaux publicitaires des réseaux operateurs de téléphonie mobile algériens (Djezzy, Ooreedo, Mobilis) ?

➢ L'image ☐

➢ Le texte ☐

➢ La langue ☐

➢ Les personnalités (joueurs, acteurs, chanteurs) ☐

➢ Autres (Précisez, SVP) ☐

8- Que pensez-vous de la qualité des panneaux publicitaires présentés par les operateurs de téléphonie mobile algériens (Djezzy, Ooreedo and Mobilis)?

➢ Bonne qualité ☐

➢ Moyenne qualité ☐

➢ Mauvaise qualité ☐

9- Selon vous, quelles sont les langues utilisées dans les publicités imprimées des operateurs mobiles algériens ? (vous pouvez choisir plus d'une réponse)

➢ L'Arabe Classique ☐

➢ L'Arabe Standard Moderne ☐

➢ L'Arabe Dialectal Algérien ☐

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- ➢ Le Berber ☐
- ➢ Le Français ☐
- ➢ L'Anglais ☐
- ➢ Autres (Précisez, SVP) ☐

10- La langue de publicité des operateurs mobiles algériens est choisie en fonction du langage courant des algériens :

- ➢ Tout a fait d'accord ☐
- ➢ D'accord ☐
- ➢ Neutre ☐
- ➢ Pas d'accord ☐
- ➢ Pas du tout d'accord ☐

11- L'utilisation de l'Arabe dialectal algérien (Darja) dans les publicités imprimées des operateurs mobiles algériens attire votre attention aux services offerts:

- ➢ Tout a fait d'accord ☐
- ➢ D'accord ☐
- ➢ Neutre ☐
- ➢ Pas d'accord ☐
- ➢ Pas du tout d'accord ☐

12- Pensez-vous que l'utilisation de plusieurs langues dans les publicités imprimées des operateurs mobiles algériens vous aide à comprendre le message envoyé ?

- ➢ Oui ☐   No ☐

13- A votre avis, les textes des publicités imprimées des operateurs mobiles algériens sont présentés en plusieurs langues parceque :

- ➢ L'Algérie est un pays multilingue ☐
- ➢ Pour pouvoir s'adresser à toutes les couches sociales ☐
- ➢ La globalisation ☐
- ➢ Autres (précisez SVP)………………………………………………..

14- Pensez-vous que le langage publicitaire exagère en décrivant les produits offerts?

- ➢ Oui ☐   No ☐

15- Les annonces publicitaires peuvent influencer la décision des consommateurs d'acheter les services offerts par les operateurs mobiles algériens?

- ➢ Tout a fait d'accord ☐
- ➢ D'accord ☐
- ➢ Neutre ☐
- ➢ Pas d'accord ☐
- ➢ Pas du tout d'accord ☐

Appendix D

Questionnaire for Customers' Attitudes towards the Languages used in the Printed Advertisements of the Algerian Phone Operators (Arabic version)

> **أعزائي المشاركين،**
>
> **إن الدراسة البحثية التي نجريها محاولة للتحقيق عن مواقف الجزائريين تجاه اللغة (اللغات) المستخدمة في الإعلانات المطبوعة لمشغلي الهاتف المحمول الجزائريين (جازي، اوريدو، موبيليس).**
>
> **سنكون ممتنين للغاية إذا تمكنتم الإجابة على جميع الأسئلة أدناه. تأكدو من أن ردودك مجهولة المصدر وستُستخدم لخدمة الأغراض التعليمية فقط.**

1- الجنس:

• ذكر ☐   أنثى ☐

2-العمر:

• اقل من 20 سنة ☐
• من 20 إلى 29 سنة ☐
• من 30 إلى 40 سنة ☐
• أكثر من 40 سنة ☐

3- ماهي مهنتك في الحياة ؟

....

4- ماهو أعلى مستوى تعليمي لديك

• من دون مستوى ☐
• مستوى ابتدائي ☐
• مستوى متوسط ☐
• مستوى ثانوي ☐
• مستوى جامعي ☐   (من فضلك حدد مستوك) ....

5- لغة الاتصال الرئيسية المستخدمة في حياتك اليومية (يمكنك اختيار أكثر من إجابة)

• اللغة العربية ☐
• اللغة الامازيغية ☐
• اللغة الفرنسية ☐
• اللغة الانجليزية ☐
• لغات أخرى ☐

6- ماهو متعامل الهاتف المحمول المستعمل لديك (يمكن اختيار اكثر من اجابة)

- جازي ☐
- موبيليس ☐
- اوريدو ☐

7-ما الذي يجذب انتباهك اكثر في ملصقات متعاملي الهاتف النقال (جازي، اوريدو، موبيليس) ؟

- الصورة (الألوان ، التصاميم ...الخ) ☐
- النص (العروض التي تقدمها الشبكات) ☐
- اللغة (اللغات المستخدمة)
- الشخصيات (لاعبي كرة القدم، ممثلين، مطربين) ☐
- لا شئ ☐

8- ما رايك في جودة اللوحات الاعلانية المطبوعة لمشغلي الهاتف المحمول؟

- جودة عالية ☐
- متوسطة جودة ☐
- سيئة ☐

9- حسب رأيك ماهي اللغات المستخدمة في الإعلانات المطبوعة الجزائرية لمتعاملي الهاتف المحمول (جازي، اوريدو، موبيليس)؟
(يمكن اختيار اكثر من اجابة)

- العربية الكلاسيكية ☐
- العربية الفصحة الحديثة ☐
- العربية الدارجة المستخدمة في الجزائر ☐
- الامازيغية ☐
- الفرنسية ☐
- الإنجليزية ☐
- لغات أخرى ☐

10- يتم اختيار لغة الاعلان لدى شركات الهواتف الجزائرية حسب الخطاب اليومي للجزائريين:

- موافق بشدة ☐

- موافق ☐

- حيادي ☐

- معارض ☐

- معارض بشدة ☐

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11- استخدام اللهجة الجزائرية يجذب انتباهك إلى الخدمات المعروضة من طرف متعاملي الهاتف النقال :

- موافق بشدة ☐
- موافق ☐
- حيادي ☐

- معارض ☐

- معارض بشدة ☐

12- هل تعتقد أن استخدام أكثر من لغة في الإعلانات المطبوعة لمتعاملي الهاتف المحمول في الجزائر يجعلك تفهم الخدمات المعروضة ؟

- نعم ☐
- لا ☐

13- حسب رأيك النصوص الإعلانية المطبوعة لمشغلي الهاتف المحمول الجزائري مكونة باكثر من لغة لان :

☐

- الجزائر بلد متعدد اللغات
- لكي تصل إلى كل الشرائح الاجتماعية ☐
- العولمة ☐
- غير ذلك (حدد من فضلك)
....

14- هل تعتقد ان لغة الاعلان تبالغ في وصف المنتجات التي تعرضها؟

- نعم ☐

- لا ☐

15- الإعلانات يمكنها أن تؤثر على قرار المستهلكين لشراء الخدمات المعروضة من قبل شركات الهاتف النقال:
- موافق بشدة ☐

- موافق ☐

- حيادي ☐
  معارض
- ☐

- معارض بشدة ☐

Résumé

La situation sociolinguistique en Algérie est marquée par la coexistence de plusieurs langues ainsi que de plusieurs variétés de langues. Par conséquent, beaucoup de phénomènes linguistiques ont vu le jour dans ce pays. Ces derniers sont utilisés dans tout les secteurs de la vie quotidienne des algériens, le domaine de la publicité ne fait pas l'exception. Le but de notre recherche est de mener une enquête sur les multiples choix de langues utilisé dans les publicités des operateurs mobile algériens (Djezzy, Mobilis et Ooredoo) ensuite trouver les phénomènes de contact linguistiques présents dans ces publicités et enfin, définir l'attitude du consommateur algérien envers ces langues. Notre étude est basée sur trois hypothèses : la première est que l'Arabe Dialectal Algérien et le Français sont les deux langues les plus utilisées dans la publicité imprimée des operateurs mobiles Algériens. La deuxième stipule que le code switching, le code mixing et l'emprunt sont les trois phénomènes de contact linguistiques les plus fréquents dans la publicité imprimée des réseaux operateurs algériens. La troisième affirme que les différentes langues employées dans ces publicités peuvent entrainer les consommateurs Algériens à acheter plus. Pour assurer la validité de ces dernières, nous avons déployé une méthode mixte qui combine une analyse qualitative et une autre quantitative. Pour tester les deux premières hypothèses, nous avons sélectionné douze panneaux d'affichages des operateurs mobiles Algériens afin d'analyser leurs contenus. En ce qui concerne la troisième hypothèse, un questionnaire composé de quinze questions fermées et à choix multiple a été distribué à une sélection aléatoire de personnes habitant la ville de Bejaia. Les résultats de l'étude ont démontré que les langues utilisées dans les panneaux d'affichage des operateurs mobiles Algériens (Djezzy, Mobilis et Ooredoo) sont majoritairement le Français et l'Anglais. On constate aussi que les annonceurs ont tendance a mélanger/basculer entre différentes langues (à savoir : l'Arabe, le Français, la langue Tamazight et l'Anglais) où le code switching, le code mixing et l'emprunt sont récurrents. Les plus fréquents restent le Français et l'Anglais. De plus, l'étude a révélé que les consommateurs Algériens sont influencés par les langues de la publicité des operateurs mobiles puisque leur prise de décision dépend principalement de ces langues.