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**The Use of English at the Bottom-up Level of the Linguistic Landscape
in Algeria and Perceptions about it: The Case of Bifa's Food Packaging**

A dissertation submitted in partial fulfillment of the requirements for a Master's degree in
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Dedications

I would like to dedicate this work to:

- My parents whom I appreciate the most in the world, they love me, believe in me and always support me,
- My sister Aida who is always by my side in every step in my life, and to my brother Fahem who encourages me,
- My lovely nieces, Elyne, Maylisse and my nephew Kenzy,
- My cousins, Mahane, Djihane, Fatima and Maissa.
- My beloved

I want to express my gratitude and thanks to my partner Sara for her efforts during this work. She is a partner who deserves all the trust and respect.

Mounia

I dedicate this work to:

- My mother who cared for me the most and has always stood by my side throughout my life and encouraged me to achieve my goals,
- My father and my siblings Hadjer, Khaoula, Salma, Oussama, Abdelmalek, and Omar who have been a constant source of support to me,
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Abstract

English enjoys a prestigious position in the Algerian context. Decisions have been made by the authorities to introduce it in public spaces and at the bottom-up level, it has been chosen by many persons and businessmen to use it in their private businesses. The present thesis aims to explore the use of English in the bottom-up linguistic landscape with a particular focus on the packaging of Bifa which is one of the leaders in the agri-food sector in Algeria. The study attempts to answer the following research questions: 1- How is the English language represented in Bifa's food packaging in comparison to the other languages in the linguistic landscape in Algeria? 2-What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa's food packaging? 3- How is the use of English in Bifa's food packaging perceived by its customers? Our corpus consists of 71 products selected from the brand's catalogue exhibited on its site. We have opted for two research tools; content analysis and a questionnaire which was randomly administered to the English students at the University of Bejaia. The results have shown that English is represented in Bifa's packaging and that although French is the dominant language but the company's designers have adopted some marketing strategies to make English more visible. Concerning the interaction of English with other languages in Bifa's packaging, transliteration is found to be the most commonly used linguistic phenomenon. Finally, the results of the questionnaire have shown that the consumers of Bifa's products perceive positively the use of English in their packaging.

Keywords: Bifa's brand, Bottom-up approach, consumers' perceptions, English language, food packaging, language contact phenomena, linguistic landscape.

Table of Contents

Dedication.....	I
Acknowledgements.....	III
Abstract.....	V

General Introduction

1. Statement of the Study.....	1
2. Research Aims.....	2
3. Research Questions.....	3
4. Significance of the Study	3
5. Research Method.....	4
6. Data Collection Procedures.....	4
7. Organization of the Study.....	5

Chapter One

Theoretical Background

Introduction.....	6
-------------------	---

Section One: The Linguistic Landscape in Algeria

1.1. Defining Linguistic Landscape.....	6
1.2. Categories of LL.....	8
1.2.1. Top-down	8
1.2.2. Bottom-up.....	8
1.3. Signs of LL.....	9
1.4. Functions of LL.....	10
1.4.1. Information Function.....	10

1.4.2. Symbolic Function.....	11
1.5. LL Situation in Algeria	11
1.5.1. Arabic.....	12
1.5.2. Berber.....	13
1.5.3. French	14
1.5.4. English.....	14
1.6. The Status of English in the Algerian LL.....	15
1.7. Studies on the Use of English in the Bottom-up LL in Algeria.....	16
1.8. English and Language Contact Phenomena in Algeria.....	18
1.8.1. Code Switching.....	18
1.8.2. Code Mixing.....	19
1.8.3. Borrowing.....	22
1.8.4. Transliteration.....	23

Section Two: Food Packaging

2.1. Defining Packaging.....	25
2.2. Defining Food Packaging.....	25
2.3. Functions of Food Packaging.....	26
2.3.1. Communication Function.....	26
2.3.2. Promotion Function.....	26
2.4. The Key Elements of Food Packaging.....	27
2.4.1. Typography.....	27
2.4.2. Image.....	28
2.4.3. Logo.....	28
2.4.4. Colour.....	29
2.4.5. Text.....	30

2.5. Studies about the Consumers' Perception on Food Packaging.....	31
Conclusion.....	32

Chapter Two

The Practical Part

Introduction.....	35
-------------------	----

Section One: Research Design and Methodology

1.1. Research Aims.....	35
1.2. Research Questions.....	35
1.3. The Focus of the Study.....	36
1.4. Research Method.....	36
1.5. Data Collection Tools.....	36
1.5.1. Content Analysis of Bifa's Packaging.....	37
1.5.2. Questionnaire.....	37
1.6. The Participants.....	38
1.6.1. Participants' Gender.....	38
1.6.2. Participants' Age.....	39
1.6.3. Participants' Level of Instruction.....	39

Section Two: Data Analysis and Interpretation of the Findings

2.1. The Analysis of Bifa's Packaging.....	41
2.1.1. The Analysis of the Representation of English in Bifa's Packaging in Comparison to Other Languages in the Linguistic Landscape in Algeria	41
2.1.2. The analysis of the Linguistic Contact Phenomena between English and Other Languages Used in Bifa's Packaging.....	49

2.2. The Analysis of the Questionnaire on the Perceptions of Bifa’s Customers.....	53
2.3. Discussion of the Findings.....	59
2.4. Conclusion.....	64
General Conclusion.....	65
Limitations of the Study.....	66
Suggestions for Future Studies.....	67
Bibliography	68
Appendices	78
Appendix A: Questionnaire on Consumers’ Perceptions about the Use of English in the Algerian Food Packaging of Bifa.....	79
Appendix B: Questionnaire on Consumers’ perceptions about the use of English in the Algerian food packaging of Bifa.....	80
Résumé en Français	82
ملخص.....	84

List of Tables and Graphs

Table 01: The analysis of the linguistic phenomena that have occurred through contact of English with other languages used in Bifa's packaging.....	50
---	----

List of Graphs

Graph 01: Participants' gender.....	39
Graph 02: Participants' age.....	39
Graph 03: Participants' level of instruction.....	40
Graph 04: Types of Bifa's packaging.....	41
Graph 05: The Language that Attracts the Consumers more in Bifa's Food Packaging....	54
Graph 06: The relation between the use of English and consumers' purchase decision....	54
Graph 07: The relation between the use of English in Bifa's packaging and consumers' curiosity about their products.....	55
Graph 08: The relation between the use of English in Bifa's packaging and consumers' curiosity about the meaning of the text used.....	56
Graph 09: Participants' perceptions about English as a symbol of modernity.....	56
Graph 10: Participants' perceptions about the increase of business competition through the use of English.....	57
Graph 11: Participants' perceptions about the use of English as a means for the tourists to understand the content of Bifa's packaging.....	57
Graph 12: Participants' perceptions about the use of English to make of Bifa an international brand.....	58

Graph 13: Participants’ perceptions about the use of English in Bifa’s food packaging can be a threat to French.....58

List of Pictures

Picture 01: Example of Code Switching.....	19
Picture 02: Example of insertion Code Mixing	20
Picture 03: Example of Alternation Code Mixing	21
Picture 04: Example of congruent lexicalization Code Mixing	21
Picture 05: Example of lexical borrowing.....	22
Picture 06: Example of phonological borrowing.....	23
Picture 07: Example of loan translation.....	23
Picture 08: Example of transliteration.....	24
Picture 09: Example of typography.....	28
Picture 10: Example of food packaging image.....	28
Picture 11: Example of food packaging colour.....	30

List of Acronyms

LL: Linguistic Landscape

CA: Classical Arabic

MSA: Modern Standard Arabic

AA: Algerian Arabic

CS: Code Switching

CM: Code Mixing

General Introduction

1. Statement of the Problem

English has gained a growing importance in the world due to its status as an international language. This status on the international stage can be regarded as a result of the Britain's colonial expansion, and the recent dominance of the US thanks to its economic strength in addition to the fact of being considered the first military power in the globe. Moreover, globalization has also played an important role in the widespread use of the English language around the world. As such, it has become

“the main language of books, newspapers, airport and air-traffic control, international business , and academic conferences, science, technology, medicine, diplomacy, sports, international competitions, pop music, and advertising” (Crystal, 1997, p.358).

English has also become an integral part of the linguistic landscape of many countries in the world, which have consequently made decisions to introduce it in different domains. For instance, English is visible at the top-down level in many educational institutions (eg. schools, universities...etc.), hospitals, museums, street names, road signs...etc. It is also omnipresent at the bottom-up level where individuals, companies and businessmen use it in shop names, restaurants menus, billboard advertisements, and products packaging. Food industry is one of the most important aspects of the bottom-up approach in which the use of English can be considered as an important strategy for marketing since language is viewed as a key element in designing packaging to communicate with a wider range of consumers such as, McDonalds, Coca Cola, Pepsi, Starbucks...etc. These brands are one of the well-known food industries in the globe that use various languages in their brands to ensure their accessibility to a wider range of customers.

Research on linguistic landscape at the bottom-up level is rapidly growing because it has drawn the attention of many scholars worldwide (e.g., Cenoz & Gorter, 2006; Gustiani, et al., 2022; Golden, 2017; Ho, et al., 2019; Nirwana & Sharma, 2022). In Algeria, as well, research has been conducted on this issue (e.g., Berkani & Ouali, 2020; Gherici, 2021; Maraf and Vanci-Osam, 2022). This is due to the fact that the country is multilingual. It uses different languages and dialects, namely Arabic and Tamazight and their different varieties, French and English.

Despite the prestigious position of French in the Algerian society as an important legacy of colonialism, English is gaining ground. Authorities have started to take the responsibility to promote its use by including the language in education (e.g., through its introduction in the third grade of the primary school level as the first foreign language along with French, its inclusion as a cross-sectional subject in almost all the departments, in addition to its use as the main language to teach different specialties in higher education...etc.). Besides, some Algerian channels including “Canal Algérie”, also use it in English news program. These decisions reflect the political will of the decision-makers in Algeria to foster the use of English as an international language. However, it would be interesting to investigate the use of English at the bottom-up level in Algeria and how it is perceived. Therefore, this study will investigate this issue specifically in the Algerian brand of Bifa, which is one of the most important companies in the agri-food sector in Algeria that uses English in its packaging along with the other languages existing in the Algerian linguistic landscape.

2. Aims of the Study

The present study aims to investigate how the English language is used in Bifa’s food packaging as a case of a bottom-up category of the linguistic landscape. First, the representation of English is compared to that of the other languages that are used in Algeria, namely Arabic,

Berber and their varieties and French. Besides, it aims to describe the linguistic phenomena that have appeared due to contact between English and these languages. Finally, it attempts to examine the consumer's perceptions about the use of the English language in the packaging of Bifa's products.

3. Research Questions

The present study seeks to answer the following research questions:

- 1) - How is the English language represented in Bifa's food packaging in comparison to the other languages in the linguistic landscape in Algeria?
- 2) - What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa's food packaging?
- 3) - How is the use of English in Bifa's food packaging perceived by its customers?

4. Significance of the Study

Studying the use of English at the bottom-up level of the linguistic landscape in Algeria and perceptions about it is of great interest. It can contribute to research conducted on linguistic landscape since it is a relatively recent field of study (Backhaus, 2007; Gorter, 2006). It can also contribute to a better understanding of the linguistic landscape in food packaging in Algeria (Bifa's brand) and helps in raising awareness about the messages behind using the English language in these packaging. Besides, the study helps to document and analyze the representation of the English language in Algeria and get further insights into the relationships between this language and the other languages that characterize the Algerian linguistic landscape, namely Arabic and Berber and their respective varieties as well as French mainly since English has started to gain more and more ground in the public sphere. Moreover, it helps to show the visibility of English in Algeria, as English is in the way to establish its status as an

influential language. Moreover, through examining the use of English in Bifa's brand, our research aims to inspire other marketers in Algeria to incorporate some English words or expressions in their brands' packaging. Finally, this study could encourage other researchers who intend to conduct further studies on the linguistic landscape in a multilingual society.

5. Research Method

The present study is a descriptive one. It is based on a mixed method combining both qualitative and quantitative methods. The former is used to analyse the use of English in comparison to the other languages used in the selected food packaging used by Bifa and the language contact phenomena resulting. The latter is employed to depict the perceptions of the company's consumers about the use of this language on their packaging. The sample in this study is the English students in Bejaia University since they are familiar with the English language and the products of Bifa.

6. Data Collection Procedures

Our study is based on two procedures in order to collect data. To answer the first two research questions, content analysis is used as a qualitative tool to analyze Bifa's products packaging and a questionnaire is used to answer the third question.

7. Corpus of the Study

In the current study, we have chosen the conglomerate Bifa. The latter is one of the largest national companies in Algeria that is specialised in the manufacture of food products, particularly snacks. We have selected 71 products' packaging from the brand's online catalogue as our corpus.

8. Organization of the Study

The current dissertation is composed of two chapters. The first one provides the theoretical background of the study, and it is divided into two sections. The first one deals with the use of English in the linguistic landscape in Algeria. At first, the concept linguistic landscape is defined and its categories, signs and functions are explained. Then, the various languages characterizing the linguistic landscape in Algeria are explored by focusing on the English language that is gaining momentum locally. To illustrate this phenomenon, some studies on the use of English in the bottom-up areas are dealt with. Next, the different language phenomena arising from contact between English and the other languages represented in Algeria are dealt with, particularly at the bottom-up level. The second section deals with one area of the bottom-up linguistic landscape, which is food packaging. After defining the concept, its functions and different elements are presented. Then, we have discussed some studies that have been conducted on consumers' perceptions on the use of English in food packaging. The second chapter of the dissertation is practical. It is composed of two sections. The first one focuses on the research methodology including the research aim, the questions raised, the focus of the study, the research methods and the data collection tools with their description in addition to the participants who have participated in our study. The second section includes the analysis of the collected data in addition to the interpretation of the findings. Finally, a general conclusion is drawn followed by the limitations of the study and suggestions for future research.

Chapter One

Theoretical Background

Introduction

This chapter consists of two sections. The first one examines the use of English in the linguistic landscape in the Algerian context. First, we have defined the linguistic landscape, the categories forming it, the signs used and their functions. Then, we have explored the various languages exhibiting the linguistic landscape in Algeria by focusing on the English language that is gaining momentum locally in different domains. By doing so, we have discussed some studies on the use of this language in the bottom-up areas. Finally, we have dealt with the different language phenomena arising from the contact of English with other languages represented in Algeria, particularly in the commercial field because of its relevance to the second section where we have dealt with food packaging, which is one aspect of the linguistic landscape pertaining to business, commerce and marketing. We have referred to its definition and its functions. We have then explained the key elements of food packaging by giving examples from various brands in Algeria. Finally, we have referred to some studies conducted on the perceptions about the use of the English language in food packaging in different areas in the world.

Section One

The Use of English in the Algerian Linguistic Landscape

1.1. Defining Linguistic Landscape

Landry and Bourhis, (1997) were the first scholars who introduced the term Linguistic Landscape as “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combined to form the linguistic landscape of a given territory, region, or urban agglomeration” (p.25). As such, linguistic landscape (henceforth, LL) refers to the languages that are used and observed on

public and private signs in a specific region. It is associated with people's daily lives since it refers to all the languages that surround them in their environment. As noted by Gorter & Cenoz (2007), LL "...is around us all the time. We can see language signs on the streets, in the countryside, in hospitals, at schools, in shops" (p.2).

Besides, LL is considered as a new domain of study. Calovkova (2019) has defined it as "a new branch of sociolinguistics which is understood as an attempt to investigate the publicly visible languages on billboards, road and safety signs, shop signs, graffiti and all sorts of other inscriptions in the public space" (p.124).

Similarly, Gorter and Cenoz (2007) argue that "the study of the linguistic landscape focuses on the analysis of the written information that is available on language signs in a specific area" (p. 2). Hence, the second meaning of LL refers to the study of the various languages that are used to provide visual information in a particular area. LL has become a crucial field of study nowadays; many scholars around the world have conducted studies about it (e.g., Cenoz & Gorter, 2006; Golden, 2017; Harbon & Halimi, 2019; Maraf and Osam, 2022; Nirwana & Sharma, 2022).

Albeit different, these two definitions of LL refer to the use of different languages in public and private spaces. According to Long (2010, p.179 cited in Backhaus, 2019, p.158) LL has mainly five main qualities:

- 1.** It is visual, rather than aural. It refers to the visible information displayed in signs, products packaging, billboards, and written advertisements...etc.
- 2.** It occurs in public spaces. It includes billboards and banners in shop windows, for example, but not the notes written by individuals such as "welcome home".
- 3.** It is directed to a large audience but not to a given group of persons.

4. It is information acquired passively. For instance, when a person sees a newspaper, the first thing that would grab their attention is the headlines, but not the articles inside.

5. It influences our perception of a given place.

1.2. Categories of LL

According to Gorter and Cenoz (2007, p.6), LL can be divided into two categories:

top-down and bottom-up.

1.2.1. Top-down

The top-down LL category refers to the languages used in different public areas' texts such as the names of streets, museums, airports...etc determined by one actor; the authorities. It is influenced by language policies that regulate language choice in public spaces. As Cenoz & Gorter (2007) argued "top-down signs are 'government' signs such as official signs for street names. These signs reflect a specific language policy" (p. 6). In the same vein, Iswary (2023) refers to it as "a text data created by the government, such as street names, government buildings and its official nature related to language policy" (p.114).

1.2.2. Bottom-up

The bottom-up category of LL refers to "the texts created by the private sector or individuals, such as shop names, billboard advertisements, and private offices" (Iswary, 2023, p.114).

As such, this type of LL refers to the use of languages by individuals as a personal choice; such as the ones used in market names, beauty institute names, graffiti and street art...etc. In this context, "LL texts" refer to the written signs that are utilized by individuals in everyday life and are typically created by the private person, or any businesses. The bottom-up actors can have more freedom in their choices of the diverse languages to use in their businesses rather than the ones of the top-down, which are related to the language policy

adopted. Thus, they often use informal language, including the region's dialects such as the names given to some Algerian restaurants as "El Djenina (مطعم الجنينة)"- in which its owners have chosen to use the Arabic word "El Djenina" which means "garden"- and "Dar yemma" in which the Arabic word "Dar" which means "house" is mixed with the Kabyle word "Yemma" which means "mother". They also tend to use specific jargons related to a given place such as pizza for pizzeria or Café/ Cafeteria for a coffee shop. Besides, they can also use some prestigious terms according to their personal preferences, for instance, these two Algerian restaurants have creative and prestigious names, namely L' Atelier du Pizzaiolo, and White dream.

This category is the focal point of our research since we are dealing specifically with the food packaging that is one example of this approach.

According to Edelman and Gorter (2010, p. 3), the construction of LL categories; top-down and bottom- up involves specific actors.

- 1- **Authorities:** They are the responsible of the public signs.
- 2- **Businesses:** They are the business owners who create their own signs.
- 3- **Private persons:** They are responsible about the signs of their own private spaces.
- 4- **Designers:** They are those who decide about the signs' designs.
- 5- **Passers-by:** They are those for whom the signs are designed including the citizens and the tourists.

1.3. Signs in LL

Backhaus (2007 cited in Sena and Laksminy, 2022) defined a sign as "any piece of the written text within a spatially definable frame" (p. 2552). It can also refer to any symbol or even an image used in public or private spaces. Although different in nature, they are all used in

order to inform people about particular things, such as road signs, restaurant's menu, advertising billboards...etc.

Depending on the number of languages used in LL, written signs can be divided into three categories namely, monolingual signs, bilingual signs and multilingual signs (Lin, 2019).

a) Monolingual signs: They refer to signs that provide information only in one language.

b) Bilingual signs: They refer to signs that provide information in two languages.

c) Multilingual signs: These signs are written in different languages.

1.4. Functions of LL

According to Landry and Bourhis (1997, p. 25-27), LL has two primary functions; an informational and a symbolic one.

1.4.1. Informational Function

According to Zeng and Luo (2019), the informational function of LL is:

The basic function and the direct function of linguistic landscape.

It means the written words or icons of the linguistic landscape

can transmit the relevant information to the public, i.e. to

communicate with them, to inform, direct, guide, or warn them

(p. 115)

The informational function refers to the texts and symbols used in public and private areas such as hotels' names, and schools' names... to convey particular information to people. As mentioned in the definition above, the signs are used not only to inform but also to warn, guide, and direct people. For example, the words "STOP" or "NO SMOKING" that are observed on

the roads or in the markets express warning while the signs used in the hospital to find the reception room or the waiting room can be used to guide people to find their direction.

1.4.2. Symbolic Function

A Symbolic function means “if a person’s language appears in a private or government sign, it can reinforce his sense of superiority as a speaker of that language. Moreover, this function is particularly important when exploring national identity” (Hu, 2022, p.2). In other words, languages that are present in a particular area are not only about offering information to the people, but have also a symbolic meaning to convey messages about the cultures, identity power, and social status of the speakers using them. For instance, if the signs contain only one language that is repeatedly seen in a given region, this suggests that many people there use it.

1.5. LL Situation in Algeria

LL is considered as a mirror of any country since it reflects its linguistic diversity in public and private areas and Algeria is not an exception.

The languages used in public spaces in Algeria are related to the top-down approach to LL, including schools, hospitals, national stadiums, traffic signs...etc, and is determined by the Algerian government. For example, some schools are named after some Algerian martyrs. On the other hand, private spaces in Algeria, including sports clubs, company names, private institutions,... etc are related to the bottom-up approach and managed by their owners; they decide about the names of their private properties and the languages used.

The history of Algeria has played a great role in being a multilingual country with the coexistence of different languages including Arabic, Berber and French. Globalization has also promoted the development of the English language in many areas of the country such as economics, education, technology, business ...etc.

As every multilingual country, Algeria contains a large number of languages used in its society. Mostari (2009) states that “Algeria is a colourful sociolinguistic mosaic with the existence of a panoply of languages and varieties of languages namely, Modern Standard Arabic, Algerian Arabic, French, English and Berber with its varieties” (p. 377).

1.5.1. Arabic

Arabic is one of the most spoken languages in the world with more than 400 million speakers and it is considered as the official language of 27 countries (Boudad et al., 2017, p. 2480).

Being a North African country, Algerian citizens use the Arabic language including its different forms; classical, modern standard and dialectal Arabic.

a. Classical Arabic

Al Suwaiyan (2018) defined Classical Arabic (CA) as “the language of the Qur’an, poetry, and Old Arabic literature, as well as the language, originated by early Arabic grammarians” (p. 229). As such, this form of Arabic is used in Algeria for religious contexts such as books, texts and prayers. Because CA is considered as a dead language, “...it is replaced by modern standard Arabic” argued Mouhadjer (2002, p.989).

b. Modern Standard Arabic

Modern Standard Arabic (MSA) is a form of Arabic that is considered formal since it is used in the Arab world in various fields including media, education, and politics. Sa’id (1967 cited in Temmam, 2021, p. 22) states that “MSA is that variety of Arabic that is found in contemporary books, newspapers, and magazines, and that is used orally in formal speeches, public lectures, and television.” (p.123). As such, MSA is used in Algeria in schools, administrative papers and TV news.

c. Algerian Arabic

Algerian Arabic (AA) - also known as “Dardja”- is a variety of Arabic spoken in Algeria used by the citizens in their everyday conversations. It is somehow different from other Arabic regions’ dialects in the world. This means that Algerian Arabic has its own structure, accent and vocabulary used by its population in their daily life.

In the Algerian society, the two forms of Arabic co-exist. This phenomenon is referred to in sociolinguistics as “diglossia” which is used to indicate the presence of two different forms of the same language. The first, which is considered as the “high variety and can be referred to as a standard language, and the second, which is the low variety and referred to as the vernacular language” (Ferguson, 1959 cited in Stepkowska, 2012, p.201).

Similarly, this is the case for the Algerian community, which has two varieties of tongues as aforementioned: MSA which is referred to as the high variety and Algerian Arabic, “Dardja,” which is referred to as the low variety. These two different forms vary in their usage purposes. Firstly, the high variety is learned in schools, and it has a more complicated grammar and phonological system than the low variety, which is considered as the mother tongue of the majority of Algerian population since it is acquired as a first language. Besides, the high variety is considered formal since it is used in education, media, law, and government, whereas the low variety is informal and is used in daily life conversations. In addition, MSA is more prestigious than Dardja and is used in official documents and textbooks. It is also used in written literature.

1.5.2. Berber

Berber is also known as “Tamazight” is one of the oldest languages in many countries in North Africa.

In Algeria, Berber is spoken in different regions such as, Tizi Ouzou, Bouira, Bejaia, Bordj Bou Arreridj, Batna, Ghardaia. It has many varieties including, kabyle, Chawi or Tachawit, Targui, Mizabi, and Tachalhith.

In 2002, Tamazight was recognized as a national language in Algeria. Then, in 2016, it was officially declared as an official language (Koudri, 2017, p. 5). It has started to be used in different fields and sectors in the country including education, media and TV programs.

1.5.3. French

French has a significant position in Algeria due to the influence of French colonialism. “From a quantitative point of view, today’s Algeria is the second largest French-speaking community in the world” (Oberlé, 2004, p.9 cited in Benrabah, 2007, p.194).

In the Algerian linguistic landscape, French is widely used in areas including government institutions, administrations, media, and education - since the primary school level- and different private spaces such as hotels, restaurants and supermarkets. Belarbi (2014) stated that, in Algeria, the French language exists alongside Arabic to indicate “... street names and direction signs, the signs of many café shops, banks, and other businesses. Additionally, it is also represented in a large number of official papers, such as utilities and tax bills, doctors’ prescriptions, medicines, postage stamps...etc” (p.18).

1.5.4. English

“English is widely present in Algeria due to its worldwide status as a global lingua franca” (Belarbi, 2014, p.14). It is considered as a second foreign language after French. Moreover, after acknowledging globalization, the Algerian government has started to value English as a universal language.

According to Benrabah (2007 cited in Haddam-Bouabdallah, 2022, p.86), “English posed a threat to French as Algeria’s second foreign language” (p. 233) since it started to be used alongside French in various areas such as education, social media, advertisements, shop names...etc. Nowadays, it can be observed that even the younger generation started to use this language more frequently in their daily lives.

1.6. The Status of English in the Algerian LL

English has started to gain an important position in Algeria due to its international status. Although it has for a long time been a second foreign language, “it tends to be more powerful and important in Algeria than the French language” argued Haddam-Bouabdallah (2022, p. 87). Besides, it has been given a great importance at the top-down level of LL that refers particularly to the languages used in public signs, educational institutions, and the government, and are decided by the authorities.

The educational system in Algeria has played a major role in promoting English in the Algerian society. According to Belallem (2012 cited in Haddam-Bouabdallah, 2022, p. 86), “English was brought to and developed within the Algerian educational system for political reasons. Hence, it was a mere tool among the Arabization policy strategies to displace the French language”, accordingly, one of the reasons for bringing English into Algeria was to support the Arabization policy strategies.

Furthermore, English was only used to be taught as a second foreign language in the middle school from the 1st grade until the secondary school level but since September 2022, it has been introduced in the third year of the primary school level along with the French language (Haddam-Bouabdallah, 2022, p. 84). Besides, with the adoption of the LMD system (Licence, Master, and Doctorate) in higher education in Algeria in the flow of the academic year

2004/2005, English has started to be taught in many Algerian universities as a cross-sectional subject in almost all the departments.

Therefore, due to this big change in the Algerian educational system, Haddam-Bouabdallah (2022) concludes, “The position of English within the educational system as a Second Foreign Language may be displaced towards being the First Foreign Language thanks to its power as an international language dominating the world” (p.84). However, its integration in the Algerian society may take much time and effort since despite the initiatives taken by the authorities to promote it, French still maintains its position as a second language for the majority of the Algerian population while English is only spoken by some, if not a few, young people.

In fact, the integration of English would present a wide range of benefits to Algeria and its different sectors to respond to the increasing demands of international relationships and to enhance global opportunities since as Haddam-Bouabdallah (2022) argued that “no language can stop English from continuing its dominance of the world in the future” (p.89). Similarly, it is well known that the Algerian LL has been significantly affected by the use of English. So, this would lead to its continuous use by the Algerian citizens in many sectors particularly in the bottom-up LL including technology for instance. It is observed that many Algerian people use English in their social media profiles, either for communication and entertainment or in their online stores to target foreign customers. In addition to other sectors such as advertising and businesses.

1.7. Studies on the Use of English in the Bottom-up LL in Algeria

The study of LL in the bottom-up signs is rapidly growing because it has drawn the attention of many scholars worldwide (e.g. Cenoz & Gorter, 2006; Golden, 2017, Nirwana & Sharma, 2022).

In Algeria, many researchers (e.g. Berkani & Ouali, 2020; Gherici, 2021, Maraf and Vanci-Osam, 2022) have conducted research studies regarding the bottom-up approach. As explained earlier, this approach is related to the language signs chosen by individuals in public spaces, particularly the businesses including restaurants and shop names, advertisements, as well as food packaging, which is the main concern of our study. Therefore, according to their studies, English is found to be omnipresent in the Algerian LL.

Hence, employing English in public spaces in Algeria can be captivating and can have a crucial role. Firstly, it has been observed that English has started to be used in the LL bottom-up signs, by many businesses or individuals, among them the restaurant owners who have integrated it into their menus. By doing so, many of them want to bring new dishes taken from other foreign countries to their workplaces such as, the use of words or phrases like, hamburgers, French fries, cookies, pizza, sandwiches, tacos, chips, and so on. In these settings, English is used to maintain the originality of the dish names, and this is what Berkani & Ouali (2020, p. 61) mentioned in their study. Additionally, it is also used due to the geographical situation of the area. Therefore, the use of this international language by business owners is required since Algeria is a tourist destination for many foreigners. Yet to communicate important details to the foreign visitors, they need to use it.

Moreover, the presence of English labels may be due to the businessmen's "*personal preferences*" (Boulahia, 2018, p.4). Therefore, because English plays a significant role in facilitating international communication, it can help them expand into global markets by offering higher-quality products. Boulahia (2018) confirms this in her study arguing that Algerian businessmen utilize English "as a means to present a modern, worldwide image when entering international markets" (p.4). Similarly, Maraf and Vanci-Osam (2022) concluded in their study that "the English language plays an important role in Algerian society. It is not only about prestige, modernity, or status, yet businesses can also benefit from its practical use" (p.7).

Therefore, utilizing English can contribute to building a positive image for their brands among other well-known brands. This international language can make the company appear competent and seen as a professional one, and it helps conveying their messages effectively to a wide range of customers all around the world.

From the description above, we can understand that English is gaining ground in Algeria but using it depends on its relation to other languages displayed in the linguistic landscape. In what follows, we have dealt with this issue.

1.8. English and Language Contact Phenomena in Algeria

According to Sankoff (2008), language contact is “part of the social fabric of everyday life for hundreds of millions of people the world over” (p.1). It refers to the outcomes that arise from the interaction of two languages (or varieties of languages) or more. It can emerge due to various factors including migration, trade, colonization, mixed marriage and globalization. Language contact can appear in two forms; the spoken form which occurs when speakers of different languages interact together, and the written form which can be observed in LL.

As such, the Algerian LL is diversified and with the growing importance of the English language, various language contact phenomena have appeared including, code switching, code mixing, borrowing and transliteration.

1.8.1. Code Switching

Code switching (CS) is defined by Poplack (1980) as “the alternation of two languages within a single discourse, sentence or constituent” (p.583). It refers to the act of transitioning between multiple languages, or even within one discourse.

In Algeria, CS occurs between the official languages (Arabic and Berber) and the foreign languages (French and English). It is not only observed in the daily conversations but it is also visible in the bottom-up category of the LL which includes the presence of English in billboards, advertisements, signage and packaging. The example below is an Algerian advertisement in which the designers have chosen to switch from English to Algerian Arabic.



Picture 01: Example of CS

Poplack (1980, p. 589) proposed three types of CS: extra sentential, inter-sentential, and intra-sentential.

1.8.1.1. Inter-Sentential Switching: This type of CS involves switching between two languages or more within the same conversation, it can occur at the beginning of the sentence or at the end of the sentence.

1.8.1.2. Intra-Sentential Switching: In this type the switch from one language to another occurs in the middle of the sentence.

1.8.1.3. Extra-Sentential Switching: It is also known as tag switching. It occurs when the sentence is in one language and the tag word or tag question is in another language.

1.8.2. Code-Mixing

According to Muysken (2000), the term code-mixing (CM) is used to “refer to all cases where lexical items and grammatical features from two languages appear in one sentence” (p.1).

It refers to mixing some words from one language with others from another language within the same sentence.

In CM, two languages are combined together; the matrix language “the dominant language” and the embedded language “the inserted language” stated Auer & Muhamedova (2005, p. 35).

As it is the case in Algeria, CM can appear in LL especially in the bottom-up areas in which the commercial companies and business owners mix between two languages; their mother tongue that can be Arabic or Berber and other languages, including English. In what follows, CM is illustrated according to its different types that have been identified by Muysken (2000, p.3) as: insertion, alternation and congruent lexicalization.

1.8.2.1. Insertion

Insertion is one of the processes of CM which refers to “ the insertion of material, lexical items or entire constituents from one language into a structure from the other language” (Muysken, 2000, p.3). In this process, individual words or even phrases are incorporated from one language into the structure of another language in a single sentence.



Picture 02: Example of insertion CM

Based on picture 2 above, the phrase "Dar chiken" can be considered as an example of insertion CM since the word “chiken” which is borrowed from the English word “chicken” is inserted into the Algerian Darija word “Dar” which means a “house”.

1.8.2.2. Alternation

Alternation refers to the process by means of which we “alternate between structures from languages” (Muysken, 2000, p.3). In this type, individuals mix between the languages used in specific points within a sentence. It can occur either at the word or at the phrase level.



Picture 03: Example of Alternation CM

In the picture 03 above, the designers of this product package “Life” have used two different languages in various parts of the sentence “مع Life ال Mood دائما Good” which means, “With life, keep your mood always good”. In this advertisement, Arabic and English words are mixed.

1.7.2.3. Congruent Lexicalization

In this process, the speaker combines elements from different languages while maintaining the grammatical structure of the sentence.



Picture 04: Example of congruent lexicalization CM

In this case, the phrase “my makla” is an example of congruent lexicalization. It appears that the English pronoun “my” is directly mixed with the word “makla” in “the Algerian Darija” without any changes to the pronoun’s form or meaning.

1.8.3. Borrowing

Borrowing - called as well, lexical borrowing in linguistics- is defined by Nordquist (2019) as “*the process by which a word from one language is adapted for use in another*”. It refers to the adaptation of words or short expressions from one language and using them in another language by keeping the same meaning of the word.

This sociolinguistic phenomenon exists in the Algerian languages (Algerian Arabic and Berber). Besides, it can be observed that, in the Algerian LL, a large number of words are borrowed from French due to the long period of French colonialism or from English.

According to Mahmudova (2022, p 61), there are three main types of borrowing namely lexical, phonological, and calques.

1.8.3.1. Lexical Borrowing

Lexical or direct borrowing refers to the direct adaptation of words. That is, the words and meanings are adopted without any changes. In the example below, the word “Ketchup” is borrowed from English and it is widely used by the Algerian citizens.



Picture 05: Example of lexical borrowing

1.8.3.2. Phonological Borrowing

Phonological borrowing refers to the adaptation of words from one language to another one with only some phonological changes from the original language which makes difference in the pronunciation of words. As the example below shows, the word “Tmaxoni” is borrowed at the phonological level from the English word “Maxon”.



Picture 06: Example of phonological borrowing

1.8.3.3. Calques

Calques - called also loan translation - refers to word by word translation or literal translation of the word from its original language to the borrowed language (Negadi, 2008, p. 304).



Picture 07: Example of calques

As shown in the example above, the description of the product on the package “بسكويت محشو بعجينة البندق و الكاكاو” is translated literally into English as “biscuit filled with hazelnut and cocoa cream”.

1.8.4. Transliteration

According to Al-Jarf (2022), transliteration refers to “the conversion of words from the alphabet of one language to the alphabet of another without changing the pronunciation of the

words” (p.81). It refers to the act of transcribing a text from one language using the corresponding letters in the other language by maintaining the same pronunciation.

In the Algerian LL, especially in the bottom-up areas including advertisements billboards, shop names, products’ packaging ...etc, the words that are written in French or English or any other language are transcribed into Arabic using Arabic letters to facilitate reading and pronouncing for the citizens. As shown in the example below, the word “Life” is transcribed into Arabic letters “لايف”



Picture 08: Example of transliteration

These sociolinguistic phenomena have become an essential part of the Algerian bottom-up category of LL in which English is considered as an integral part. They are particularly shown in the fields of business and product marketing, such as food packaging that have been dealt with in the second section.

Section Two

Food Packaging

2.1. Defining Packaging

Packaging is defined as “the silent salesman in the store and it was the only communication between a product and the final consumer at the point of sales” (Pilditch, 1973 cited in Borishade et al., 2015, p.45). It is considered as an important tool that provides the basic information of the product to the consumers that helps them in the purchasing decision.

It is more precisely defined by Shah et al., (2013) as “...an important part of the branding process as it plays a role in communicating the image and identity of a company” (p. 37). This means that packaging is considered as an essential process for every brand to introduce its products in a unique way.

Packaging can be divided into different categories depending on the product, among which can be clothes, medicines, cosmetics and food products.

2.2. Defining Food Packaging

Food packaging can be defined as “a complex and dynamic system aiming to safely prepare foods for transportation, distribution, storage, retailing, handling and end-use, and safely deliver these foods to the consumer in a sound condition (maximum quality) at a minimum cost” (Floros, 1993, n.p). Accordingly, food packaging covers many phases of food production and consumption.

Coles et al., (2003 cited in Agar, 2018, n.p) argued that the principal roles of food packaging are “to protect food products from outside influences and damage, to contain the food, and to provide consumers with ingredient and nutritional information”. In other words, food packaging is considered as one of the most important tools used to protect food from any external damage and preserve its quality even after a long period of time inside the package. In

addition to that, it plays a significant role in providing information about the products to attract the attention of a large number of consumers, including the name of the product, its ingredients, the expiration date, and some warnings.

2.3. Functions of Food Packaging

The functions below are not specific to food packaging but can be generalized to other kind of products such as esthetic products.

2.3.1. Communication Function

The communication function of packaging is also called information function. Wyrwa and Barska (2017) consider it as “one of the most important packaging marketing functions ... which involves transferring specific information on a given product” (772). This function conveys all the needed information and essential details about the product to the consumers in order to help them make their purchase decisions and understand everything about that product. Furthermore, it provides information about the production and expiration dates, weight and ingredients (Chand, 2014).

2.3.2. Promotion Function

According to Ho (2019, n.p), the promotion function is “related exclusively to the graphic design of the packaging product. It incorporates attractive logos, colours, symbols, text and any other graphic elements. The packaging design is used to influence the consumer’s purchasing decision”.

As such, designers make use of the aforementioned visual elements in order to attract the consumers’ attention in an attempt to affect their buying preferences. For Ho (2019), “packaging components promote sales operations when the product's packaging design is sufficiently appealing”.

2.4. Key Elements of Food Packaging

Packaging design can help consumers (not only of food) to get the first impression about the product. It makes the brand and its products unique in the market. As Klimchuk and Krasovec (2013) argued “packaging design is the connection of form, structure, materials, color, imagery, typography, and regulatory information with ancillary design elements to make a product suitable for marketing”.

2.4.1. Typography

Typography is “the primary medium for the communication of the product’s name, function, and facts to a broad consumer audience. The typographic section, layout and treatment of the words and letter forms affect how the type is read” (Punekar et al., n.d, n.p). It refers to the different styles of writing words and letters in the packaging design. This element helps in transmitting and making the information understood by a wide range of consumers, and it makes the packaging unique among the other products.

In typography, different formatting styles are used such as bold fonts, capital letters (caps), underline fonts, and italics. Each of them serves a particular purpose. “Bold fonts make the text appear thicker and darker, italics slant the text to the right, and underline fonts place a line underneath the text. The caps are often used for sentence starters, for proper nouns, or acronyms” (Tarikul, 2023, n.p). These styles are typically used to highlight important words or phrases in a given document or products packaging and draw more attention for it.

In the example below which refers to chips packaging, the name and description of the product are written in bold. It appears to be written in a simple way, but with the use of italics fonts and capital letters for the name “***FRITOS***”, in addition to the use of the line below the name can make the product information clearer, legible and more attractive.



Picture 09: Example of typography

2.4.2. Image

According to Pensasitorn (2015), “images are considered to be a universal language, which even illiterate people can understand” (p.1159). They are considered as a communicative tool between the product and its consumers. For example, the image can sometimes refer to the product’s shape from inside, and this can attract consumers’ attention, as shown in the example below:



Picture 10: Example of food packaging image

2.4.3. Logo

According to Adîr et al., (2012), a logo is “a signature of a company, may be like a new conception, a certain life style...etc. ... It conveys details in a very concentrate graphic representation” (p.650).

As such, a logo is considered as a private symbol created by a particular company to represent its brand. It makes the brand appear unique and different from the other brands; this means that each brand has its specific logo.

According to Adîr et al., (2012, p. 652), there are three types of logo; iconic or symbolic logo, text-defined logo and mixed logo.

a) Iconic or symbolic logo: It refers to logos that contain only a symbol without any text. The symbols may be abstract or from nature, fruit...etc. For instance, the logo of the famous fast-food “McDonald’s” is represented by two golden arches that form the letter “M” that refers to the name of the brand.

b) Text-defined logo: It is the opposite of the symbolic logo. This type contains a text without any symbols. For example, the brand “Coca-cola” has chosen to present itself through a text without any kind of symbols.

c) Mixed logo: It contains both a symbol and a text combined together to form the logo of a particular brand. For example, the one of the drinks’ brand “Red Bull” contains both a text which is Red Bull and a symbol of animal that refers to two red bulls.

2.4.4. Colour

Colour is one of the components of food packaging used by brands’ designers to make the products appear more attractive for the consumers. Spence and Velasco (2018) stated that *“packaging colour is used to convey information to the consumer about a product’s sensory properties such as taste or flavour”* (p. 2).

This means that the colour of the packaging itself provides some information. For example, red colour of the chips packaging conveys the information that this product has a chilli or ketchup taste, as shown in the example below.



Picture 11: Example of food packaging colour

2.4.5. Text

According to Nordquist (2019, n.p), a text is generally defined as: “A piece of written or spoken material in its primary form. A text is any stretch of language that can be understood in context”

In the marketing domain and more precisely in food packaging, a text refers to the words and phrases that are written down on the packaging of a product to describe it (Clickworker, 2022). Therefore, text is essential for delivering crucial information for the consumer, it can be written in one language or more languages giving rise to monolingual, bilingual and multilingual packaging.

a) Monolingual food packaging: It refers to the use of a single language or a dialect in the product’s packaging.

Bilingual food packaging: It refers to the use of two languages or may be dialects in the product's packaging.

c) Multilingual food packaging: It refers to the use of more than two languages or may be dialects in the product’s packaging.

The choice of a language or languages to appear on a brand’s packaging is of paramount importance in marketing that is why many companies have opted to include English when

designing their packaging because of its status as a lingua franca and an international language in order to be more competitive in the commercial arena nationally or internationally.

Therefore, many studies (e.g., Cenoz & Gorter, 2006; Harbon & Halimi, 2019; Gherici, 2021) have been conducted to investigate the way potential customers of a particular food company perceive the use of English in their packaging since perceptions could affect consumers' decision to purchase the product (Ho., et al., 2019).

2.5. Studies on Consumers' Perceptions about the Use of English in Food Packaging

The language used in food packaging can positively affect the consumers' perceptions, since it is considered as a means of communication between the producers and their target customers.

According to Gustiani, et al., (2022), the use of English in different products branding including food had a significant impact on consumers' perceptions in Palembang. The participants in the interviews conducted by the researchers noted that English is used in these products branding due to its popularity in Palembang since it can be found in many brands, and it is becoming more familiar among them. Furthermore, they agreed that the use of English enhances their purchasing interest since it is a new thing in the branding world. Consequently, even the sales and revenue will be increased.

Moreover, as English is an international language, this helps increase business competition as products that include English easily catch consumer's attention. Additionally, the use of English raises their curiosity about the products being offered to them as it is considered a new thing for them. Therefore, it sparks their curiosity about the meaning of words written in the labels and helps them enrich their vocabulary.

On the other hand, some consumers perceived the use of English in food packaging as a symbol of modernity since it is a foreign and an international language. So, buying products labelled in English may make them seem more modern.

Moreover, Nirwana & Sharma (2022) concluded in their work that utilizing English in food advertisements in Makassar's city center is regarded as stylish and trendy. Besides it makes the products seem to be of a better quality. Therefore, it captures customers' attention. The participants in the survey highlighted the advantages of employing English in advertisements, particularly when it comes to promoting sales, even though it is possible that not all consumers can understand the English content.

Similarly Ho, et al., (2019) observed that the English language has the strongest effect on the consumers' attention, trust, perceived quality of the target product, taste perception, and purchase intention rather than the other languages. These studies provided insight into the consumers' perceptions about the use of English in products in different areas. However, we still need to make research in Algeria as well.

Conclusion

The multilingual nature of Algeria has been reflected on its linguistic landscape which is characterized by the presence of the English language besides various other languages and dialects which led to the occurrence of different language contact phenomena including code switching, code mixing, borrowing and transliteration. As it has been noticed, English is used widely at the bottom-up level of the LL in Algeria including business and marketing since different brands use it in their packaging and one of them is the food brand Bifa.

Chapter two
The Practical Part

Introduction

This chapter consists of two sections. The first one deals with the methodology adopted. After reiterating the research aims and questions, the focus of the study is identified namely, Bifa's food packaging followed by the method used, the tools employed to collect data and the subjects who participated in the study. The second section focuses on the analysis and the interpretation and discussion of the results obtained. A general conclusion has, then, been drawn followed by the limitations of the study and some suggestions for further research.

Section One

Research Methodology

1.1. Research Aims

The present study investigates the use of English in the bottom-up LL of Algeria, specifically with reference to Bifa's food packaging, and perceptions about it. Therefore, the current research serves three aims. First, it attempts to describe the way English is represented in the food packaging of the Algerian brand Bifa in comparison to the other languages characterizing the LL in Algeria. Then, it seeks to determine the linguistic phenomena displayed in the food packaging reflecting the contact of English with other languages. Finally, it aims at examining how the consumers of Bifa's products perceive the use of the English language in their packaging.

1.2. Research Questions

The study aims to find answers to the following questions:

1) How is the English language represented in Bifa's food packaging in comparison to the other languages in the linguistic landscape in Algeria?

2) What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa's food packaging?

3) How is the use of English in Bifa's food packaging perceived by its customers?

1.3. Focus of the Study

In our study, we have focussed on the analysis of the packaging of the Bifa's products because it is one of the most known Algerian group in the agri-food sector. Since its creation in 2004, it has been able to deliver to both Algerian and foreign markets a wide range of products in a variety of flavours and formats including cookies, sponge cakes, muffins, wafers, chocolate, confectionery, juices and mineral water. It is currently one of the national leaders in its field with a considerable production capacity.

The logo of this brand is "Bifa" itself. In all the products' packaging, we can observe that the name is capitalized and written in bold. It is written in white colour, and is enclosed within a red circle. It is displayed in the middle directly above the products' names in different sides of the packaging in each product.

1.4. Research Method

This study is a descriptive research. It is based on a mixed method combining both qualitative and quantitative methods. The former is used to analyse the different languages and the language contact phenomena in the selected food packaging. The latter is used, however, to explore the consumers' perceptions about the use of English in these packaging.

1.5. Data Collection Tools

1.5.1. Content Analysis of Bifa's Packaging

Content analysis is “a research methodology to make sense of the (often unstructured) content of messages – be they texts, images, symbols or audio data” (Gheyle & Jacobs, 2017, p.3). Therefore, content analysis is one of the research tools used to analyse qualitative data for instance; it is useful to analyse the content of any given form of communication as aforementioned in the definition. Thus, we have opted for this tool since it is the most suitable one to answer the first two questions of our research namely, “How is the English language represented in Bifa's food packaging in comparison to other languages used in the linguistic landscape in Algeria?”, and “What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa's food packaging?”.

We have started our analysis of Bifa's packaging by dividing it into three types (monolingual, bilingual, multilingual packaging) depending on the number of languages used. Then, we have analysed the way English is represented in comparison to the other languages used. Moreover, concerning the second research question, we have selected the packaging that contains English in contact with other languages in order to find which language contact phenomenon is used more.

1.5.2. Questionnaire

The questionnaire is the second research tool used in the present study. It refers to “the list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions” (Bhandari, 2021, n.p). Hence, we have designed this questionnaire in order to answer the 3rd question namely, “How is the use of English in Bifa's food packaging perceived by its customers?”

To analyze customers' perceptions about the use of English in Bifa's packaging, 40 questionnaires have been distributed. Thirty seven (37) questionnaires of them have been returned. The questionnaire is composed of 13 questions divided into two sections. The first one consists of 3 questions on the personal information about the participants. The second section is composed of 10 questions about the participants' perceptions towards the use of English in Bifa's packaging.

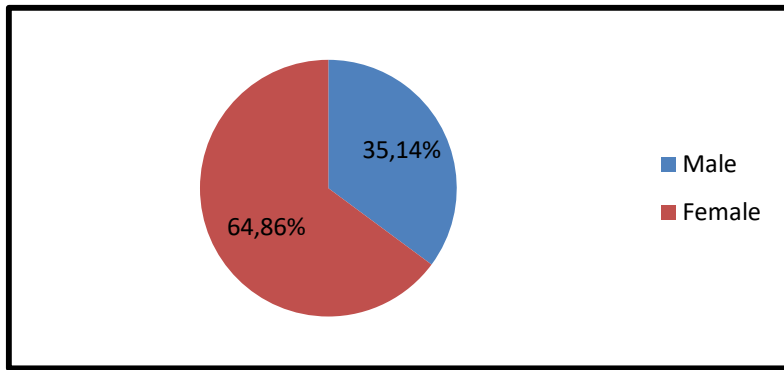
1.6. The Participants

The participants of our research are English students of Bejaia University because we have observed that they widely consume Bifa's snacks. This observation has been supported by the preliminary questionnaire that we have distributed to 30 English students in Bejaia University in order to know about their familiarity and consumption of Bifa's products (See Appendix A). The results of the questionnaire have shown that almost all the participants (93.33%) are familiar with this brand and consume its products sometimes (46.66%), often (26.66 %) or usually (23.33 %).

To analyze the perceptions of Bifa's products, 40 students have been selected randomly since we opted for a simple random sampling. In what follows, we provide some personal information about the participants.

1.6.1. Participants' Gender

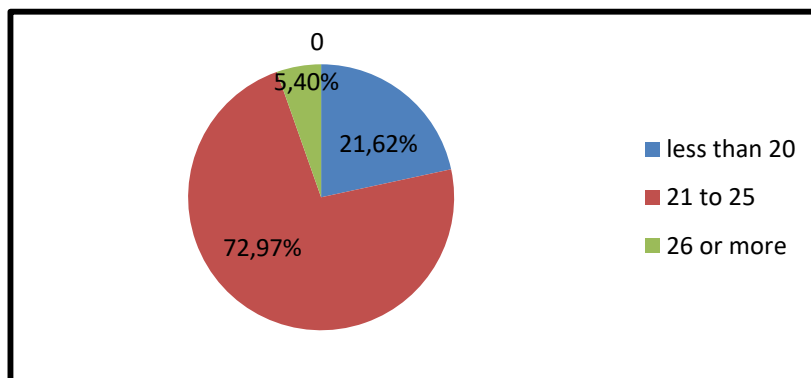
Graph 01: Participants' gender



As shown in the graph above, 64.86% of the participants were females while only 35.14% were males.

1.6.2. Participants' Age

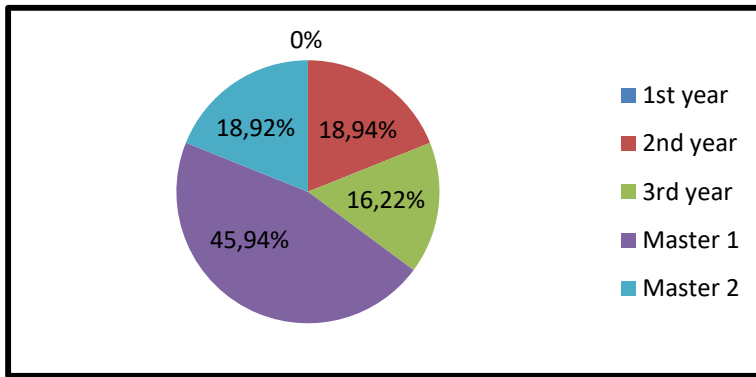
Graph 02: Participants' age



As shown in the graph above, the majority of the participants' age 72.97% is between 21 to 25 years old. 21.62% of them are less than 20 years old while only 5.40% are 26 years old or more.

1.6.3. Participants' Level of Instruction

Graph 03: Participants' level of instruction



The chart above shows that almost half of the participants (45.94%) are students of Master 1 and 18.92% of them are Master 2 students. Second year students are represented with a percentage of 18.94% while third year ones are represented with a percentage of 16.22%. As shown in the graph above, no participant from the 1st year level has participated in the questionnaire.

Section Two

Data Analysis and Interpretation of the Findings

2.1. The Analysis of Bifa's Packaging

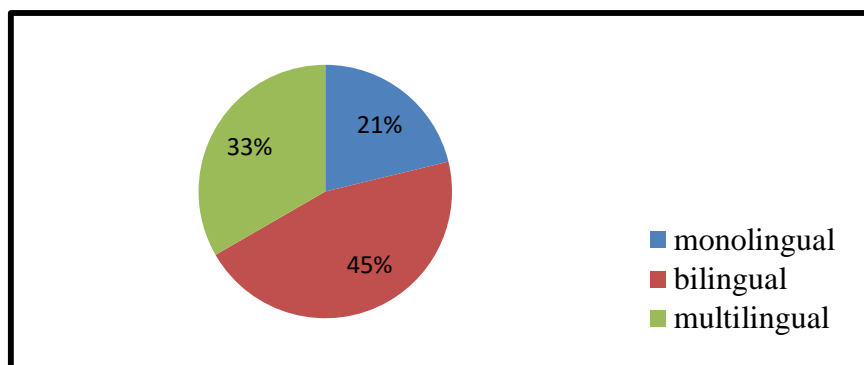
The LL of Algeria reflects the multilingual nature of the country which is visible in different domains. Business is one these fields, Algerian companies use a variety of languages which reflect the Algerian diversity.

2.1.1. The Analysis of the Representation of English in Bifa's Packaging in Comparison to Other Languages in the Linguistic Landscape in Algeria

After examining our corpus which consists of 71 Bifa's products' packaging found in the conglomerate's catalogue, we have noticed that they can be categorized into three types; monolingual, bilingual and multilingual packaging.

From the graph 04 below, we can observe that after analyzing our corpus, we noticed that the bilingual packaging is more present than monolingual and multilingual ones.

Graph 04: Types of Bifa's packaging



- 1) **Monolingual Packaging:** as it is cited in the first chapter of our research, it refers to the use of only one language in the packaging.



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6



Figure 7



Figure 8



Figure 9



Figure 10



Figure 11

As it is observed from figure 1 to figure 11 above, French is the only language represented in the packaging.



Figure 12



Figure 13

In figures 12 and 13, there is an Arabic transliteration in the product names and MSA in the description of the products.

2) Bilingual Packaging: It refers to the use of two languages in the packaging. As shown in the figures below (from figure 14 to figure 28), all these packaging contain two languages.



Figure 14



Figure 15



Figure 16



Figure 17



Figure 18



Figure 19



Figure 20



Figure 21



Figure 22



Figure 23



Figure 24



Figure 25



Figure 26



Figure 27



Figure 28

As it is observed in the figures 14 to 28, the two languages that are used are English, as we can see in the products' names and French which is utilized for the description of the products.



Figure 29



Figure 30



Figure 31

However, in figures 29 and 31, the two languages which are present in the packaging are English that is noticeable in the products' names and MSA which is used in the products' description. It is worth noting that in figure 31, there is an Arabic transliteration of the product's name.



Figure 32



Figure 33



Figure 34



Figure 35



Figure 36



Figure 37



Figure 38



Figure 39



Figure 40



Figure 41



Figure 42



Figure 43



Figure 44



Figure 45



Figure 46

In the figures 32 to 39 above, two languages are used; French and MSA. From figure 40 to 46, French is used in addition to Arabic transliteration of the products' names "ادميرا" and "بيفارو".



Figure 47

We can notice in the packaging shown in figure 47 the use of two languages; Spanish which is noticeable in the products' names "Moreno" which means "brown" and the French language that appears in the products' description.

3) Multilingual Packaging: it refers to packaging that contains more than two languages.

As it observed in the figures below, many languages are used.



Figure 48



Figure 49



Figure 50



Figure 51



Figure 52



Figure 53



Figure 54



Figure 55



Figure 56



Figure 57



Figure 58



Figure 59



Figure 60



Figure 61



Figure 62

As it is noticed from figures 48 to 52, the packaging contains three different languages; English that is noticeable in the products' names and French and MSA that are used in the products' description. However, from figures 53 to 62, English and Arabic transliteration are utilised in the products' names but the French language is present to describe the products.



Figure 63



Figure 64



Figure 65



Figure 66

By analysing the three packagings shown in figures 63 to 65, we have observed the use of three languages. On the one hand, French is used in the description of the products and on the other hand, English and Spanish words are mixed to indicate the products' names; "Jugo kids" means "kids' juice", "Family Magdalenas" means "family cupcakes", and "Mini Moreno" means "small brownies". In figure 66, however, Spanish is also present in the product's name "Ovalo" which means "oval shape", besides the Arabic transliteration of this word, in addition to the French language that is used in the description.



Figure 67



Figure 68



Figure 69

As it is shown in the three figures above, these packagings contain different languages. In figure 67, we have observed the use of four languages; English that appears in the product's name in addition to French, Turkish and MSA that appear in the product's description. In figures 68 and 69, however, we have observed the use of three languages which are MSA, French and Turkish.



Figure 70



Figure 71

We have observed in figure 70 the use of three different languages; Italian in the product's name "Gofretto" which refers to "Wafer", an Arabic transliteration of that word and the French language in the text that describes the product. Similarly in figure 71, Italian is used in the product's name "Rondo cake" which means "round cake" in addition to English and French that are used in the products' description.

To sum up the results, after categorizing our corpus into three types, namely monolingual, bilingual, and multilingual packaging, we have noticed the presence of English in 36 products in comparison to other languages that characterize the linguistic landscape in Algeria including, MSA and French. We noticed that, no packaging is represented by English only as it is the case for French, yet the designers used English only for the products names while the descriptions were provided in other languages such as French and MSA.

It is worth noting that in all the snacks categories namely, wafer, juices, chocolate, muffins, candies, and biscuits, the producers have used different strategies to represent the English words in a captivating way. Hence, it is observed that most of the products names are written in bold using different colours and capital letters. In addition, English names dominate either the middle or the top of the packaging, so that to be more visible and appealing to the consumers. Moreover, we can notice the use of attractive and interesting images in each packaging representing the shapes of the snacks inside the packaging. Besides, all the packaging appear in different colours including, brown, green, orange, purple, red, yellow, and pink, and so on, thus, each colour reflects the flavours inside the products (chocolate, lemon, orange, apricot, cherry, and strawberry and so on). As an example, in the figure 31, which represents a

chocolate bar, the designers have utilised a catchy and an attractive name “SINGSONG”. This name is a combination of two English words: the verb “sing” and the name “song”. The name is written in bold with red colour. All the letters are capitalized. It is enclosed within a blue and white rectangle, and between the words “Sing” and “Song”, there is a symbol of music to reflect a sense of melody. Thus, it could have a unique flavour which can get you sing when tasting it.

Therefore, based on the data above, we can say that English enjoys an important position in Bifa’s company since they have chosen to use it in many products. As this can be a good strategy for them to promote their sales and communicate their messages to a larger number of local and foreigner customers.

2.1.2. The analysis of the Linguistic Contact Phenomena between English and Other Languages Used in Bifa’s Packaging

After analysing the selected 71 products of Bifa, we have observed that English is used along with other languages in 36 products that shows the importance given to the language by the company, which reflects its position in the linguistic landscape in Algeria. Hence, out of these 36 products, English is found to be used in contact with Arabic, French, Spanish and Italian in 21 products, this has led to the appearance of different language contact phenomena as shown in table 01 below, in which we have maintained the same number of the figures of the different products that we have relied on in the analysis of the data provided above on the representation of English in Bifa’s packaging in comparison to other languages.

Table 01: The analysis of the linguistic phenomena that have occurred through contact of English with other languages used in Bifa’s packaging

Figure N°	The statement	Language / language combination	Description	Type of language contact phenomena
Figure N°30	Slice cake شرائح كايك محشوة بالكراميل	English / Arabic	The word “كايك” is transliterated form of the English word “cake” into Arabic letters.	Transliteration
Figure N°31	Sing song سنك سونك	English / Arabic alphabet	The name of this product is “sing song” it is an English phrase , they have transliterate it into Arabic using Arabic letters “ سنك سونك” instead of giving the literal meaning which is “غني اغنية”	Transliteration
Figure N°39 + Figure N°52	Dadey بسكوييت ساندويش مارشملو مغطى بكريمة الكاكو + Mini brino بسكوييت ساندويش بالقشطة و الكاكو	English / Arabic	The word “ساندويش” is of an English origin, they utilized an Arabic transliteration in which they used Arabic characters instead of the literal meaning of sandwich in Arabic “شطيرة” However, it can be also considered a borrowed word from English since this term “ساندويش” is used by Arabic people in their daily lives as an adopted word. On the other hand, the word “مارشملو” in figure N°52 is borrowed from the English language “marshmallow”	Transliteration + Lexical borrowing
Figure N°48	Bubble Gum لوبان بالون	English / Arabic	“لوبان بالون” is the word by word Arabic translation of the “Bubble Gum” in English, it is also called loan translation or calques.	Loan translation (borrowing)

Figure N°49	Big family muffin's full cacao موفينس حجم عائلي	English / Arabic alphabet	The word “موفينس” is an Arabic transliteration of the English word “muffins”. the literal meaning of this word in Arabic is “الكعك”. So, they used an Arabic transliteration instead of utilizing the literal meaning of the word.	Transliteration
Figure N°53	Swiss roll سويس رول	English / Arabic alphabet	On the package of this product, the word “Swiss roll” is borrowed from English into Arabic. As it is also transliterated into Arabic alphabet “سويس رول” instead of using the literal meaning “لفائف سويسرية”	Lexical borrowing + Transliteration
Figure N°54	Talent تالنت	English / Arabic alphabet	The English word “Talent” is transliterated into Arabic alphabet “تالنت”	Transliteration
Figure N°55	Junior Brino جنيور برينو	English / Arabic alphabet	In this product the English word “Junior” is translated into Arabic “جنيور”. So, Arabic characters are used instead of the literal meaning of the word which is “مبتدى”	Transliteration
Figure N°56	Wafers وافرز	English / Arabic alphabet	The word “wafers” is an English word transliterated into Arabic alphabet “وافرز” instead of using its literal meaning “رقائق”	Transliteration
Figure N°57	Choco brownie Cake moelleux	English / French	“Cake moelleux” is a combination of two words from different languages; “cake” is an English word while “moelleux” is a French word which means “soft”.	Code-mixing

Figure N°58	Mini Nubi ميني نوبي	English / Arabic alphabet	The English word “mini” is transliterated into Arabic letters “ميني”	Transliteration
Figure N°59	حلوى شامية Extra إكسترا	English / Arabic alphabet	The English word “Extra” is transliterated into Arabic “إكسترا”	Transliteration
Figure N° 60	Daily jus+lait	English / French	On the package of this product, the-English word “Daily” and the French words “jus” and “lait” are mixed juice and milk.	Code-mixing
Figure N° 61	Daily دايلي	English / Arabic alphabet	There is an Arabic transliteration to the name of this product daily “دايلي”. So, instead of translating it into its literal meaning which is “يومي”, Bifa’s designers have utilized Arabic alphabet to write it.	Transliteration
Figure N°62	Panda Joy بنده جوي	English /Arabic alphabet	There is an Arabic transliteration to the products’ name “Panda Joy” which is transliterated into “بنده جوي”	Transliteration
Figure N°63	Jugo Kids	Spanish / English	In this products’ name, The first word “jugo” is a Spanish word meaning “juice”. It is mixed to the English word “kids”.	Code-mixing
Figure N° 64	Family Magdalenas	English / Spanish	In the name of this product, two languages are mixed; the English word “family” and the	Code-mixing

			Spanish word “magdalenas” which means cupcakes.	
Figure N° 65	Mini Moreno	English / Spanish	“Mini” is an English word that refers to something small, and “Moreno” is a Spanish adjective which means brown. The two words are mixed to form the name of the product.	Code-mixing
Figure N° 67	2Mix ميكس2	English / Arabic alphabet	The English word “Mix” is transliterated into Arabic “ميكس”	Transliteration
Figure N° 71	Rondo cake	Italian / English	The product name is a mixture of two languages; The word “rondo” is an Italian word which means “a little round” or “a circle” and the word “cake” which is an English word meaning “a round cake”	Code-mixing

The table 01 above has been used in order to answer the second question of our research “What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa’s food packaging?”. The results have shown that borrowing is used only in 3 packaging and code mixing in 6 products’ packaging. However, 13 packaging contain transliteration, the latter is the most used one.

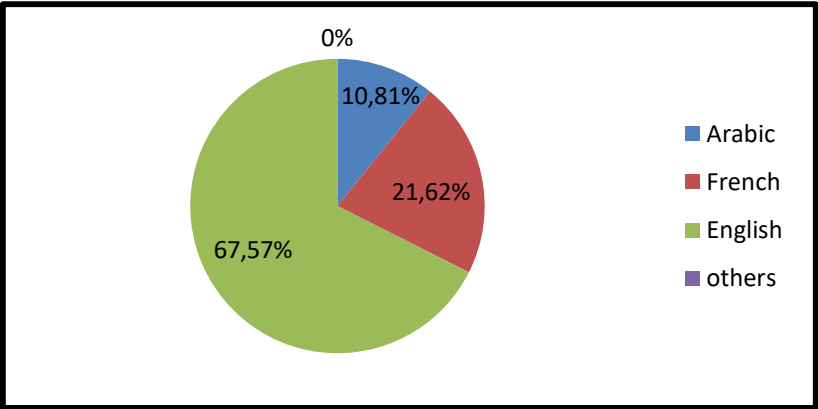
2.2. Analysis of the Questionnaire on the Perceptions of Bifa’s Customers on the Use of English in their Packaging

In what follows, we analysed the results of the questionnaire that was designed in order to answer the third research question that we have raised dealing with the way the consumers

of Bifa's products perceive the use of English in their packaging. The first 3 questions are already dealt with in the section one of this chapter.

Q4: Which language attracts you more in Bifa's food packaging?

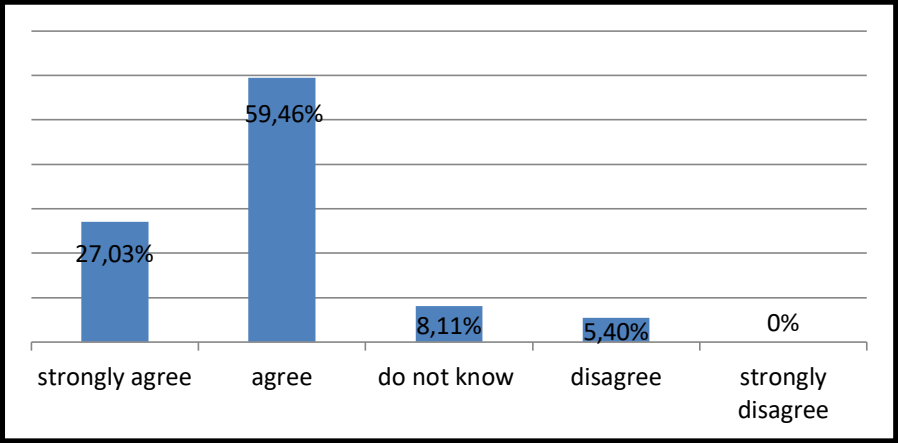
Graph 05: The Language that Attracts the Consumers more in Bifa's Food Packaging



As shown in the chart above, the language used in Bifa's food packaging that attracts the participants more is English with a percentage of 67.57% followed by French with 21.62% and then by Arabic with 10.81% .

Q5: The use of English in Bifa's food packaging can persuade consumers to buy their products.

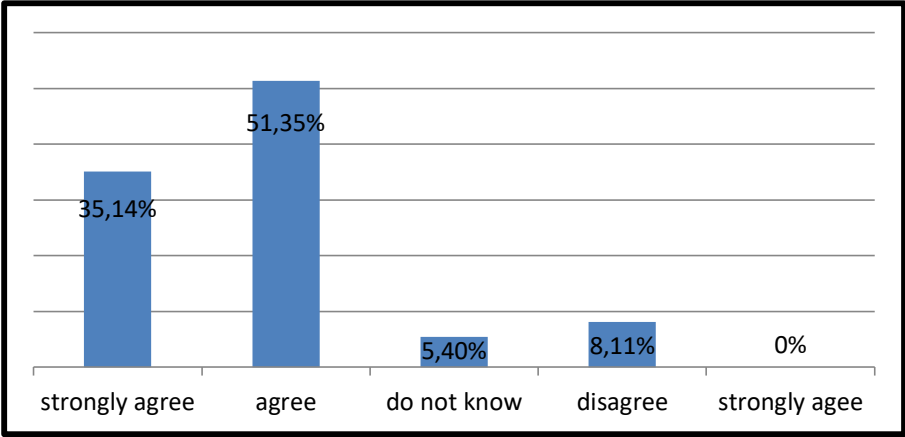
Graph 06: The relation between the use of English and consumers' purchase decision



As the graph above shows, the majority of the participants (86.49%) agree (59.46%) or strongly agree (27.03%) that the use of English in Bifa’s packaging has pushed them to buy their products while only 13.51% either disagree (5.40%) or don’t know (8.11%).

Q6: The use of English by Bifa brand may raise consumers’ curiosity about the meaning about their products.

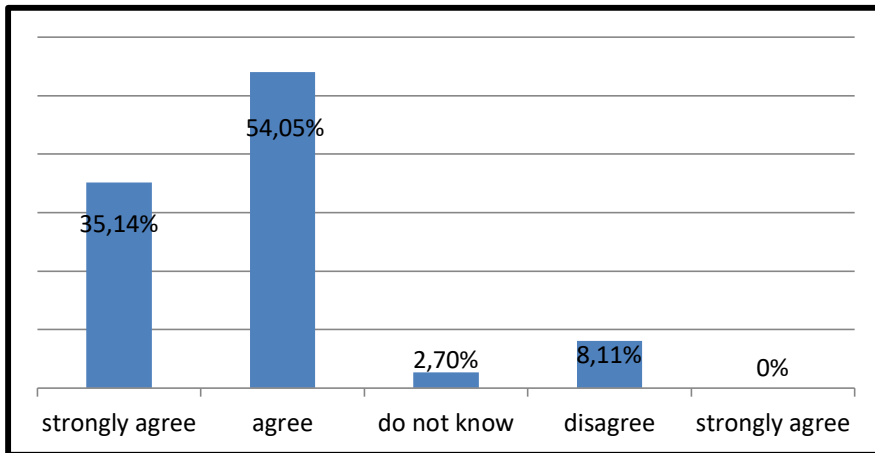
Graph 07: The relation between the use of English in Bifa’s packaging and consumers’ curiosity about their products



As it is observed in the graph above, the majority of the participants (86.49%) agree (51.35%) or strongly agree (35.14%) that the use of English by Bifa brand may raise their curiosity about its products while 5.40% of them are neutral. On the other hand, 8.11% of the participants disagree.

Q7: The use of English has raised my curiosity about the meaning of the text (words /phrase) used on Bifa’s packaging.

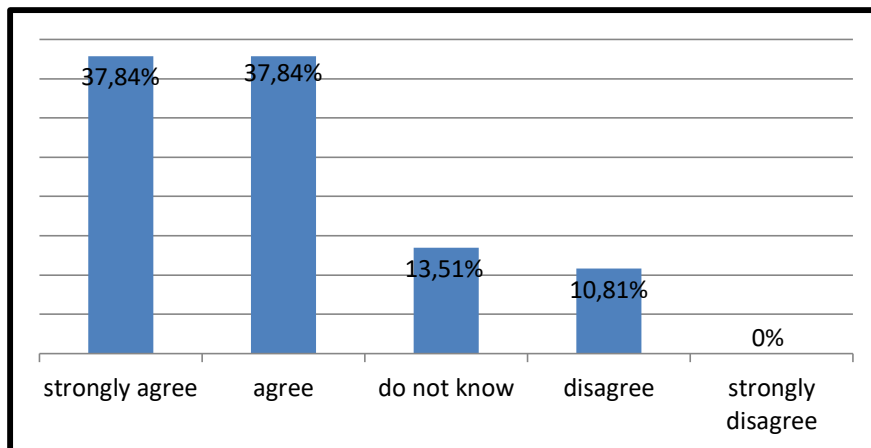
Graph 08: The relation between the use of English in Bifa’s packaging and consumers’ curiosity about the meaning of the text used



The result shows that the majority of the participants (89.19%) agree (54.05%) or strongly agree (35.14%) that the use of English in Bifa’s packaging could raise their curiosity about the meaning of the text. However, only 8.11% of them disagree. A small number of the subjects (2.70%) are neutral.

Q 8: The use of English in Bifa’s food packaging can be a symbol of modernity.

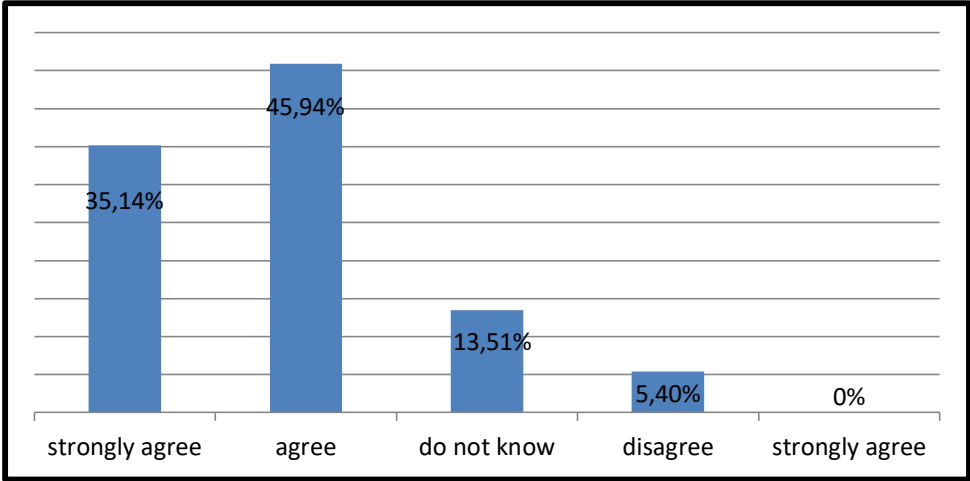
Graph 09: Participants’ perceptions about English as a symbol of modernity



The data on the graph above show that 75.68% of the participants agree (37.84%) or strongly agree (37.84%) that English is a symbol of modernity while 10.81% of them disagree. 13.51% of the participants have answered that they do not know.

Q9: The use of English by Bifa can increase its business competition with other national brands.

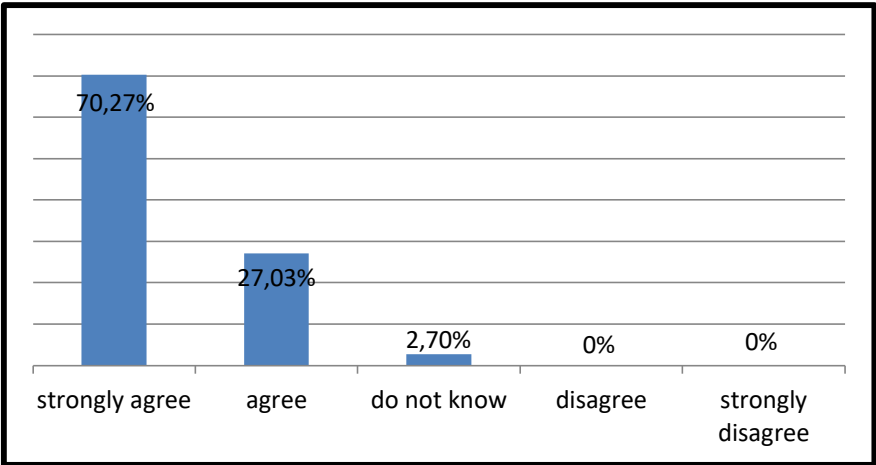
Graph 10: Participants’ perceptions about the increase of business competition through the use of English



A large number of the participants (81.08%) have agree (45.94%) or strongly agree (35.14%) that business competition can be increased through the use of English. On the other hand, only 5.40% of the participants disagree while the rest of them (13.51%) are neutral.

Q 10: The use of English helps tourists to understand the content of Bifa’s packaging.

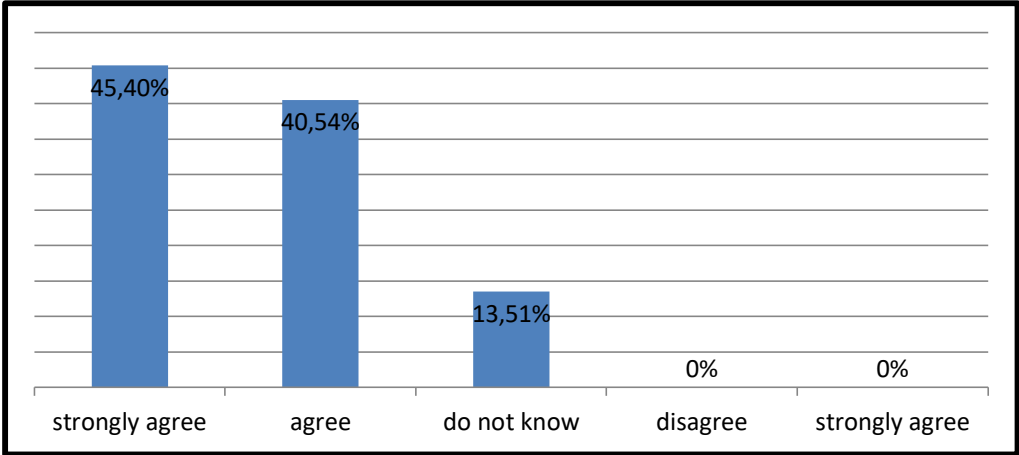
Graph 11: Participants’ perceptions about the use of English as a means for the tourists to understand the content of Bifa’s packaging



As it is shown in the graph above, the majority of the participants (70.27%) strongly agree (27.03%) or agree that the use of English helps tourists to understand the content of Bifa’s packaging while no one disagree. Only 02.70% of them remain neutral.

Q 11: The use of English may make of Bifa an international brand.

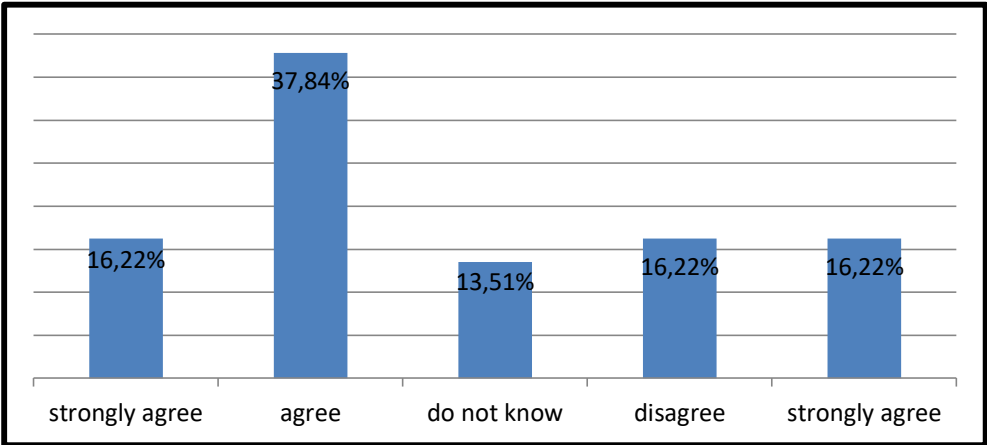
Graph 12: Participants’ perceptions about the use of English to make of Bifa an international brand



The results have shown that a large number of the participants (85.94%) agree (40.54%) or strongly agree (45.40%) that the use of English in Bifa brand makes it international. No participant disagrees. Only 13.51% of them do not know about the issue.

Q 12: The use of English in Bifa’s food packaging can be a threat to French.

Graph 13: Participants’ perceptions about the use of English in Bifa’s food packaging can be a threat to French



The graph above shows that more than half of the participants (54.06%) agree (16.22%) or strongly agree (37.84%) that the use of English in Bifa's food packaging can be a threat to the French language. However, it is worth noting that almost half of the participants (45.95%) either disagree (16.22%) or strongly disagree (16.22%) or are neutral (13.51%). The resulting percentage is relatively important which means that for many participants, although English is gaining ground, however, the French language is deeply rooted in our society.

Q 13: What are the suggestions that you can give to improve the use of English in Bifa's food packaging?

Out of the 37 questionnaires that we have distributed, 23 participants (62.16%) answered this question. They have suggested different ideas to improve the use of English in Bifa's food packaging. 10 participants (43.47%) have suggested using the English language in all the information provided in Bifa's packaging. Eight (34.77%) of them suggested the use of clear, simple and attractive English nouns and adjectives in the packaging in order to attract a larger number of persons. This shows that the linguistic signs (text) are a key element in packaging as many researchers stated (eg. Backhaus, 2007 and Lin, 2019). Moreover, 04 participants (17.37%) have suggested writing the text in English instead of French. Finally, only one participant (04.34%) suggested making advertisements in English for Bifa's products.

2.3. Discussion of the Findings

From the analysis of 71 selected products from Bifa's catalogue, we have noticed that the packaging used can be divided into three categories; monolingual (21%), bilingual (45%) and multilingual (33%). English is used for the second and the third categories.

In a bilingual packaging, 14 products contain English and French, and 02 of them include English and Arabic. In these products, English is only found in the name and not for the description contrary to Arabic and French. Bifa's packaging designers may have chosen to

employ the latter to describe their products, to make sure that their consumers would understand the information effectively since the Algerian citizens are more familiar with Arabic and French.

After analysing the selected products of Bifa's, we observed that the total number of the packagings that contain English is 36 products which is almost the same number of products that contain Arabic. However, the use of this language for the name can be more captivating, since the product's name may be the first element that attracts customers' attention to make a purchasing decision. Therefore, the occurrence of English in many products' packaging highlights the fact that it "... is widely present in Algeria due to its worldwide status as a global lingua franca" (Belarbi, 2014, p.14).

However, we noticed that French language is the most used language, where it is present in 65 products' packaging; including their names and descriptions, and even in some packages that consist of other languages, the French language is still present. The presence of French language in the majority of the products showcases the significant status that it has in Algeria. This is due to the influence of the French colonialism which has made of Algeria one of the largest communities that speak this language worldwide since the majority of the Algerian population often uses this language in their daily life, observed Oberlé (2004, p.9 cited in Benrabah, 2007, p.194) who stated that "from a quantitative point of view, today's Algeria is the second largest French-speaking community in the world", and they also tend to use it in many fields, and Bifa is of no exception.

On the other hand, even though MSA is the official language in Algeria, yet it comes after the French language, since 39 products contain it in their packaging. However, this cannot diminish its important position, since it is widely spoken and understood by the majority of the

Algerian citizens. Therefore, its use in the packaging could help the brand to reach a wider range of the population who understand this language.

Concerning the linguistic phenomena that have resulted from contact between English and other languages characterizing the linguistic landscape in Algeria, the results have shown that one third (29.57 %) of Bifa's packaging consist of English language in contact with MSA, French, Italian and Spanish, which has led to the appearance of different language contact phenomena namely, code-mixing, borrowing and transliteration. In fact, we observed that code-mixing has occurred in 6 packages (28.57%), borrowing is used in 3 products (14.28%) while transliteration is present in 13 products' packaging (61.90%). This shows that this linguistic phenomenon is the most used compared to the others. The use of this strategy seems to be effective to facilitate the pronunciation of the English words by the Algerian people, since this language may not be a language that is understood and mastered by the majority of them. In this context Mirela (2024, n.p) states that in the process of transliteration "one needs to accurately preserve the pronunciation or visual representation of words or phrases from one script into another, without focusing on the meaning of the content".

Regarding the questionnaire, which is designed to explore the customers' perceptions about the use of English in Bifa's packaging, the total number of the participants who answered the questionnaire is 37. The results obtained have shown that the participants perceive positively the use of English in the packaging. For more than half of them (67%), English is the language that attracts their attention more than other languages used in the packaging. Moreover, the majority of them (86%) view that the use of English in Bifa's packaging enhances their buying preferences since English is a new language that has recently begun to gain a significant position in Algeria due to its international status particularly among the young generation. These findings go in hand in hand with the conclusion drawn by Ho, et al., (2019) who found

that the English language has the strongest effect on consumers' attention, and purchase intention rather than the other languages.

Additionally, it is observed that almost the same percentage of the participants view that the utilization of English by Bifa brand could raise their curiosity about the products (86%) or about the meaning of the texts (words/ phrases) used in the packaging (89%). This finding meets the results obtained by Gustiani, et al., (2022, p. 42) who concluded that the use of English raises the curiosity of all the participants in their study about the products being offered to them as it is considered a new thing for them. Therefore, it enhances their curiosity about the meaning of words written in the labels and helps them enrich their vocabulary.

Accordingly, , Moreover, according to the consumers' perceptions, employing English in Bifa's food packaging can be a symbol of modernity, as the majority of them (75%) have shown positive perspectives concerning this. This explains that the participants see that English is connected to evolution and it creates a contemporary and trendy image to this brand. Similarly, some participants in the study of Gustiani, et al., (2022, p. 42), perceived the use of English in food packaging as a symbol of modernity since it is a foreign and international language. So for them buying products labeled in English may make them seem more modern.

Furthermore, most of the participants (81%) viewed that the use of English in this brand could increase its business competition since employing English by this brand can differentiate it and make it unique among the other Algerian marketplaces, as it is a captivating language and a new thing in the Algerian LL. Hence, it can catch the attentions of many customers in the country and consequently increase their sales over the other industries. According to Gustiani, et al., (2022, p.41), being an international language, English helps increase business competition as products that include English easily catch consumer's attention.

Additionally, almost all the participants (97%) expressed positive perceptions about the use of English as a means to help tourists to understand the content of Bifa's packaging. Thus, many foreigners either who live in the country or the ones who visit it need to understand the information provided by the producers in their brands. Similarly, 85% of the respondents think that using English could make of Bifa an international brand. They consider that this language could play an important role in helping the brand enter the global markets since it is a lingua franca. Boulahia (2018) confirms this finding in her study and considers the use of English in the Algerian brands as "a means to present a modern, worldwide image when entering international markets" (p.4).

Lastly, more than half of the participants (54.06%) agree or strongly agree that using English in Bifa's food packaging could constitute a threat to the French language. Because English has recently started to gain an important status in the Algerian society as it started to be taught alongside French in the primary school. Thus, the new generation may start to prefer English rather than French since it is more trendy and modern and it is the global lingua franca. This is what Benrabah (2007 cited in Haddam-Bouabdallah, 2022, p.86) noted that "English posed a threat to French as Algeria's second foreign language" (p. 233). However, it is worth noting that a great number of participants (45.95%) do not share the same view. This may be due to the strong influence of the French language on them and on their personal preferences. Besides, many Algerians consider French as their second language as they use it frequently in their daily life. Therefore, they view that no language can take its place in Algeria since they sometimes even use it more than their mother tongue.

Finally, from the analysis of the selected products and questionnaire, we recognize that English starts to gain an important place in the Algerian LL and among the Algerian citizens since the use of this language is positively perceived by the customers of Bifa.

Conclusion

In this chapter, we have analysed the selected packaging of Bifa by using the content analysis as a first tool and we have gathered information about the consumers' perceptions about the use of English in these packaging through a questionnaire. The collected data are analysed and interpreted using different graphs.

General Conclusion

The current research has aimed to investigate the use of the English language at the bottom-up level of the linguistic landscape of Algeria. We have emphasized on the food packaging used by Bifa that is one of the most important Algerian companies in the agri-food industry.

This study has three major objectives. The first objective was to investigate how the English language is represented in Bifa's packaging in comparison to the other languages that characterize the Algerian setting. The second is to describe the linguistic phenomena that have appeared due to contact between English and these languages. Finally, it aims to examine the consumer's perceptions about the use of the English language in the packaging of Bifa's products. Therefore, this research attempts to answer three questions: **1-**How is the English language represented in Bifa's food packaging in comparison to the other languages in the linguistic landscape in Algeria? **2-** What are the linguistic phenomena that have occurred through the interaction of English with other languages used in Bifa's food packaging? And **3-** How is the use of English in Bifa's food packaging perceived by its customers?

In order to achieve our objectives, we have utilized two research tools, namely content analysis of 71 selected products from Bifa's catalogue to answer the first two research questions and a questionnaire administered to 37 English students in Bejaia University since they are considered as consumers of Bifa's snacks as shown in the findings of the preliminary questionnaire delivered to investigate their familiarity and consumption of these products.

The findings have shown that English is represented in the packaging of 36 products of the group Bifa. Although it surpasses the other foreign languages, namely Turkish, Spanish, and Italian, it comes in the third position compared to French that is present in 65 products and Arabic that appears in 39 products. However, it is noticed that in all the snacks categories

including wafer, juices, chocolate, muffins, candies, and biscuits, Bifa's designers have used different strategies to represent the English words in a captivating way. The name of the product is written in bold at the top or in the center of the packaging with capital letters. The images are presented in a way that describes the content or the flavour of the product and the colour used are diverse. These different techniques make the text more visible and the product more appealing. Moreover, regarding the results of the linguistic phenomena that have appeared due to contact between English and the other languages, we have found that transliteration is the most commonly used strategy by the brand's designers followed by code -mixing then borrowing. The use of this strategy may reflect how Algerian people -particularly youngsters- communicate nowadays since even when texting, transliteration tends to be used. It appears to be the easiest way to pronounce or write words, especially if they are not familiar with the language.

Finally, concerning the findings of the questionnaire, we have found that the participants have positive perceptions about the use of English in Bifa's food packaging. The majority of them consider that employing the language can enhance their buying preferences, raise their curiosity about the products and the text represented in the packaging. They also consider it as an important tool to attract foreigners' attention and eventually affect their purchasing decision. Besides, they view the use of English in food packaging as an important strategy to increase business competition and to spread its products to international markets, and as a symbol of modernity.

2.4. Limitations of the Study

In the current study, we have faced different barriers. The first one was the lack of relevant resources similar to our research in order to collect data. The second barrier was the impossibility of communicating with the designers of Bifa's packaging because they didn't

answer to our emails in order to ask them about their products' packaging. Lastly, the scope of the study was limited. We have only analysed 71 products from their old catalogue, which was inserted in their website, and we have received only 37 out of 40 answers to the questionnaire distributed.

2.5. Suggestions for Future Research

Our present study can be serving as a relevant resource for those who want to conduct researches on the role of English in the Algerian LL, more precisely food packaging. We recommend the following research topic for future studies:

- Explore the reasons that motivate the Algerian designers to use English in their brands.

- Investigate the use of English in other products' packaging, for instance aesthetic products.

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Appendices

Appendix A

Questionnaire on Consumers' Perceptions about the Use of English in the Algerian Food Packaging of Bifa

1-What is your gender?

- Male
- Female

2-What is your age?

- 20 years old or less
- 21 to 25 years old
- 26 year old or more

3-What is your level of instruction?

- 1st year
- 2nd year
- 3rd year
- Master 1
- Master 2

4-Which language attracts you more in Bifa's food packaging?

- Arabic
- French
- English
- Others (Please, specify)

5-The use of English in Bifa's food packaging can persuade consumers to buy their products

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

6-The use of English by Bifa brand may raise consumers' curiosity about the meaning about their products.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

7-The use of English has raised my curiosity about the meaning of the text (words / phrase) used on the packaging.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

8-The use of English in Bifa's food packaging can be a symbol of modernity.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

9-The use of English by Bifa can increase its business competition with other national brands.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

10-The use of English helps tourists to understand the content of Bifa's packaging.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

11-The use of English may make of Bifa an international brand.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

12-The use of English in Bifa's food packaging can be a threat to French.

- Strongly agree
- Agree
- Do not know
- Disagree
- Strongly disagree

13-What are the suggestions that you can give to improve the use of English in Bifa's food packaging?

Résumé

Le paysage linguistique algérien se caractérise par la diversité de ses langues, incluant l'arabe et ses variétés, le berbère, le français et l'anglais. Cette thèse explore l'utilisation de l'anglais dans le paysage linguistique ascendant de l'emballage de la marque algérienne Bifa. Cette dernière est l'une des marques les plus connues et les plus consommées par les Algériens. Notre étude a trois objectifs principaux. Tout d'abord, elle tente d'étudier la manière dont l'anglais est représenté dans l'emballage alimentaire de la marque algérienne Bifa par rapport aux autres langues utilisées en Algérie. Ensuite, elle vise à déterminer les phénomènes linguistiques affichés dans l'emballage alimentaire qui reflètent le contact de l'anglais avec ces langues. Enfin, elle vise à examiner comment les consommateurs des produits Bifa perçoivent l'utilisation de la langue Anglaise dans leurs emballages. Notre étude est une recherche descriptive basée sur une méthode mixte qui combine une analyse quantitative et qualitative. Notre corpus est constitué de 71 produits sélectionnés du catalogue de la marque exposé sur son site. Nous avons donc opté pour deux outils de recherche : l'analyse de contenu pour identifier la façon dont l'anglais est représenté par rapport aux autres langues dans les emballages des produits alimentaires de Bifa, ainsi que les phénomènes linguistiques qui se sont produits à travers l'interaction de l'Anglais avec ces langues. En outre, nous avons utilisé un questionnaire comme outil quantitatif pour examiner les perceptions des consommateurs concernant l'utilisation de l'anglais lors de la conception de l'emballage de cette marque. Les questionnaires ont été administrés au hasard aux étudiants d'Anglais à l'université de Béjaïa, et les données ont été analysées à l'aide de différents graphiques. Les résultats ont montré que la langue Anglaise est représentée dans l'emballage de Bifa et que malgré que le Français est la langue dominante mais dans l'utilisation de l'Anglais, les designers de la marque ont utilisé des stratégies de marketing (nom du produit, couleur, ...etc.) qui reflètent l'importance qu'ils donnent à la langue Anglais. En outre, en ce qui concerne l'interaction de l'anglais et d'autres

langues dans les emballages de Bifa, nous avons constaté que la translittération est le phénomène linguistique le plus utilisé par rapport à l'emprunt et au mélange de codes. Enfin, les résultats du questionnaire ont montré que les consommateurs des produits Bifa perçoivent positivement l'utilisation de l'Anglais dans l'emballage de ces produits.

الملخص

يتميز المشهد اللغوي في الجزائر باستخدام مجموعة متنوعة من اللغات. تتمتع اللغة الإنجليزية بمكانة مرموقة في السياق الجزائري. حيث اتخذت السلطات قرارا باستخدام هذه اللغة في المؤسسات العامة وعلى المستوى القاعدي

تهدف الأطروحة الحالية الى إستكشاف إستخدام اللغة الإنجليزية في المشهد اللغوي القاعدي مع التركيز بشكل خاص على تغليف منتجات شركة بيفا. تعتبر هذه الأخيرة واحدة من بين رواد قطاع الصناعات الغذائية في الجزائر

هذه الدراسة لها ثلاثة أهداف رئيسية، أولاً تهدف الى استكشاف مكانة اللغة الإنجليزية في تغليف منتجات "بيفا" مقارنة باللغات الأخرى المستخدمة في الجزائر. ثانياً، تسعى إلى وصف الظواهر اللغوية الناتجة عن التواصل بين اللغة الإنجليزية وهذه اللغات. وأخيراً، تهدف الى دراسة كيفية تصور المستهلكين لاستخدام اللغة الإنجليزية. في هذه العبوات

يعتبر هذا البحث وصفيًا مبني على منهج مختلط. تتكون مجموعة البيانات الخاصة بهذا البحث من 71 منتجًا تم اختيارها من كتالوج العلامة التجارية الذي تم عرضه على موقعها الخاص. لإجراء هذه الدراسة قمنا باختيار أداتي بحث؛ تحليل المحتوى والاستبيان. لقد تم توزيع الاستبيان عشوائيًا على طلاب اللغة الإنجليزية في جامعة بجاية. أظهرت النتائج أن اللغة الإنجليزية ممثلة في عبوات بيفا وأنه على الرغم من أن اللغة الفرنسية هي اللغة المهيمنة، إلا أن مصممي الشركة قد اعتمدوا بعض استراتيجيات التسويق عند استخدام اللغة الإنجليزية (الاسم، الألوان، إلخ) مما يعكس الأهمية التي أعطيت لهذه اللغة. بالنسبة لتفاعل اللغة الإنجليزية مع اللغات الأخرى في تعبئة منتجات هذه الأخيرة وجدنا أن الترجمة الصوتية هي الظاهرة اللغوية الأكثر استخداما مقارنة بالافتراض اللغوي والمزج بين اللغات. في النهاية، أظهرت نتائج الاستبيان أن مستهلكي هذه المنتجات ينظرون بشكل إيجابي إلى استخدام اللغة الإنجليزية فيه

