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**Examining the Impact of English Commercial Sign
Names in Khenchela Before and After English
Designation as the Second foreign Language in Algeria
The case of English naming shops in khenchela**

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Requirements for the Degree of Master in Language and Culture

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Dedication

Miracles, often seen as extraordinary occurrences, are in fact the fruits of sustained hard work and extreme patience. This thesis embodies the belief that through perseverance, what once seemed impossible becomes attainable, turning effort into extraordinary achievements.

At the outset, praise to Allah for giving me health, patience and strength to be able to realize this work despite all the many difficulties and obstacles.

To the two pillars of my soul, Mom and Dad, whose boundless love and sacrifices have paved the way for my success. Your unwavering faith in me has been the fuel for my ambitions and this thesis stands as a tribute to your endless support and encouragement. I dedicate this work to you with heartfelt gratitude and profound admiration.

*To my beloved sisters (**Amel, Imen, Malek, Nour, Loudjain**) for the unwavering love, laughter, and endless encouragement.*

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Abstract

The value of the English language in today's Anglophone world cannot be overstated. English serves as a crucial bridge between different regions and the broader global community, facilitating international business, diplomacy, and cultural exchange. Seeking to gain deeper insights into the changing landscape of commercial signage in Khenchela, following the linguistic policy dynamic in Algeria. This study investigates the effect of English commercial sign names in Khenchela, both prior and after the country's English was introduced as SFL. The research explores how this linguistic shift has influenced consumer behaviour, cultural perceptions, and the evolution of linguistic scenery in the region by way of a case study focusing on English naming shops. This research employs a mixed-method approach, which includes on the one hand, data from both questionnaires addressed to One hundred seven (107) female and ninety-three (93) male customers, as well as interviewing ten (10) traders. Alongside analysis of photographs depicting commercial signage. The findings indicate a notable surge in the prevalence of the English language within Khenchela, particularly evident in commercial contexts, signifying its status as a burgeoning medium. This trend is notably embraced by the younger demographic. Concurrently, there is a dwindling use of the Chaouia language, especially in the realm of commercial signage, particularly among the youth, showing casing a shift in the linguistic landscape. Additionally, the influence of English on the previous colonial language, French, is discernible, as it is gradually replaced by English, signifying a shift in cultural dynamics. Moreover, there is an emerging trend of Arabization of English in nomenclature, coexisting alongside Arabic. Contrastingly, there are discernible divergences in consumer behaviours and purchasing decisions, reflective of the changing Socio_cultural and linguistic dynamics within the community. This research ends up with valuable insights into the evolving role of English commercial sign in Khenchela's linguistic landscapes.

Key words: Commercial signage, Linguistic landscape, culture and identity.

List of Abbreviations

BE: Business English

SFL: Second Foreign Language

EFL: English as a Foreign Language

ESL: English as a Second Language

ESP: English for Specific Purposes

MENA: Middle East and North African

SAP: System Applications and Products

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General Introduction

Introduction

Khenchela, the field site for this study, exemplifies the invasion of foreign languages. Ministry of Tourism and Handicrafts (2024) justified that, originally a Tamazight-speaking town, Khenchela has seen significant linguistic changes due to migration and the increasing influence of global culture. The language situation in Algeria has been highly disrupted since the period of invasion and colonization, affecting all aspects of life. These disruptions can be understood in the context of Algeria's long colonization period and its status as a French-speaking country within the Francophone society. However, recent language policies promoting Arabization and the younger generation's growing preference for English are beginning to challenge the dominance of French in Algeria.

According to Karen Englander (2014), English serves as the current language of science and international communication, leading to its adoption as a second language in many countries. Recognizing the need to keep pace with globalization, the Algerian government has made English a compulsory second language. According to Wikipedia the President Abdelmadjid Tebboune (2022) asserted that “Algeria has emphasized the teaching of English. Starting in 2022, English language learning was introduced in the third year of primary school, and a training program was implemented for new high school graduates”.

This shift has led to an increase in English advertisements and commercial signs in Khenchela's market, reflecting the broader linguistic changes. This study aims to provide insight into how the English language has become an integral part of the linguistic landscape in Khenchela and how this transformation can help Algerians improve their competence in

including this language in marketing and its role in increasing customer attraction and market development.

Literature Review

The dynamics of linguistic landscapes are constantly evolving in the field of language studies, reflecting shifts in cultural norms, cultural influences, and official language policies. However, in the context of Algeria's Khenchela market, there is a significant gap in research on the effect of English signage before and after its formal recognition as a second language. This dissertation seeks to fill this void by providing a comprehensive survey of the Khenchela market's linguistic landscape, focusing on the period before and after Algeria's introduction of English as a second language, which has not been studied previously, especially by linking it to the political change taking place in the country. The inclusion of English in commercial signage provides a unique opportunity to observe linguistic and socio-cultural shifts within the local context of Khenchela. Although previous studies have explored the wider role of English in Algeria, no one has specifically investigated its presence in the Khenchela market during the transitional period since the introduction of English as a second language.

The use of English in commercial signage provides a compelling lens through which to see linguistic shifts and socio-cultural shifts in Algerian society. Although many studies have investigated the impact of English on diverse linguistic landscapes around the world, few have specifically investigated its integration into the Algerian market context. Therefore, this review seeks to fill this void by examining only the current literature and shedding light on the origins of the situation. Studies about Language policy and linguistic & landscape, Landry and Bourhis (1997) introduce the linguistic landscape, focusing on how language policies influence the

presence and use of languages in public spaces. The designation of English as the second language in Algeria has reshaped the linguistic landscape, impacting commercial signage in areas such as Khenchela. Landry and Bourhis (1997) argued that, “Linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region” (p.23).

Sidhoum (2016) conducted a research about the exact positioning of English within the complex language situation in Algeria. Sidhoum (2016) he claimed that “The display of languages in public spaces is as old as history. However, the attention given to this phenomenon is not that old” (p. vii). Relative studies about Globalization and linguistic influence: Crystal (2003) examined the development of English as a global lingua franca and its effect on local languages and cultures. The use of English in commercial signage can be seen as a result of linguistic borrowing and the incorporation of English into the local linguistic repertoire with globalization. Crystal (2003) also claimed that the new edition of his classic book includes additional chapters on the future of English as a world language, English on the internet, and the possibility of an English “family” of languages. He is the author of several books with Cambridge, including *Language and the Internet* (2001), *Language Death* (2000), *English as a Global Language* (1997), *Cambridge Encyclopaedia of Language* (1997), and *Cambridge Encyclopaedia of the English Language* (1995) as well as *Words on Words* (University of Chicago, 2000).

Blommaert (2010) expanded on this by examining how globalization processes led to the adoption of English in various fields. The increasing importance of English in commerce in Algeria can be attributed to its status as a global business language. Relative studies about

Commercial signage and cultural identity: Scollon and Scollon (2003) explored how commercial signage portrays cultural identity. Commercial signs in Khenchela were most likely to be Arabic or French before English, reflecting Algeria's linguistic and cultural heritage. The introduction of English may signal shifts in cultural identity and global influences. They claimed that Discourses in place is a must-read for anyone interested in language and how we communicate. This book, which was written by experts in the field, argues that we can only interpret public texts like road signs, notices, and brand logos by considering the social and physical environment around them (Scollon & Scollon, 2003).

Some Algerian relative studies in term of language teaching and usage, Benrabah (2005) provided an overview of Algeria's English language teaching methods and language policy. The promotion of English proficiency in education may have contributed to the use of English in commercial signage. Boumaza (2016) examined the status of English in Algerian society, highlighting its increasing importance in various fields. Other relative studies about sociolinguistics perceptive, Gumperz (1982) and Labov (1972) developed sociolinguistic frameworks for assessing language use in social contexts. Applying these perspectives to Khenchela provides a glimpse at the cultural contexts that led to the use of English in commercial signage, including aspects such as identity, wealth, and prestige.

Adlaoui and Horr (2022) Carried out research on investigating the visibility of Foreign Languages on Commercial Signs in Tiaret: A Comparative Study. They claimed that the research subject, which takes a comparative approach, aims to investigate the motivations, perceptions, and attitudes regarding the use of various forms of foreign languages. Benyagoub anf Sebti (2020) pursued inquiring about The Spread of English in Algeria: Uses and Attitudes A Case

Study of Guelma City. This study fills a critical gap in the existing literature by providing the first study that pacifies the effect of English in the Khenchela market before and after Algeria's formal recognition of English as a second language.

This study seeks to figure out how the official recognition of English influences its presence, usage, and reception within the Khenchela market's linguistic landscape by focusing on this particular aspect. The scarcity of studies addressing this particular aspect underscores the significance and originality of this research endeavour. The absence of existing literature serves as a catalyst for this study, emphasizing the need for a thorough study of the linguistic dynamics within the Khenchela market during a time of linguistic change.

Problem Statement

In the vibrant cityscape of Khenchela, nestled within the rich tapestry of Algerian culture. The gradual emergence of English commercial sign names has sparked a subtle yet significant change. The streets now bear witness to an influx of English signage, marking a palpable change in the linguistic landscape of this dynamic urban centre. This transformation reflects a deeper societal change propelled by the official recognition of English as Algeria's second language. While English promises global connectivity and economic opportunities, its integration into Khenchela's linguistic fabric raises profound questions about identity and heritage.

Before diving into the minutiae of this linguistic transition, it's important to understand the intricate relationship between language, tradition, and society. Language acts as a medium for cultural transmission, embodying values, and traditions that are deeply embedded in Khenchela's daily life. The introduction of English sign names thus represents not only a linguistic shift but also a cultural shift. Yet, amid this globalization wave, questions arise. How

have English commercial sign names in Khenchela evolved before and after English was designated as the second language in Algeria? What is the perception and reception of English commercial sign names among the Algerian population in Khenchela? How do English commercial sign names impact the consumer behaviour and preferences of individuals in Khenchela? In what ways do English commercial sign names influence the cultural identity and language perception in Algeria, particularly in Khenchela?

This study aims to unravel these complexities, exploring the socio-cultural dynamics of English commercial sign names in Khenchela. By examining signage evolution before and after English designation, we seek to understand the impact on local identity and heritage amidst the changing tides of Algerian linguistic policy.

Significance of the Study

In the context of Algerian people who are still preserving the Arab culture that is vastly different compared to the western culture, English language becomes a need in order to interact with people from other parts of the world. This thesis aims to comprehensively investigate the impact of English commercial sign names in Khenchela, following the official design of English as a second language in the country. Through a mixed-methods research design, the study will delve into the evolution of these sign names, exploring how they have changed over time. It will also delve into the perception and reception of these sign names among the local population, examining the attitudes and opinions of residents towards the presence of English names in Khenchela.

Additionally, the study will analyse the influence of these sign names on consumer behaviour and preferences, exploring whether the use of English names affects the choices and

preferences of consumers in Khenchela. Finally, the thesis will assess the potential impact of English commercial sign names on cultural identity and language perception in the local community. By shedding light on these aspects, this research aims to provide valuable insights into the effects of English commercial sign names in Khenchela, contributing to a deeper understanding of their role in shaping the local commercial landscape.

The purpose of this study is to find out why the use of English in Khenchela's commercial sign names developed in the ways in which it has. The reasons for this are that by understanding how and why the current sociolinguistic situation has come about, one can make predictions for what will happen in the future, based on current trends and patterns. This is useful information for both teachers and learners of English because it will give them an indication of which areas of English are more relevant than others, and when certain aspects are likely to change. For English teachers, this will help to clarify what is more important to teach and when to teach it, and for learners, it will help them to understand which areas they should focus on more strongly, depending on their individual needs.

By examining a narrow focus of English in Algeria such as commercial sign names, one can draw general conclusions about Algerian use of English, and specific conclusions about this instance of English in relation to the cultural and sociolinguistic context. It could then be possible to extrapolate this and compare it to other similar situations or different levels of Algerian society in relation to contact with the Anglophone world.

Research Questions

The research advances four questions that are as follows:

Q01: How have English commercial sign names in Khenchela evolved before and after English was designated as the second language in Algeria?

Q02: What is the perception and reception of English commercial sign names among the Algerian population in Khenchela?

Q03: How do English commercial sign names impact the consumer behaviour and preferences of individuals in Khenchela?

Q04: In what ways do English commercial sign names influence the cultural identity and language perception in Algeria, particularly in Khenchela?

Research Hypotheses

The research advances four hypotheses that are as follows:

H₀: There is no significant difference in the usage and reception of English commercial sign names in Khenchela before and after English became the second language in Algeria.

H₁: English commercial sign names have a more positive reception and influence on consumer behaviour in Khenchela after the announcement of English as the second language in Algeria.

H₀: English commercial sign names have no impact on the cultural identity and language perception of individuals in Khenchela.

H₁: English commercial sign names contribute to a shift in cultural identity and language perception among the Algerian population in Khenchela following the designation of English as the second language in Algeria.

Research Methodology

The chosen methodology was utilized to ensure a comprehensive and nuanced exploration of the impact of English commercial sign names in Khenchela, facilitating the acceptance or refutation of hypotheses. By employing a mixed-methods approach. For the quantitative approach, a structured questionnaire is addressed to a random sample of One hundred seven female and ninety-three male customers, as well as for the qualitative approach a semi structured interview directed to ten traders. and an analysis of we aimed to capture a broad range of perspectives and intricacies inherent in the phenomenon. This versatile methodology allowed us to gather both numerical data on consumer attitudes and nuanced insights into shop owners, and captured images of commercial signs, selected based on some criteria, we aimed to capture a broad range of perspectives and intricacies inherent in the phenomenon.

This versatile methodology allowed us to gather both numerical data on consumer attitudes and nuanced insights into shop owners' motivations and experiences. Additionally, visual analysis provided tangible evidence of changes in signage over time, enriching our understanding further. By integrating these methods, we could thoroughly interpret the data and delve into the research questions, ultimately providing a basis for either confirming or refuting hypotheses regarding the impact of English commercial sign names in Khenchela.

Scope and Limitations of the Study

The research's focus is on systematically investigating the effect of English commercial sign names in Khenchela, Algeria, before and after English became the second language. Among the objectives are: observing changes in signage appearance, language usage, and placement, as well as understanding consumer perceptions and shop owners' viewpoints. It is restricted to

Khenchela geographically, ensuring a localized study within its cultural context. Consumers and shop owners will be gathered through quantitative surveys and qualitative interviews, respectively. The analysis will be supplemented by visual representations of sign names across Khenchela.

For the limitations, in the beginning, choosing the topic was not easy. It took two days to settle on a topic and get it approved by my supervisor. The biggest obstacle for me was not the individual work, but it was the time shortage. It became my biggest challenge, pushing me into a constant race against it. Despite this I discovered that I can shine under the pressure, that's outstanding. The large sample size required me both time and effort, since the questionnaire directed to consumers in Khenchela requires a large number of answers, and here in particular lies the challenge, as I felt that I was begging for an answer. After collecting data, I discovered that most people do not think carefully while submitting an answer, they just rush to complete it, even though they knew that their answers are completely protected and unnamed.

Data collection was done by walking in the streets of the city centre of Khenchela state. The weather changes, from hot sunny weather, strong winds or rain on different days, consume my energy to some extent. Conducting interviews seemed easy at first, but I soon encountered refusal to conduct some interviews and the excuse of being overcrowded, tired, or not being in a good mood at that time. According to my understanding of the situation, perhaps the traders do not have the culture of being interviewed. The last obstacle that I encountered is when translating the dialogue, where I found words that have no equivalent in English like the word “زواولا. نقارعو”
“. المعيشة

Definition of Key terms

Landscapes: Landry and Bourhis defined linguistic landscapes “The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government building scombines to form the linguistic landscape of a given territory, region, or urban agglomeration” (Landry & Bourhis, 1997, p.25)

Linguistic Landscape: “Linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region. It is proposed that the linguistic landscape may serve important informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory” (Landry & Bourhis, 1997, p.23).

Linguistic Sign: Bakhaus proposes a definition of a linguistic sign as being “any piece of written text within a spatially definable frame. The underlying definition is physical, not semantic” (Bakhaus, 2007, p. 66).

Culture: Nouaouria (2018) justified that the term culture was defined from different perspectives. Scarino and Kohler (2003) defined it: “a complex system of concepts, attitudes, values, beliefs, conventions, behaviours, practices, rituals, and lifestyles of the people who make up a cultural group as well as the artefacts they produce and the institution they create. Culture, as defined by Banks (1998), encompasses a collection of qualities including values, beliefs, behavioural norms, and symbols that are distinctive to a specific group. Good enough emphasizes that culture consists of the ideas, beliefs, and principles guiding both individual and collective actions. Similarly, Samovar et al. (2000) define culture as the accumulation of knowledge, experiences, beliefs, values, behaviours, attitudes, and various other elements

acquired by a community over generations through both individual and collective efforts (Nouaouria,2018, p.10).

Identity: according to APA Dictionary identity, an individual's sense of self defined by (a) a set of physical, psychological, and interpersonal characteristics that is not wholly shared with any other person and (b) a range of affiliations (e.g., ethnicity) and social roles. Identity involves a sense of continuity, or the feeling that one is the same person today that one was yesterday or last year (despite physical or other changes). Such a sense is derived from one's body sensations; one's body image; and the feeling that one's memories, goals, values, expectations, and beliefs belong to the self. Also called personal identity.

Research Structure

This dissertation is divided into two parts: the theoretical and practical parts. theoretical part consists of two chapters. Chapter one is devoted for” the expansion of English in Algeria: linguistic and cultural impact”. The second chapter is allotted to “English as crucial tool in Algerian market”. The third chapter shows research Methodology: Data Analysis, and interpretation the characteristics of the target population, the data collection tools used in this research, the data analysis and the discussion of the findings. It also recommends some implications. The research ends up with a general conclusion.

Chapter One: The Expansion of English in Algeria: Linguistic and Cultural Impact

Introduction

Over the years, the English language has had a great explosion and influence in Algeria. It grew into a widely spoken language, this growth no longer most conveniently formed a linguistic panorama, but also brought with it approximately cultural adaptations and opportunities for intercultural exchange. This chapter carries with it the stages of infiltration of the English language in a society known for its historical linguistic and cultural richness. As confirmed by Belmihoub “Algeria is culturally and linguistically diverse North African country” (Belmihoub, 2018, p.01) as it sheds light on the various factors that contributed to the expansion of the English language in Algeria despite it being a bilingual environment, as justified by Belmihoub “. The presence of English in the former French colony of Algeria has been dramatically increasing” (Belmihoub,2018, p.01), especially after the declaration of English as second language by President Abdelmadjid Tebboune in 2022.

Prior to go deeper into English in Algerian market and sign commercial shops it’s important to highlight a comprehensive overview of the linguistic and cultural history of Algeria, up to the current situation, including the modern linguistic policy and the wide range of multiculturalism and the sociolinguistics landscapes in Algerian communities (Khenchela case). Nevertheless, the recent language policy for Arabization and the language attitude of the younger generation towards English and how it has started to jeopardize the position of the French language in Algeria.

History of Linguistic Diversity in Algeria

Pre-Conquest

According to Benrabah (2014), Algeria's linguistic diversity stems from its intricate historical background. Before the conquest of Algeria by Arab-Muslim forces in the 7th century, the region was inhabited by various indigenous Berber-speaking tribes.

Berber Languages. According to Chami (2009) Algeria has always been a land where different cultures met, leading to a mix of languages spoken by its people since ancient times. First inhabitants of Algeria were the Tamazight, that the Greeks and Romans indicated by the term "Numidia". Chami argued that, Algeria become an area of invasion and a crossroad of civilizations that made the linguistic plurality reign among its audio system for the reason that Antiquity. The First population of Algeria had been the Tamazight, that the Greeks and Romans indicated via way of means of the term "Numidia" (p.387). These tribes had their own distinct languages and cultures, contributing to the linguistic diversity of the region.

As Youcef (2020, p.80) claimed that Berber subsumes a plethora of spoken varieties. These are located simply in Kabyle province, Aurès with inside the east similarly to Mzab and Touareg dialects. As a count number of facts, research on mom tongues in Africa have given wider foreign money to Tamazight. According to Montagnon (1998, p.21), Berber appeared as one of the historical languages with inside the Maghreb area. In the same vein, Ibrir and Al Rousan (2018) said that, "Algeria is a melting pot of ethnic groups including Berbers, "(language Change and Stability in Algeria" (p.179). In this view, the Berber languages were and still spoken by different Berber ethnic groups. This linguistic diversity reflected the rich tapestry of cultures and societies that existed in pre-conquest Algeria (Youcef, 2020).

Chaouia as an Example of Berber Language in Algeria

According to Ibrir and Al Rousan (2018), the Chaoui language is a Berber language spoken by the Chaoui people in the Aurès region of Algeria” The Chaoui dialect is spoken in the Aures Mountains in three states, namely, Batna, Khenchela and Souk Ahras. It is the second most prevalent Berber dialect in Algeria (Benhattab, 2011, p.180). The Chaouia language holds significant cultural and historical importance within the region, reflecting the unique identity and heritage of the Chaoui community. Maarouf and Lamouri (2021) added that:

“Also referred to as Shawiya, Shawia, Tachawit, and Tachaouith is the second major Berber language with more than two million speakers with no written language and no words to describe modern concepts, the Chaouis live in the region of the Aurès mountains-extension of the Atlas mountain range including Sétif, Souk Ahras, Tébessa, Khenchla, Oum El Bouaghi, and in the northern part of Biskra. The Chaouis are less active when it comes to the political movements” (p.38). Figure one (01) shows the distribution of the Shawiya dialects in North-eastern Algeria.

Figure 1

Geographic Distribution of Shawiya Dialects in North-eastern Algeria (Wikipedia, 2024)



Khenchela Community

Khenchela ancient Mascula is the capital city of the administrative Khenchela Province, number 40, in the north east of Algeria. Situated in the Aures Mountains, 1200 m above sea level. The city is mainly populated by Berber Chaouis (Wikipedia). Figure two (02) shows the geographic description of khenchela community and its main cities Aïn Touila, Babar, Bouhmama, Chechar, El Mahmal, Kais, Khenchela, Zoui.

Figure 2

Geographic Description of Khenchela Community (d-maps.com, 2024)



During Conquest Periods

The linguistic profile of Algeria was quite diverse during the conquest period, as Beneabah (2004) said that, “Algeria is a multilingual country and this linguistic situation comes from its complex history” (p.07), which refers mainly to French colonization beginning in 1830. During the French colonization in 1830, French was introduced as the language of administration, education, and the legal system. During the French colonization, Benrabah (2014) also clarified that, “Modern Algeria was born in 1830 when colonial France brought the European and the indigenous Arabo-Berber worlds into violent contact. Between 1830 and 1962, the French implemented a methodical policy of deracination and deculturization” (p.07). French became a prevalent language in numerous areas of daily life. Nevertheless, Classical Arabic, Algerian Arabic, and Berber languages continued to be widely spoken but its user declined. Benrabah (2014) added that, “under the influence of nineteenth-century language attitudes, strongly believed in the superiority of their language and culture” (p.07). Reclus (1886) exemplify that, in 1886, the geographer Onésime Reclus described Arabic and Berber as sharing “a passion for terrible guttural sounds which resemble Vomiting” (p.680).

Arabic Position. According to Belmihoub (2017), the Arab-Islamic period started in 647 AD when Arabs took over the Christian Byzantine Empire in the Maghreb. Over time, the local Berber populations adopted Arab culture and language because of Islam’s influence, which introduced a rich literary tradition and a well-developed system of government and education. As a result, many Berbers migrated to urban areas, began speaking a form of Arabic, and embraced Arab and Muslim identities (English in a Multilingual Algeria, p.04). According to Belmihoub (2012), Algerian Arabic, also known as Darja, is the most commonly spoken language and is used by many different people.

French Position. According to Chami (2009), in one of his books, Taleb Ibrahimi (2000, p.66) mentions that the French language was the only one that lasted and had an impact on its users. It held a special place in Algerian society. The French language, forced upon the Algerians through forceful means, was a key element in the French strategy to strip people of their identity and culture. During the early years of colonization, France aimed to eradicate the Arabic language and introduce French culture into the native society. The objective was to replace Arabic with French. The history of the French language in Algeria began with colonization in July 1830, with the French viewing the spread of their language as crucial for their progress and dominance in the region. However, the Algerians were hesitant to accept the new form of education proposed by the colonizers, fearing it was an attempt at evangelization that would undermine the teachings of the Holy Koran. Instead, they preferred their traditional educational institutions like Zaouias and Mederssas, which had been producing scholars and literate individuals until the arrival of the colonizers (Ibrahimi, 2009).

Post-colonial Linguistic Profile

Rouahna (2022) said that, “Recent language policy developments in Algeria have attempted to promote multilingualism through encouraging foreign languages (French and English), acknowledging Tamazight as an official language and incorporating it into some regional schools. However, the competition between the official languages and the ‘foreign’ ones even in educational settings continues to (re-)shape the sociolinguistic profile of the public domain” (p.21). Through this view, a post-colonial linguistic future characterized by multilingualism, and bilingualism. Algeria could embrace a diverse linguistic landscape that includes Arabic, Tamazight (Berber), French, and potentially English communities or as global lingua franca. Efforts to promote multilingual education and communication could foster greater

inclusivity and respect for linguistic diversity, while also empowering individuals to navigate diverse social and professional environments effectively. This approach would reflect Algeria's rich cultural heritage and its commitment to embracing the plurality of languages spoken within its borders.

The Interwoven Tapestry of Post-Colonial Algeria: Multilingualism Bilingualism, and Linguistic Landscapes. The post-colonial landscape of Algeria is characterized by a complex tapestry of languages,

Multilingualism. Multilingualism in Algeria refers to the coexistence and recognition of multiple languages within the country, including Arabic, French, Tamazight, and English. According to Cenoz (2013) Multilingualism is a complex phenomenon that can be studied from different per-spectives in disciplines such as linguistics, psycholinguistics, sociolinguistics. Li (2008) defined a multilingual individual as “anyone who can communicate in more than one language, be it active (through speaking and writing) or passive (through listening and reading” (p.45). Cenoz's perspective highlights the multifaceted nature of multilingualism, suggesting that it can be examined through various lenses within disciplines like linguistics, psycholinguistics, and sociolinguistics. Li's definition broadens the scope by considering individuals who can communicate in multiple languages actively or passively, emphasizing both productive and receptive language skills. This comprehensive understanding underscores the richness and complexity of multilingualism in shaping language dynamics within a country.

According to Siham Rouabah (2022), recent language policy changes in Algeria aim to foster multilingualism by promoting French and English alongside recognizing Tamazight as an official language and integrating it into regional schools. However, the ongoing competition between official and 'foreign' languages, even within educational institutions, is reshaping the

sociolinguistic landscape. Chemami (2011) in discussing plurilingualism in Algeria claimed that “The terms of multilingualism are currently used to refer to pupils who live in two languages or need to use two or more languages at home and at school. It does not mean that they are competent and literate in both languages Hall” (p.227).

Bilingualism. As a result of the colonial educational system and the necessity of interacting with the colonial administration, many Algerians became bilingual in Arabic (Classical and Darija) and French. This bilingualism varied widely across different social strata and regions. According to Hadri (2017), “The French occupation in Algeria which spanned 132 years (1830-1962) is deemed to be the principal milestone of any historical justification for bilingualism in Algeria” (p. 34). The ability to navigate between Arabic and French enables Algerians to participate fully in both their national context and the broader global community, enriching their social, economic, and cultural experiences.

According to Maarouf and Lamouri (2021) mentioned that Bloomfield (1933) defines it as “the native like control of two languages” (p.50), which means, bilingualism is when someone can speak two languages fluently. This means that bilingual people can speak both languages as well as a native speaker. Haugen (1956) stated that bilingualism is “a cover term for people with a number of different language skills, having in common only that they are not monolinguals” (p.09). He talked about the importance of being bilingual and multilingual, stating that being bilingual means being able to speak and use two languages fluently.

Borrowing is a significant aspect of bilingualism in Algeria; it enriches the Algerian linguistic landscape by blending elements from Arabic, French, English and Berber, creating a dynamic and adaptable means of communication. Also Borrowing contributes to a unique linguistic identity where Algerian Arabic, infused with French Or English elements,

distinguishes itself from other varieties of Arabic. This is an example of French and English Borrowing into Arabic (Darja). Figure three (03) shows old French borrowing in contrast with recent fresh borrowing (Hadri, 2017).

Figure 3

Old French Borrowing Vs Recent French Borrowing

French words and expressions	Phonemic transcription		English gloss
	Old borrowings	Recent borrowings	
Les allumettes	/zalami:t/	/lezalymet/	Matches
Briquet	/brika/	/brike/ or /brike/	Lighter
Chantier	/fanti/	/fātje/	Construction site
L'électricité	/ətri'sinti/	/lelektwisite/	Electricity
Feu rouge	/firuz/	/fø ruʒ/	Red light
L'humidité	/əlmiditi/	/lymidite/	Humidity
Opération	/barasju:n/	/ɔpekasjɔ̃ /	Surgery
Pansement	/fasma/	/pāsmā/	Dressing
Pompe	/bumba/ or /pumpa/	/pɔ̃p/	Pump
Poupée	/bubijja/ or /pupijja/	/pupe/	Doll
La retraite	/lən'tri:t/	/la rətɔ̃t/	Retirement
Réveil	/refei/	/kɛvɛj/ or /revɛj/	Alarm clock
Sac à dos	/sakodo/	/sakado/	Backpack
Serviette	/serbita/	/sɛkvjet/	Towel
Tablier	/tabli/	/tablije/	Pinafore
Les taches	/ətaʃa:t/	/letaʃ/	Stains / spots
Tour de cou	/dɔ̃dku/	/tuʁ də ku/	Necklace
Valise	/faliza/	/valiz/	Suitcase
Veste	/vista/	/vest/	Jacket
Village	/fila:ʒ/	/vilaʒ/	Village

Some Arabic (darja) -English borrowing provided by the author Bouguerra Hadeel

/kombioutar/ - computer

/Telifoun/ - telephone

/tekhnolojia/ - technology

/internet/- internet

/bizness/- business

/visa/- visa

/shopping/- shopping

/snak/- snack

/taksi/- taxi

/manikir/ - manicure

/drama/- drama

/tikit/- ticket

Linguistic Landscapes. The linguistic landscape of Algeria reflects the coexistence and interaction of multiple languages in public spaces. Landry and Bourhis (1997) argued that, “The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration” (p.25). They (1997) also claimed that, Linguistic landscape is all about the languages we see on signs in a certain area. It is suggested that the languages we see on signs can show us who has power and status in that area. The post-colonial linguistic landscape in Algeria, therefore, is characterized by a dynamic coexistence of Arabic, French, and indigenous languages, English also plays a significant role in Algeria’s linguistic landscape, especially in domains like technology, science, and international commerce.

Algerian Modern Linguistic Policy

Algeria's modern linguistic policy, focusing particularly on the growing significance of English alongside Arabic and French.

Government Initiatives to Promote English in Algeria. Mazoozi (2022) claimed that, Algeria is moving towards making English the primary second language in education, as President Abdelmadjid Tebboune has declared that starting this autumn, Algerian students will begin studying English in primary school. President Tebboune said at a news conference on July 30 that, "French is a spoil of war ... while English is the language of research and science, and it must be taught and given more attention," While it's true that English has become the dominant language in research and science, describing French as solely a "spoil of war" overlooks its historical and cultural significance. Ensuring access to English education is crucial for individuals seeking to participate in the global scientific community and contribute meaningfully to advancements in knowledge and innovation.

English Accreditation in Universities. According to research done by Maarouf and Lamouri (2021), they found that Tayeb Bouzid, the former minister of higher education, made a statement in favour of switching to English, sparking a competition between English and French to become the dominant language in Algerian universities. Despite facing challenges, Algerian authorities made a second attempt to promote English as the official language for teaching and research. The first attempt was in the 90s, focusing only on primary schools. The shift from one language to another has become a key issue in Algeria recently and is the main focus of this study (p. 15). They claimed that "little by little the knowledge of English language starts spreading in the Shifting to English in Algerian Higher Education" (p.40); also, they justified that, "English is present in the curricula at university so there is language use inside plus outside

use like social media where most students express themselves more because they have more chances” (p.71).

According to Rahmani (2021), furthermore, the way English is taught and learned has been completely transformed by technological advancements. In order to keep up with the constant use of various technological tools and innovations, educational institutions at a higher level should think about incorporating English into their curriculum. This incorporation can either make learning easier or open up new possibilities for discoveries and inventions. According to researchers like Moursund and Bielefeldt (1999), technology plays a crucial role in improving people’s lives. As a result, researchers and educators should accept the importance of English in order to effectively utilize these technologies, as many of them are the product of studies and research conducted in the English language.

Relevance Theories on Language and Culture

Relevance theories offer insights into how language and culture intersect, particularly in the context of Algeria. Algerian culture, influenced by various traditions, shapes the perception and use of English in the country. Understanding these dynamics provides valuable insights into how language serves as a medium for cultural expression and interaction in this diverse society.

Overview of Algerian Culture. Algerian culture is deeply rooted in Arabic Islamic ideology, as Fatmi (2018, p.23) claimed that, most of the Nationalist movements during and after the independence war used Arabic as their primary language. They believed it was the most suitable official language for expressing an Arab-Islamic identity. Algerian culture is deeply rooted in Islamic traditions, which permeate every aspect of society, from daily rituals to artistic expressions. Moreover, Algeria’s multiculturalism is a testament to its rich history and diverse

heritage. The country's Berber, Arab, and French colonial legacies have interwoven to create a cultural tapestry that is as complex as it is vibrant. This multiculturalism is reflected in the nation's language, with Arabic, Berber dialects, and French coexisting as integral components of Algerian identity.

Nikonorova and Pype (2005) said that, "Multiculturalism" is the co-existence of diverse cultures, where culture includes racial, religious, or cultural groups and is manifested in customary behaviours, cultural assumptions and values, patterns of thinking, and communicative styles" (p.01). The appearance of English culture is also discernible, particularly in urban centres where elements of Western fashion, architecture, and popular culture are embraced. The fusion of English and Algerian influences adds yet another layer of diversity to the nation's cultural landscape, reflecting its openness to global influences while remaining rooted in its rich heritage.

Khaldoun (2021, p. 04), viewed that Even the most patriotic Algerians cannot deny the importance of a global language. By improving our English skills, we are simply aiming to be more engaged global citizens. English is widely used around the world, whether we prefer it or not. Mastering English is not just about academics, but also about practical use in daily life. Khaldoun (2021) stated that, "if students have no knowledge about target culture traditions they would not able to communicate well. Another role is that when students acquired the target culture this may help them to understand better their native culture and being motivated to know about others" (p.04). According to thus view, understanding the target culture is indeed crucial for effective communication. In the context of English culture in Algeria, knowing British traditions, customs, and social norms can enhance communication with English speakers. Moreover, gaining insights into English culture can provide Algerian students with a broader

perspective on their own culture, fostering curiosity and motivation to learn about others. This cultural exchange can enrich interpersonal interactions and promote cross-cultural understanding. Indeed, Algerian culture stands as a testament to the enduring legacy of its diverse influences, inviting exploration and appreciation for its multifaceted beauty.

Culture factor shaping English language use in Algeria. Various cultural factors shape the use of the English language in Algeria

English world wide

As stated by Crystal (2003), English is considered the most successful language ever, with 1,500 million people speaking it worldwide. The widespread adoption of English, with 1.5 billion speakers worldwide, reflects its unparalleled global influence, serving as a crucial tool for international communication, commerce, and understanding across cultures. Crystal (2003) also said that, “if English is not your mother tongue, you may still have mixed feelings about it. You may be strongly motivated to learn it, because you know it will put you in touch with more people than any other language” (p.02).

This claim by Crystal highlights the significance of English as a global language and the motivation individuals may have to learn it despite it not being their first language. English’s widespread use allows for greater communication with people from diverse backgrounds. The statement emphasizes the practical advantages of learning English for enhanced connectivity and communication in a global scale. Crystal (2003) also expressed that, “The need for a global language is particularly appreciated by the international academic and business communities” (p.13). This quote highlights the value of a global language, especially in international academic and business settings. This linguistic diversity reflects Algeria’s position in a globalized world

and the importance of multilingualism in today's interconnected society. He also added that, "There has never been a language so widely spread or spoken by so many people as English" (p.189).

Xhemaili (2022, p.322) clarified that, the current time is all about globalization, and as this idea grows, international relationships are expanding continuously. As countries come together on a common platform due to these growing relationships, effective communication becomes crucial. Proper communication is vital to establish and strengthen international relationships. Whether it's spoken or written, English is considered the language of business, which is commonly used worldwide to prevent misunderstandings. According to Aaliyah (2021), English is known as the language of international trade and relations. It is widely used to exchange thoughts and ideas. While it may not be the most widely spoken language globally, it serves as the official language in about 53 countries and is spoken by around 400 million people. Xhemaili (2022, p.328) also claimed that Most organizations that use English as their official language know this. If you don't speak English, you can't work for these organizations or participate effectively in their work. Not just businesses, but also most governments and major educational institutions in various language-speaking countries, prioritize English as the preferred way to communicate.

So, English has indeed become a dominant language in many organizations worldwide, proficiency in English can enhance Algeria's participation and effectiveness on the international stage, facilitating interactions with a broader range of organizations and individuals widely.

Economic Opportunities

Setyaningsih and Kurniasih, (2007), justified that due to globalization, learning English is crucial as it allows access to information in the world of science and technology, which is essential for a country aiming for modernization and economic growth. With the rapid economic growth, the importance of English has been increasing. In the past, developing countries relied on their large workforce for labour-intensive industries, with English proficiency not being a priority. However, times have changed, and many countries are now shifting towards skill-intensive industries. Coleman (2010, p.03) claimed that “The British Council believes that: English is critical for countries’ successful participation in the global economy, that it provides individuals with access to crucial knowledge, skills and employment opportunities and enables organisations to create and sustain international links”.

Overall, English proficiency is crucial for Algeria to actively participate in the global economy

Tourism

English proficiency is essential in the tourism and hospitality industry. Coleman (2010) said that “The importance of English in international tourism is well recognized. There is a dynamic commercially driven response to the need in the form of English language training provided as part of tourism training programmes” (p.08). According to Aoun (2018, p.12), in the tourism industry, the use of English language is widespread for communication and sharing ideas worldwide. It is essential for workers in the tourism sector to enhance their language skills, particularly in English. This is also important for students who are studying tourism. Knowing what is expected of them is crucial for ensuring customer satisfaction. Having strong verbal and written communication skills is vital for tourism professionals at every level. Improving English

language abilities during studies can enhance students' education, enabling them to address issues as they arise and meet the needs of all tourists.

Aoun (2018, p.13) also justified that, Algeria has several factors that make it an interesting country. The peaceful atmosphere, economic stability, and political conciliation towards the international market allow Algeria to actively participate and promote its beautiful landscape. Algeria now collaborates with many countries worldwide, particularly those where English is the first language. It is crucial for Algerian learners in the tourism sector to excel in English. Speaking English is vital in the tourism industry as it enhances customer satisfaction, makes demands clearer, and enables the provision of excellent service to foreign visitors unfamiliar with the local country. Under this view, proficiency in English is crucial for Algeria to successfully engage with the global tourism market, draw in increased numbers of visitors, and ensure positive experiences, thereby fostering the expansion and advancement of the country's tourism sector.

Educational System

Akhyar (2021, p. 02) justified that, English is a language spoken worldwide. It is a language that can be used in any country to communicate with others. Just think about how confusing communication would be if we used our own language to talk to people from other countries. That's why it is important for people to learn English today, to avoid misunderstandings when interacting with people from around the globe. Akhyar (2021, p.01) also said that "learning English is needed. The earlier you learn about English, the earlier you will master it so you don't have to keep up when getting to the next level of education".

Putri (2021) argued that, English plays a crucial role in education as it is always involved in the teaching and learning process. This is essential because English is a widely spoken international language, making it necessary for us to be able to communicate in English. Being able to speak English allows us to interact with individuals from various countries. Additionally, during the learning process, we seek information from different sources, many of which are in English. Being fully aware of the importance of English, Slimani (2016) said that, “English is compulsorily taught throughout the Algerian Middle and Secondary schools and universities (even in some military /security, economic and cultural institutions)” (p.34).

According to Messeded (2023, p.36) Algeria is following the trend of promoting English in schools and universities. Both the public and decision makers are supporting the idea. The Algerian government made an important decision to introduce English as a foreign language in primary schools from the third year. In higher education, the authorities are also taking steps to encourage the use of English in academia, including making it the language of instruction from the academic year 2023-2024. Messeded (2023) said that “the Algerian Ministry of Higher Education and Scientific Research (AMHESR) has embarked on an English training program for university lecturers across the country” (p.36). Based on this view, the new educational system plays a significant role in shaping English in Algeria as a cultural factor. The declaration of English as a second language in Algeria influence the spread of English language in Algerian society.

Media and Technology

Al-Sharqi and Abbasi (2020) explained that, “Internet has connected the world irrespective of time and space. Technology has influenced how we write, think, and communicate with others” (p.05). According to Belmihoub (2017, p.07), the Internet is a top -

down platform for Algerians today English-speaking users gain access to the higher ends of the industry. The emergence of social media such as Facebook and YouTube offer Algerian youth a platform to express themselves in English and become users of the language in an unprecedented way. Djeflat (2021, p.01) claimed that, “Like in many developing economies, growth in Algeria has been deteriorating in recent years. The strategy of industrialisation by import substitution and technology transfer from abroad, which for the most part determined the rate and direction of growth over the last four decades since independence”.

As Belmihoub (2017) justified, that the cities of Hassi Messaoud and Hassi Ramel located in the Sahara Desert in southern Algeria home to many advanced English users, most of whom work in the oil and gas industry. In fact, among all among the industries that require the most English users, the oil and gas industry produce wonderfully 96.5 % of the demand. The largest companies in the field where English is important are Sonatrach (Algerian company), Anadarko (an American company) and Total (a French company). Only five percent (5 %) of the companies answered the survey. Many industries required English proficiency, 36% required an intermediate level, 25 % required what they thought, have good English and 34% assume a basic level (Euromonitor, 2012, p.07).

Conclusion

This chapter justified, the language situation in Algeria from the period of invasion and colonization and how it has suffered a huge number of disturbances. These disturbances extended to all aspects of life, and one of the most successful is the invasion of the Algerian mind by foreign languages, which finally ended with the French language assuming the role of a real second language for most of the educated Algerians. In the last few decades, English has been the major and primary language of science, technology, and international communication.

The spread and rise of English have resulted in it being learned and spoken as a second language in many countries and societies worldwide. This linguistic tide has not been lost on the leaders in Algeria. Algerian government declared English to be a compulsory second language in an effort to help Algeria keep up with the increasingly globalizing world.

Chapter Two: English as Crucial Tool in Algerian Market

Introduction

In the lively Algerian marketplace, language plays a vital role in connecting people and cultures. English, in particular, is a key language for trade and communication in this diverse landscape. Whether in the busy streets of Algiers or the peaceful scenes of Khenchela a community in Algeria. English is essential for understanding commercial signs, ads, and business deals. Teyebi (2014) expressed that, “the importance of Business English now days is that it gives people the edge in a competitive environment as it enables the person how to handle business situations in the appropriate manner” (p.27). She also claimed that It helps to bridge the gap between different cultures and facilitates global connections. In this chapter, we explore the importance of the English language in the ever-changing Algerian business world as Tayebi said that, “the English language is important in the field of business” (p.55). We look at language use in commercial spaces in Algeria, commercial sign and advertisement, the details of Business English, and what the future holds for English in Algeria. This chapter covers the requirements of our topic on English and the Algerian market.

Optimizing Language Use for Business Success in Algerian Markets

According to Syamsurijal and Iswary (2023, p.113), every day, people see signs and banners in public places like roads, parks, shops, schools, hospitals, and government offices. These texts come in different shapes, sizes, and styles. Adlaoui (2022, p.01) clarified that, Algeria, similar to many other countries with multiple languages, has a complex linguistic situation. The people of Algeria have formed a unique identity with different linguistic aspects, which can be seen by comparing how language is used in society. He also justified that after gaining independence, the French language has remained important in Algerian society, playing a role in various aspects of daily life. As a result, it has become more noticeable in the overall

language used in Algeria. With the influence of globalization, English has become increasingly popular, leading to the presence of English words on commercial signs in Algeria. This allows businesses to reach a wider audience of potential customers. In response to the widespread belief that English is the international language of business. According to Kouicem (2019, p. 04), between the fifteenth century and 1830, the majority of people in Algeria spoke Algerian Arabic and/or Berber. Algerian Arabic, also known as “Derja,” became the primary language for Arabic speakers. Through these studies, sociolinguistics landscapes in Algeria are a mixture of English, French and Arabic. Due to the recently widespread globalization, English has dominated commercial spaces more than French.

Sociolinguistics Landscapes Examples in Khenchela, Algeria

The table one (01) bellow gives a summative highlight of the commercial landscapes in Khenchela community, which were taken by the Author “Bouguerra Hadeel”.

Table 1

Summative Highlight of Commercial Landscapes in Khenchela Community

Linguistic landscapes type	Data	Commercial shops
Monolingual		Yes

Bilingual		Yes
Multilingual		Yes

Language Precision: English for Specific Purpose “ESP”

According to Wikipedia encyclopaedia ,English for Specific Purposes (ESP) is a specialized area of English language education that addresses the unique requirements of learners in specific fields or professions. Business English, a key branch of ESP, is designed for people who need to use English in business settings, such as international trade, commerce, finance, marketing, or corporate communications .Kennedy-Lewis(2021) claimed that “Business English or business writing is the style used in the professional world. This style is needed to complete job applications, communicate with potential employers, create professional website bios, write

emails to employers and supervisors, and compose other kinds of job-related writing as well” (p.01).

English has emerged as the global language for business, attracting billions of learners worldwide. According to Wikipedia, this widespread adoption is not surprising given the numerous business opportunities that proficiency in English can unlock. Despite differences in native languages, communication between individuals from various countries has become easier due to the large number of people fluent in English. This common language streamlines discussions and negotiations, which are crucial for business relationships. As Benrabah (2013) noted, English is used internationally when Arabic and French cannot serve as a common communication link.

Additionally, administrators often use English when interacting with foreign officials with whom they share no other common language. In Algeria, where there is hesitancy to fully embrace a free market economy, English is gaining a foothold, especially in rural areas. The expectation is that as Algeria gradually shifts towards a free market economy, the use of English will continue to grow. According to Torchi (2017), because of the dramatic economic expansion in Great Britain and the United States seen in the last two centuries, English remains the language of business to this day. Both countries have risen to economic prominence, and commerce has its rewards, and businesses have seized the opportunity to profit from the dollar's rise as one of the world's most popular currencies. She also added that, English is recognized as the primary international language for communication. Its widespread use has made it the dominant language in global business.

In Algeria, English serves as a key tool for international business connections. However, French remains the main language for local communication and is also used in Algeria's international business dealings. Multinational American and British companies that operate in Algeria frequently use English. These companies often train local Algerians in skills like plumbing and electricity, enabling them to hire local workers who are proficient in English (Khameli, 2019). Under this view, English's global popularity has established it as the leading language in international business. This widespread use allows companies to engage with a larger customer base. Additionally, being proficient in English can help with negotiating deals with partners, which can further boost business success.

Optimizing Business Growth Through Effective Advertising and Commercial Signage

In today's competitive landscape, businesses must use advertising and signage smartly to boost brand visibility and attract customers.

Commercial Signage

Claus and Claus argued that "Signage is a business's basic link to customers. This is true whether the sign's purpose is to promote impulse "stop and shop" to create awareness for the product or service for future reference, to reinforce other forms of media advertising, to influence purchasing decisions once the customer has stopped, or to physically mark the building site and location to aid motorist safety" (p.01). They also added that "Commercial signs are a necessary component of informed consumer decisions. Your right to inform the public cannot be compromised, absent a substantial state interest that cannot be advanced except through censorship of your message" (p.04).

Additionally, District (2016) added that, “A commercial advertising sign is defined as :Signs designed to inform the public of a good, product or service available from an enterprise and includes signs advising of shops, recreational opportunities ,accommodation, industries, services such as banks and real estate agents and providers of regular recreational products such as ski fields and mountain bike and river products. Commercial signs include signage associated with local body elections” (p.59).

Advertisement

According to Adlaoui(2022, p. 41), advertising is a type of communication that is paid for by a sponsor and is aimed at making people aware of a product in order to encourage them to buy it. It is a way for businesses to communicate with consumers. The messages in advertisements are intended to inform or persuade people .Under this views Commercial signage is signs that businesses use to inform people about their products. These signs can be seen outside stores or on billboards, and are used to draw in customers and provide important information about the business. They are crafted to grab people’s attention and provide them with necessary details. By prioritizing effective marketing strategies, businesses can create a strong brand presence, attract more customers, and drive sustainable growth.

Role of Commercial Signage in Advertisement

Claus and Claus (2024) highlighted well the signage function in advertisement, according to them:

- “Most major media ads cost a lot of money. Using your sign is a cheap way to show and strengthen your message. Always include your logo or trademark in all TV and print ads, as well as on business cards and letterheads” (p.02);

- “Properly made signs can definitely be used as tools for planning land use and businesses to establish a unique atmosphere in downtown areas, local commercial areas, urban commercial streets, entertainment hubs, and tourist spots”. (p.02);
- “To change customer purchasing decision while they are already inside a store or building can be achieved by using temporary signs. These signs, whether placed outside or inside, are especially helpful in drawing attention to any current “specials” being offered” (p.02);
- “Encourage customers to make spontaneous purchases, particularly impulse buys. When customers pass by, they may notice a sign, visit the store, and make a purchase on a whim. Having signs on your premises can boost your business by providing a way to advertise at the point of sale” (p.02);
- “In order to help people, remember and strengthen other advertising campaigns, it is important to include the business’s name, trademark, or logo on signs and in other advertisements. When a business is well-known in the local area, there may be less of a need for additional advertising through different media channels” (p.02);
- “To build brand loyalty, businesses can highlight words, images, or symbols that represent their products or services. Creating brand loyalty for a website involves using signs and design to make the products or services stand out. Brand loyalty for a business is like the reputation of a company” (p.02);
- “Your sign does many things, like telling people who you are and what you offer, helping drivers make safe decisions, and guiding them to their destination” (p.02).

Words that Work: Optimizing Brand Communication Through Thoughtful Language Choice

Khaliq (2012, p.48) justified that, Choosing the right brand name is crucial in marketing. It can greatly impact whether a new product or service succeeds or fails. Picking a good brand name is a key marketing choice. A strong brand name is easily recognized by consumers and is preferred by them. Based on Meurs and Radlinska evidential studies (2010, p.227) on the effects of the use of English in Advertisement, found that the use of language mixing in global advertising campaigns, which involves blending the local language with English, is on the rise. They explain that English is highly valued for its symbolic meaning and its association with international advertising, making it difficult to replace or directly translate into other languages for local audiences. As a result, English has become the top choice for global advertisers and marketers .Japan and Switzerland, concludes that. Piller (2003) argued that “English is the most frequently used language in advertising messages in non-English-speaking countries” (p.175).

According to Gustiani,Ridhwan ,and Yusri(2022, p.35), language is very important in the world of product branding because it shows the brand’s image. The language used in product branding helps to share the brand’s core and affects how customers perceive and remember it. They also mentioned that, “using English for branding in a non-English speaking area will be one of the methods for persuading potential customers. As the first choice of language in the marketing world, English is widely used for branding neither product names nor stores in non-speaking English countries”(p.35).

Based on Batra (2000, p.36) research when companies use English in countries where it is not the main language, it can influence how customers understand information about products

and services. This is a strategy to make the brand name seem more impact full. Even though the language may be difficult to pronounce, customers tend to have a more positive view. This is because English is seen as a universal language. Under this views and researches, for my own perceptive, using the English language to establish brand identity and connect with consumers is crucial in the global market. English is spoken by many people around the world, making it a valuable tool for reaching a variety of audiences and growing brand recognition on a global scale and enhance how consumers from diverse cultures view a brand. Also, the words chosen can show what the brand stands for, build trust, and create a strong brand that connects with customers.

Insights into the Algerian Market: A Guide for Investors

According to the World Economic Forum's Global Economic Competitiveness Index (2023), Algeria sits in a strategic location between the European Union and African countries on the Southern Mediterranean coast. It is known for having the fourth-largest economy in Africa, making it one of the most competitive countries on the continent, after South Africa, Morocco, and Tunisia. Algeria's impressive economic status is mainly attributed to its abundant hydrocarbon resources, with oil and natural gas playing a significant role in generating export revenues (95%) and government revenues (60%). Through Djazagro last statistics (2024), Algeria is strategically positioned at the meeting point of the Mediterranean, Arabic, and African worlds. It is currently the third biggest economy in the Middle East and North Africa (MEAN) region. Most of the major cities, farmland, and industrial operations are located in the North. In the South, the Sahara Desert is rich in natural resources and hydrocarbons. Algeria is definitely a land full of opportunities.

_44,6 inhabitants (2022),

_ \$3 638 GDP/Capita (constant USD, 2022)

_ Literacy rate: 90.5% and 70% urban population, Official languages: Arabic and Tamazight

_ Algerian dinar: €1 = 150.5 DA (May 2022)

_ Unemployment rate: 13.4%.

Some important figure according to Agro statistics in (2022). On average, Algerian families spend about 42% of their money on food, mostly on simple, unprocessed items. The government keeps prices low for essential foods like sugar, cooking oil, bread, grain, and packaged milk by controlling their costs. The food market revenues amount to ten million seven hundred seventy-five thousand Euros (EUR 10,775) in 2022. The largest market segment is coffee, with a market volume of €2,147 in 2022. Algeria is currently focused on boosting local production to improve its ability to meet its own needs for fast-moving consumer goods.

From Language to Commerce: English as One Feet Apart Business Development in Algeria

English is crucial for Algerian businesses to engage globally, attract investment, and foster international partnerships. According to Khameli (2019), the impact of globalization on the English language is undeniable. As a result, English has been reshaped into a common language known as English as a Lingua Franca (ELF). This new perspective on language has inspired the Business English research community, as English has gradually become a widely used language in institutional and business communication. With Algerian companies increasingly participating in the global market, English has now become the primary language of business in Algerian companies. Khameli (2019) elaborated that, “International communication

plays a significant role in the international business environment” (p.01); “To this day, economic globalization has been the major driver of the internationalization of English” (p.06).

Neeley(2012) justified that ,English has become the universal language of business, with many multinational companies requiring its use as the main corporate language. Companies like Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing are among those implementing English to improve communication and efficiency across different regions and business activities. She also clarified that creating a universal language policy can be challenging for companies, and they often face obstacles. This approach is major and is likely to be met with strong opposition from workers. Some employees might feel left behind if their English skills are not as strong as their colleagues’, which can impact team interactions and productivity. Additionally, national identity may pose a barrier. However, in order to succeed in the international market, businesses need to address language barriers, with English typically serving as the primary mode of communication, at least for the time being.

Definition of Business English according to Teyebi (2014) “The term Business English (BE) always refers to the use of English for Business purposes e.g. international meeting, international communication and trade” (p.11). But according to Evans and ST John (1998, p.52) defining and limiting Business English in linguistic terms is challenging because various people have different interpretations. Some believe Business English is about the vocabulary related to commerce, trade, finance, professions, politics, and international relations. Others view it as encompassing communication skills used in commerce, corporate policy, functions, presentations, negotiations, meetings, branding, and customer relations .So English is like one

step closer to business development in Algeria. It helps companies communicate globally, attract investments, and form partnerships across borders.

Future Outlook for English Language

English will remain important in the future of the Algerian market. As globalization and international business interactions grow, Benyagoub and Sebti (2019) affirmed that, “English has established this solid and dominant position in the world due to the growth of the United States of America as a geopolitical first power, and the increase of the interdependence of national economies” (p.02). They added that, “It will be crucial for Algerian businesses to be proficient in English in order to succeed in the global economy” (p.02). Rao (2016) said that, “English proficiency is a key factor for employment success and advancement and also for opening doors to economic opportunity” (p.01). This trend is expected to strengthen English as a key language for business growth, trade, and partnerships in Algeria.

Furthermore, Benyagoub and Sebti (2019) said that, “given that the power that USA own came to be the significant contributor in the process of making English a global language, the future of English must be bound somewhat with the eventual future of that nation. All things is considered, there is a nearby connection among language and power” (p.18). In the Algerian market, there are future challenges for adopting the English language. These challenges may involve making sure that people have good education and resources, dealing with different languages spoken in the country. They added that, “French is the first foreign language taught in Algerian schools” (p.01). Keeping up with changes in how technology is used for learning languages, and finding a balance between being good at English and keeping local languages and cultures alive.

Also, how much money people make and how connected Algeria is to the rest of the world might affect how much people want to learn English. This means that language education policies and programs will need to keep changing and improving to meet these challenges. Yagoubi and Sebti (2019) pronounced that, “Algeria is one of hundreds of countries teaching English as a foreign language in their schools” (p.01). According to Rao (2016), English has become the universal language for global communication because of political, economic, and technological factors. Globalization has made English a necessary skill for success as it is widely used in international communication worldwide.

Rao (2016) also verbalized that, “In the globalised context there is economic competition among the countries in the world irrespective of developed or underdeveloped. Employers in the present global market need people who have international experience as well as good qualifications accepted and recognized all over the world. But high proficiency in spoken and written English is regarded as the principal prerequisite qualification” (p.01). So, in the future, English is expected to play a significant role in Algeria’s development, supported by the country’s focus on expanding its economy, embracing new technologies, and improving its education system. With English becoming increasingly important in international business, Algeria is in a good position to use its language skills to drive lasting progress and success.

Conclusion

As we move through the connected worlds of language and business, we can see that English is not just a way to communicate, but also a driver of economic growth, cultural sharing, and new ideas. By recognizing its widespread impact and changing nature, we learn important things about how language and business work together, leading to better teamwork, competition,

and success in Algeria's changing business world. This chapter provides an insightful exploration into the significance of English in the Algerian market, beginning with its presence in commercial signage and advertisements and ended by the future predictions for English language in Algeria.

Chapter Three: Research Methodology, Data Analysis and Interpretations

Introduction

Amidst the backdrop of Algeria's recent adoption of English as its second language, a noticeable surge in English language presence within the Algerian market has emerged. Our study focuses on the Khenchela community as a case study, specifically examining the phenomenon of English-named commercial signage in shops in light of this linguistic policy shift. The chapter begins by situating the study within its wider societal context before delving into the nuanced intricacies of the research methodology. This entails a comprehensive exploration of research design, sampling strategies, participant demographics, and the diverse array of investigative tools utilized to gather essential data. Furthermore, the chapter elucidates the meticulous data collection procedures, encompassing questionnaire interviews, picture analysis, and subsequent data analysis procedures culminating in interpretation. Ultimately, the chapter culminates in a synthesis of findings, offering valuable insights into the impact of English language integration within local commerce in Khenchela.

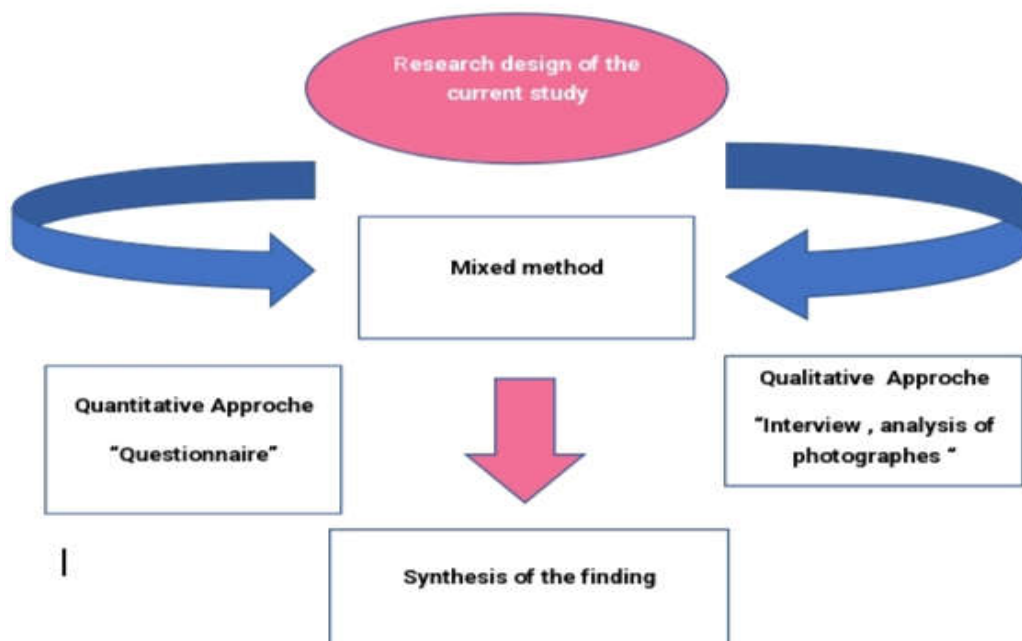
Research Design

According to Akhtar (2016), "Research design can be considered as the structure of research it is the "Glue" that holds all of the elements in a research project together, in short it is a plan of the proposed research work" (p.68). According to Research design is a blueprint for a study, according to Leedy (1997, p.195), which provides the overall framework for collecting data. It is a method of identifying subjects, research locations, and data collection procedures to answer the research question(s) proposed by Macmillan and Schumacher (2001, p.166). They further point out that a good research strategy should have the intention of producing results that are judged to be reliable. For Durrheim (2004, p.29), research strategy is a tactical framework for

action that acts as a bridge between research questions and the execution or implementation of the research plan. Figure four (04), illustrate the design of the study.

Figure 4

The Research Design of the Current Study



Triangulation

Bans-Akutey and Tiimub (2021) claimed that, "According to Noble and Heale (2019), research triangulation refers to the process that helps to increase the credibility and validity of research. In other words, research triangulation basically aims at validating the results of a study. Triangulation , sometimes, makes use of mixed methods to achieve the aim of validating research findings" (p.01).

Mixed-Methods: Qualitative and Quantitative Approach

Quantitative Research

Apuke (2017) defined the quantitative research as “quantitative research deals with quantifying and analyzing variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how” (p.38).

Qualitative Research

Tenny, Brannan, and Brannan (2022,p.01) defined that qualitative research as “Qualitative research is a type of research that explores and provides deeper insights into real-world problems...Qualitative research at its core, ask open-ended questions whose answers are not easily put into numbers such as ‘how’ and ‘why’” (p.01).

Context of the Study: Setting, Population, and Sampling

According to Direction of Tourism and Handicrafts Khenchela. The Wilaya of Khenchela is located in the northeast of Algeria, more precisely in the Aurès region. It is the state n°40 in the Algerian administrative division. It appeared as a state after the division of 1984. It mediates both in the east, the state of Tebessa, in the north the state **of Oum El Bouaghi**, and in the west, the state of **Batna**, and in the south the state of **Biskra** and the state of the valley (**Wadi Souf**). It is believed that the city derives its name from the name of the daughter of the Berber queen, Dehya, known to the Arabs as the priestess...Our study is conducted at the level of Khenchela city centre. The figure five (05) illustrates the Daira of Khenchela as illustrated in the Wikipedia encyclopaedia.

Figure 5

The Daira of Khenchela



Population

Shukla (2022, p.01) claimed that, population refers to the set or group of all the units on which the findings of the research are to be applied. In this scenario our target population consists of two categories: customers and traders, randomly chosen from the city centre of Khenchela.

Sampling

Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population (Alhasnawi, 2023, p.01). A random sample consisting of two hundred customers ($n= 200$) and ten sellers ($n= 10$) has been selected to

represent the entire population. Simple random sampling is a method in statistics where each person in a population has the same chance of being picked for a sample. (West, 2016). This comprehensive study, deals with sample representing different demographics in Khenchela. Aim for two hundred (n= 200) participants to ensure statistical reliability. It includes various age groups, genders, socio-economic backgrounds, and educational levels to capture a broad sample.

Data Collection Tools

According to Abawi (2014, p.02), accurate and systematic data collection is critical to conducting scientific research. Data collection allows us to collect information that we want to collect about our study objects. The current study adopts descriptive mixed method which involves both qualitative and quantitative methods and, by implication, combines a variety of techniques including: a structured questionnaire, a structured interview and an analysis of captured pictures.

Questionnaire for Addressed Customer Concerns. Questionnaires are frequently used in quantitative marketing research and social research. A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic. When properly constructed and responsibly administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations (Satya & Roopa, 2012, p.273). There are a number of benefits to using questionnaires, according to Oppenheim (2001). He claims that questionnaires are able to reach a large number of people at a relatively low cost, particularly via postal and telephone services. The questionnaire is useful in reaching individuals who are dispersed across large geographical areas or in remote areas. With postal and phone surveys, it is possible to reach individuals who are dispersed across large geographic areas

or in remote areas. Online questionnaires are a simple way to distribute and access to a younger audience (Kuphanga, 2024).

Once questionnaires are distributed, there are risks. Rashid (2020) and Katharine (2004) highlight the dangers of losing control of the questionnaire system, which may lead to changes or misuse. The questionnaire format's inherent rigidity is a contributing factor, as it makes it impossible to rewrite it after distribution. Ambiguous responses or omissions further complicate data interpretation, making it difficult to establish the true intent of the respondents. Trying to determine if willing participants accurately represent the intended population is yet another challenge, raising concerns about the collected data's validity. In addition, the questionnaire method is considered to be the most time-consuming among data collection methods, potentially prolonging the research process (Kuphanga,2024).

Initially, posing questions appears straightforward, yet I soon discovered it to be an overwhelming endeavour. The questionnaire is founded upon the queries identified. Initially formulated in English, it was later translated into Arabic, considering the native language of the sampled participants. The questionnaire portioned into seven distinctive but complimentary sections; including fifteen (15) questions, both (structured) open-ended and closed- ended questions. The majority of the questions were multiple - choice questions in which the respondents were required to choose from the options. The last question was open ended in order to give the respondents the freedom to write their recommendations, suggestions about the topic. The sections were classified as the following:

The first Section, “personal information Section two: Background in Language Studies”, aimed to gather basic demographic data to understand the profile of the survey participants. The

second section, “Background in Language Studies”, aimed to tailored communication strategies to their linguistic and cultural context for better engagement and comprehension. The third section, “Awareness and Perception (both period before and after announced English as a second language in Algeria)”, aimed to Assess participants’ awareness of changes in shop names after English was declared as a second language in Algeria and gauge their initial perceptions and reactions towards shops with English sign names. The fourth section, “English Influence on consumer Behaviour (in both period)”, aimed to investigate the impact of English sign names on participants’ purchasing decisions.

The fifth section, “Sociocultural Impact (after announced English as a second language)”, aimed to examine participants’ views on how the presence of English sign names impacts the preservation of local culture and language, as well as their preferences regarding the language used in shop names. The sixth section, “Perceptions of English Future in Khenchela”, aimed to explore participants’ beliefs about the future acceptance or rejection of English in commercial signage, in Khenchela community. Section seven comparison with previously colonized language (French). The participants are encouraged to provide a variety of response in the open ended question whereas the closed-ended question necessitate respondents to select from predetermined options provided by the questionnaire.

Traders’ Addressed Interviews. Interviews serve as vital methods for gathering data through verbal interaction between researchers and subjects. They are widely employed in survey designs, as well as in exploratory and descriptive studies. The interviewing spectrum spans from entirely unstructured sessions, where subjects freely discuss any topic, to highly structured formats where responses are confined to direct questions

(Mathers,Fox&Hunn,2000).After a lengthy discussion with my supervisor, I have settled on eleven questions aimed at shedding light on my research hypotheses or, at the very least, addressing a portion of the research problem. Interview format enables participants to freely express their perspectives on the topic under investigation in this study.

Commercial Public Photographs. It must be noted that the photos were taken after obtaining permission from their owners to allow photography. In Khenchela city centre, the data were collected by capturing thirty (30) images of commercial sign names in Khenchela. The pictures were taken by Bouguerra Hadeel. Images were selected based on visibility, clarity, and representation of a diverse range of businesses. Also, the opening time that was validate by the shop owners. The analysis focused on identifying changes in the use of English language in signage.

Analysing and Interpreting the Data Findings

Analysis the Questionnaire

The recent announcement, that English is now the second language in Algeria has sparked many discussions and changes across different parts of society. One noticeable shift is the increasing presence of English in shop names and signs, especially in urban areas like Khenchela. This questionnaire aims to explore this phenomenon further with customers in Khenchela, through discussing how English in commercial sign name involved in the city (language and culture) also explore the consumer's perception toward this new linguistic change.

Section One:

Figure 6

Sample Gender Distribution

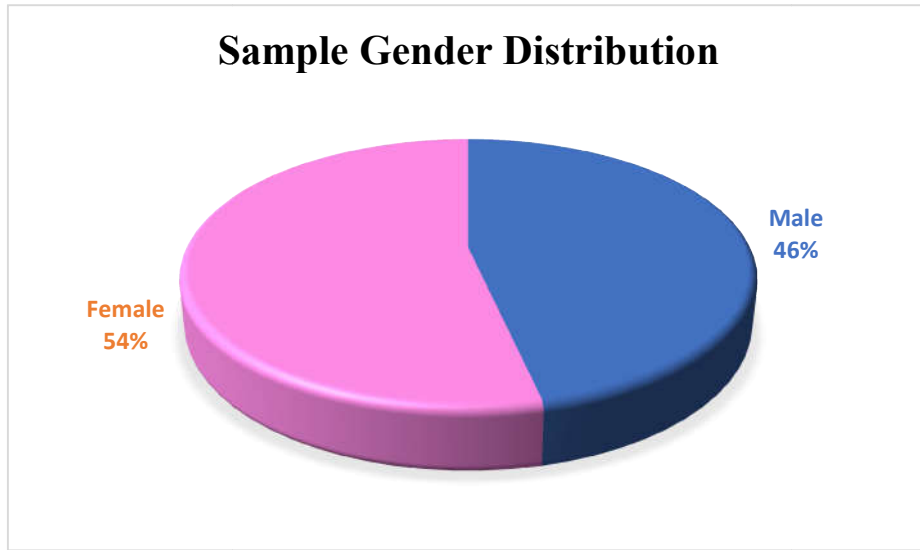


Figure 06 demonstrates that 107 (53%) of the respondents are females whereas 93 respondents (47%) are males. These rates indicate that females are more than males of the respondents to this questionnaire.

Figure 7

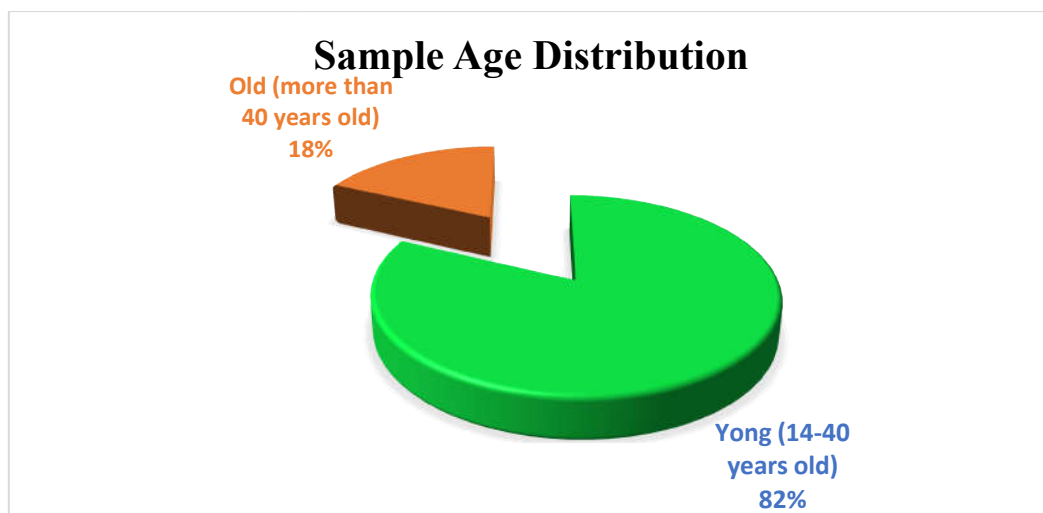
Preferred Language



The survey findings in figure seven reveal that among the consumers polled that most people in the survey preferred English, with 39 folks picking it. Arabic comes in next, with 30 people going for it. Chauia wasn't far behind, with 20 people saying that's their go-to. French didn't get much preference, only 11 people opted for it. So, English is the big winner here, followed by Arabic and Chauia, while French didn't get much of a look-in.

Figure 8

Sample Age Distribution

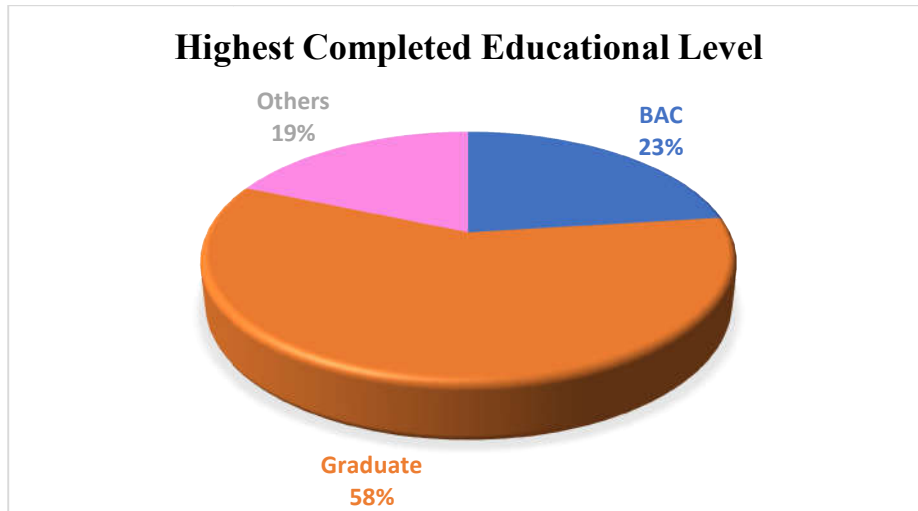


The results in figure 08 show that the sample under investigation belongs to different age categories. 36(18%)respondents' age ranges Old (More than 40) whereas 164 (82%) between (14-40), This implies that the population of the study is diverse, and consists of both youth and older people have different opinions and attitudes towards English in commercial signage in Khenchela. the finding that 82% are young and 18% are not, it suggests a predominantly youthful customer.

Section Two:

Figure 9

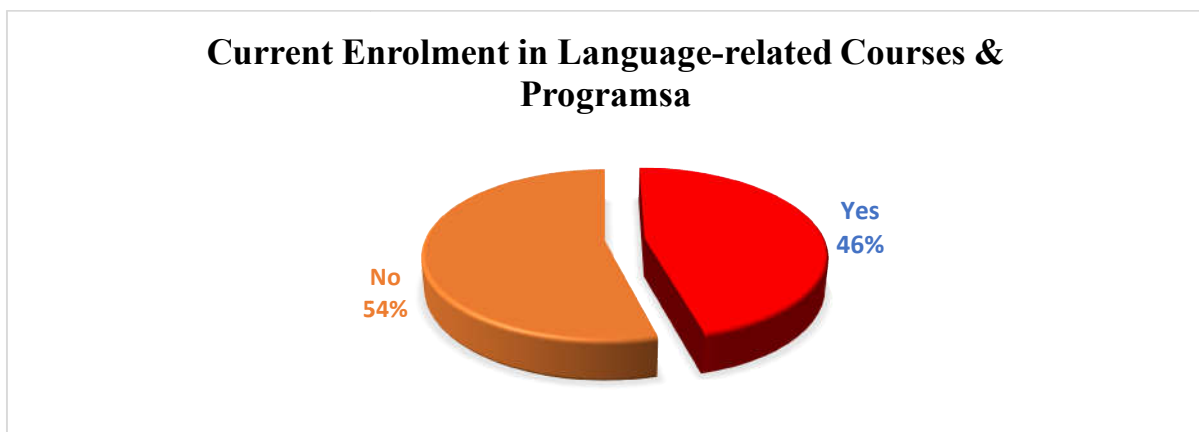
Sample Highest Completed Educational Level



The consumers' educational level is shown in figure 09. The instructional consumer's levels of education varied between 59% graduate/undergraduate, (23%) Bac, and (19%) other levels. The results reveal that the majority are student or graduated. This question was added to understand Respondent's educational level.

Figure 10

Current Enrolment in Language-Related Courses or Programs



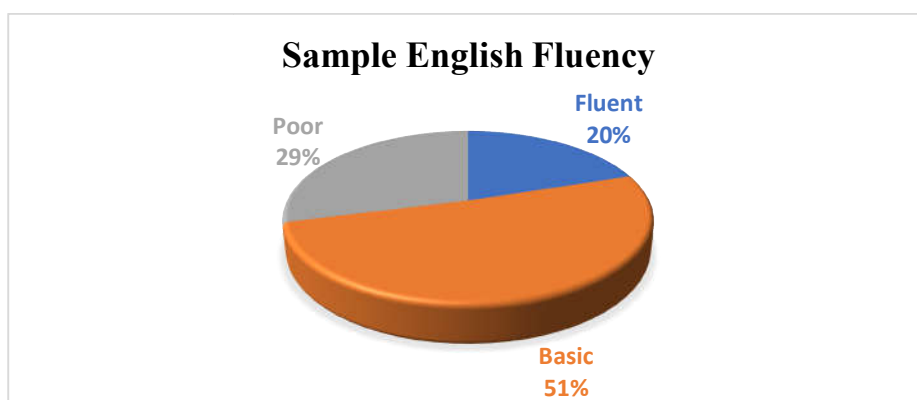
Response to Question 5 is shown in figure 10. 54% of the informants clicks the option “Yes”: Slightly more than half of the respondents (54%) answered ‘yes’ to the question, indicating a majority positive response. While 46% of them selected No: A significant minority (46%) answered ‘no’, showing that a large portion of respondents had a different view.

When looking at enrolment in language courses, it’s clear that English is the most popular choice, with 29 people studying it. French is the next most common language, with 5 people enrolled in courses. Additionally, some individuals are pursuing multiple languages: 2 are studying both Spanish and French, and another 2 are studying both Italian and English. There are also some respondents who didn’t specify which languages they are learning.

These findings show that while there's a slight majority agreement on question 5, the community has diverse interests when it comes to language learning. English is the predominant language being studied, but there's also interest in other languages like French, Spanish, and Italian. This diversity likely reflects the different personal goals, professional needs, and educational pursuits of the respondents.

Figure 11

Sample Fluency in English Language



The sample' fluency results are shown in figure 11. The data on English fluency among the respondents shows a varied distribution of proficiency levels. The vast category consists of (51%) customers. who have basic English skills. This clarified that, their abilities may be limited to simple conversations and basic comprehension (In work or study). Another(29%)people have poor English skills, indicating they struggle significantly with understanding and using the language. smaller group of (20%) people are fluent in English, meaning they have a high level of proficiency and can use the language easily in various contexts. So, our customers' instructional level is stranded between basic and poor because most have only basic or poor English skills, which may limit their ability to fully participate in activities requiring strong English communication. However, there is a notable group of fluent speakers who can navigate complex interactions in English. This suggests a need for language support and education to help those with lower proficiency improve their skills.

Figure 12

Contexts Where English Is Encountered

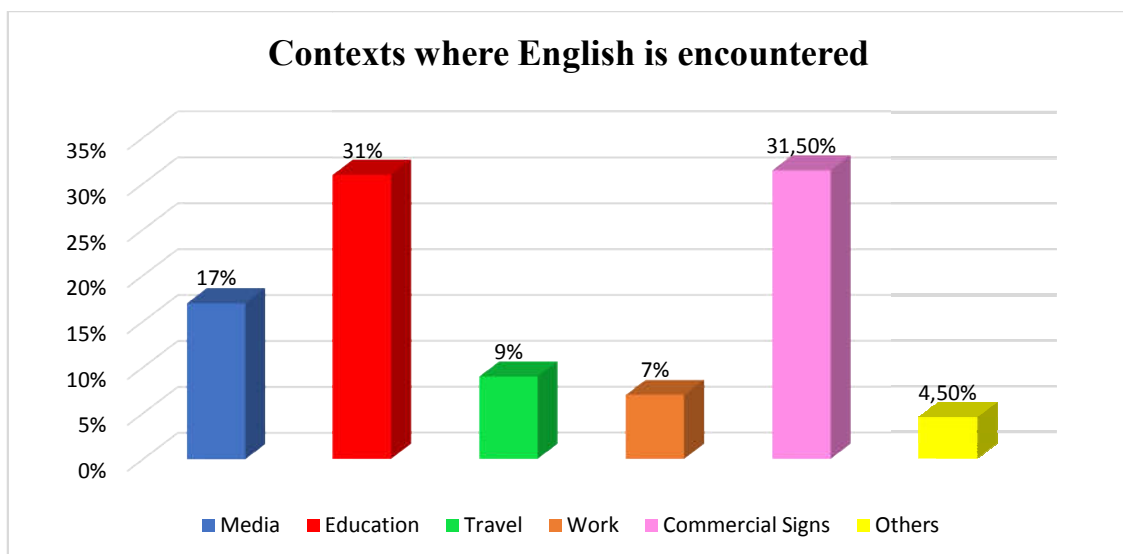


Figure 12 show the context where English is encountered. The data on where respondents encounter English in their daily lives is quite varied 31.5% commercial signage. According to the vast majority of respondents. Many people find that commercial signage are the primary English encounter contexts then 31% in educational context. A noticeable number of respondents come across English in educational contexts. This indicates that schools, universities, and other educational institutions play a major role in their English exposure. 9% in travel context. For nine percent 9% of respondents, travel is considered as the main context where they encounter English. This likely includes interactions at airports, hotels, and tourist destinations. Seven percent 7% in the work context. This shows that for a small minority, the use of English is necessary in their professional environment.

17% in the media context, such as television, radio, and online content, is the primary context for 17% of respondents. This includes movies, news, social media, and other forms of entertainment. Four point five percent 4.5% other contexts (video games, all the previous contexts,). A small portion (4.5%) encounter English in other contexts, which can include video games and various combinations of the aforementioned categories. These results highlight the diverse contexts in which respondents encounter English. Commercial signage is the most common context, followed by educational settings and media. Travel and work are less frequent contexts, but still notable. A small group encounters English in other miscellaneous contexts. This diversity highlights the multiple avenues through which people are exposed to English, reflecting its widespread presence in various aspects of daily life.

Section Three

Figure 13

Shopfronts Change in Khenchela After English Adoption as SL

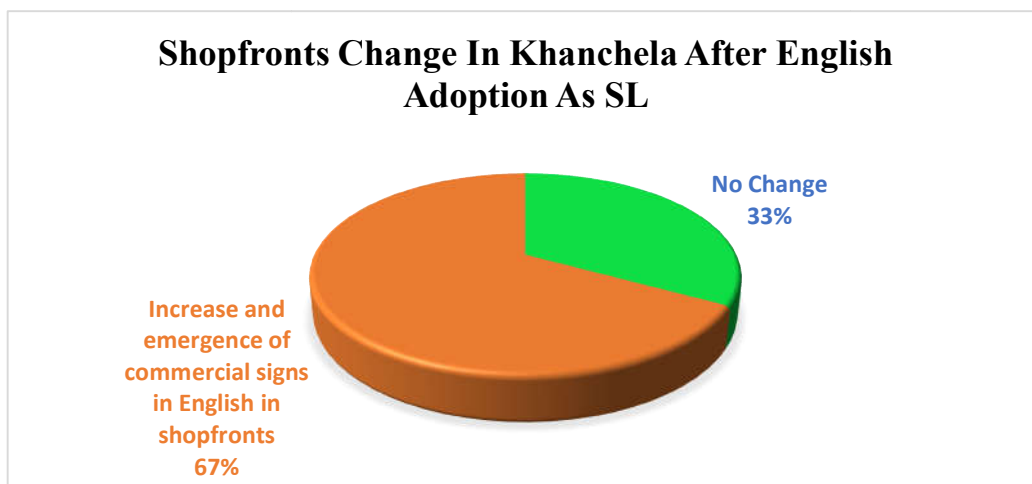


Figure 13 shows the change of shopfronts in Khenchela after English adoption as SL.

No change; 33% of respondents said that they had not noticed a change in the amount of English used in commercial signage. The presence of English in commercial contexts has remained the same for this group, according to the report.

Increase and emergence of English commercial signs in shopfronts; The largest customers or 67%, of respondents, have noticed an emergence in the use of English in commercial signage. This indicates that English is being used more frequently in advertisements, shop signs, and other marketing materials.

These findings indicate that, the majority of respondents have noticed an increase in the use of English in commercial signage. This ensure a shift towards more English in public

commercial spaces, which could be due to the New announcement of English as SL in the country also globalization and the rise in tourism, or a greater emphasis on English as an international language. In contrast, a smaller group of respondents has reported no change, suggesting that the usage of English has remained unchanged in some contexts.

Figure 14

Initial Reactions to English Commercial Signs in Shop fronts

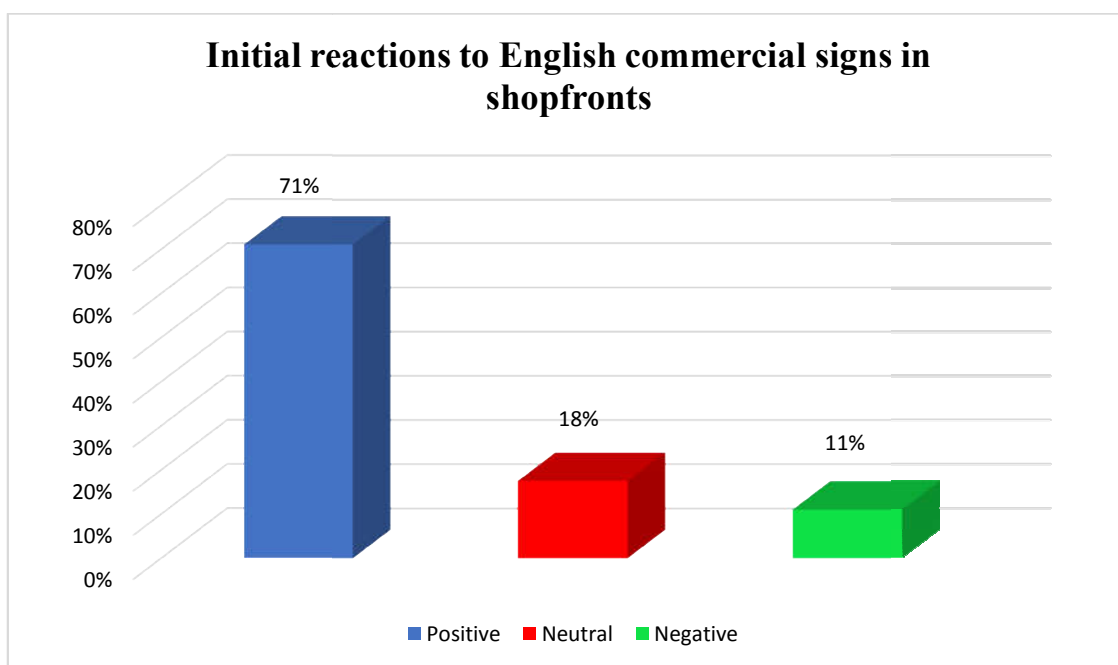


Figure 14 shows *Initial reactions to English commercial signs in shop fronts*. 71%: positive it seems modern and trendy, 11% Negative it seems like cultural imposition, 18% Neutral and doesn't affect perception. Respondents had a variety of reactions to English commercial signs in shop fronts: among them, the first reactions were mixed: Negative, (11%) of respondents have a negative reaction, claiming that English signage are a cultural imposition. The increasing use of English by this group may pose a Threat of their local language and

cultural identity. 71% the vast category has a positive reaction, associating English signs with modernity. This indicate that for many, English is looking trendy, contemporary, and possibly beneficial for business.

Neutral (18%): 18% of respondents are neutral, indicating that English signs do not affect their perception. According to them, the use of English is a non-issue, neither beneficial nor harmful. These results reveal a variety of reactions to English commercial signs in shopfronts. They are regarded positively by the majority, associating English with a modern and up-to-date image. However, a significant number of respondents see the increasing use of English as a cultural imposition, reflecting concerns about cultural preservation. In the meantime, a notable group of people remains indifferent, indicating that the language of commercial symbols does not influence their perception at all.

Figure 15

Appeal and Attraction of English Shop fronts



Figure 14 shows the appeal and attrition of English shop fronts in Khenchela. Appeal and attraction of English shop fronts among respondents are overwhelmingly positive. Few category 24% do not find English shop fronts appealing or attractive. This clarified that for a minority, English signage may not hold much appeal. The overwhelming majority of respondents, 77%, find English shop fronts appealing. The presence of English signage, according to the majority of people, increases the attractiveness of shop fronts .According to these results, the majority of respondents are drawn to English shop fronts. This indicates that English signage enhances the appeal of shop fronts for a large segment of the population. However, there is a group of people who do not agree with this view, indicating that preferences regarding language use in shop fronts may differ among individuals.

Section Four:

Figure 16

Willingness to Pay More in Shops with An English Shop front

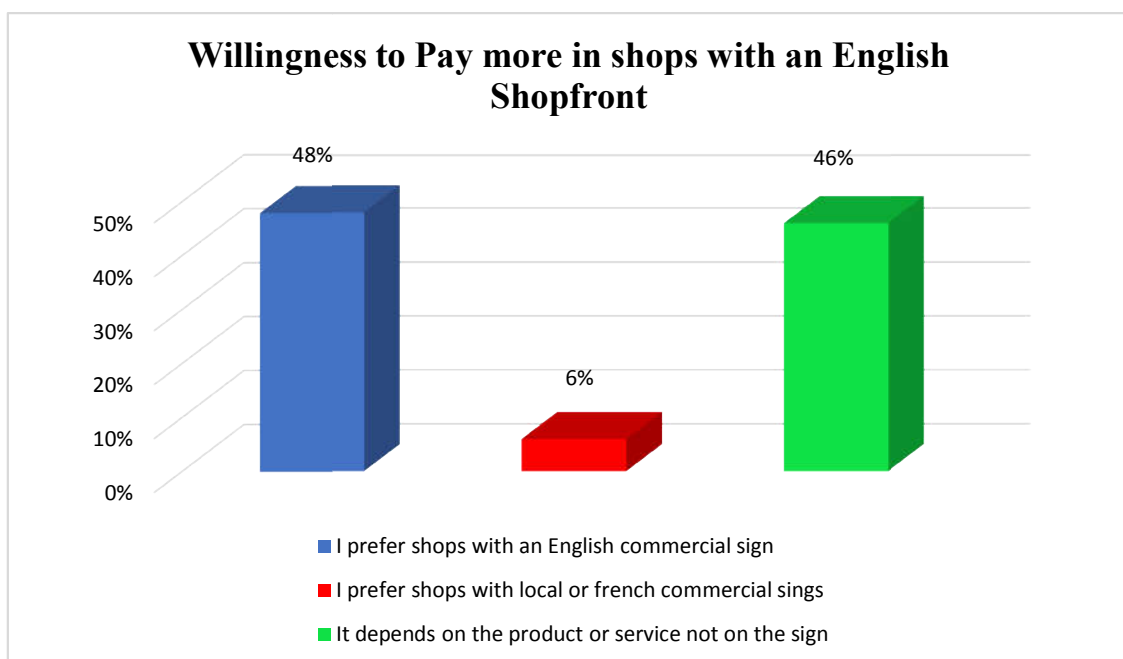


Figure 16 shows the Willingness to pay more in shops with an English shop front. 48%. Shops with English commercial signage preference. Six percent 6%shops with French commercial signage preference. 46% depends on the product/service. The language doesn't matter .The willingness to pay more for shops with English commercial signage differ among respondents. Nearly half of the respondents (48%) express a preference for shops with English commercial signage, indicating that they are willing to pay more for such shops. This suggests that for this group, the presence of English signage adds value or attractiveness to the shopping experience. A few minority (6%) express a preference for shops with French commercial signage, However, this group is significantly smaller compared to those who prefer English signage.

Almost half of the respondents (46%) claimed that their willingness to pay more depends on the product or service offered, rather than the language of the signage. For this group, the language used in the shop front does not significantly impact their purchasing decision. These findings reveal a mixed willingness to pay more for shops with English commercial signage. Although a large number of respondents prefer shops with English signage, a smaller group prefers French signage. In addition, a significant number of people believe that the price paid is based on the product or service being offered rather than the language used in the advertisements. Although language can influence preferences for some people, other factors such as product quality, price, and service play a larger role in making purchasing decisions for others.

Figure 17

Influence of English Commercial Signs on Purchase Decision

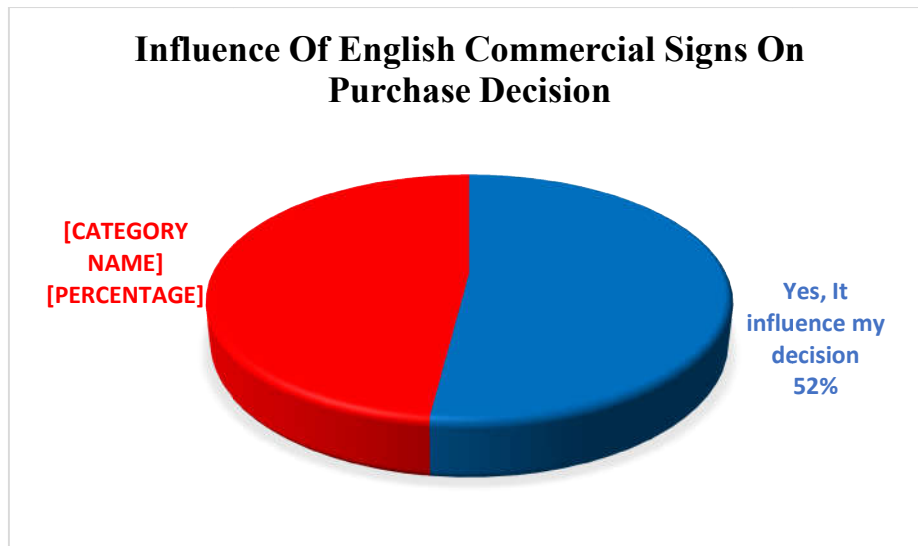


Figure 17 shows the influence of English commercial signs on purchase decision. 52% of customers ticked yes. This indicate that the presence of English signage plays a role in their decision-making process, potentially influencing their perceptions towards English commercial sign. 48 of respondents, are not influenced by English commercial signs when making purchase decisions. This indicates that for this group, the language used in commercial signage does not impact their purchasing behaviour or preferences significantly .There is no significant difference in the results. So, it indicates that English commercial signs have an effect on large number of respondents' purchasing decisions, there is also a large category of people for whom the language of the signage does not play a role in their purchasing decisions. This means that other factors such as product quality, price, and personal preferences indicate also play a significant role in influencing consumer behaviour.

Section Five:

Figure 18

Impact of English Commercial Signs on Local Culture and Language Preservation

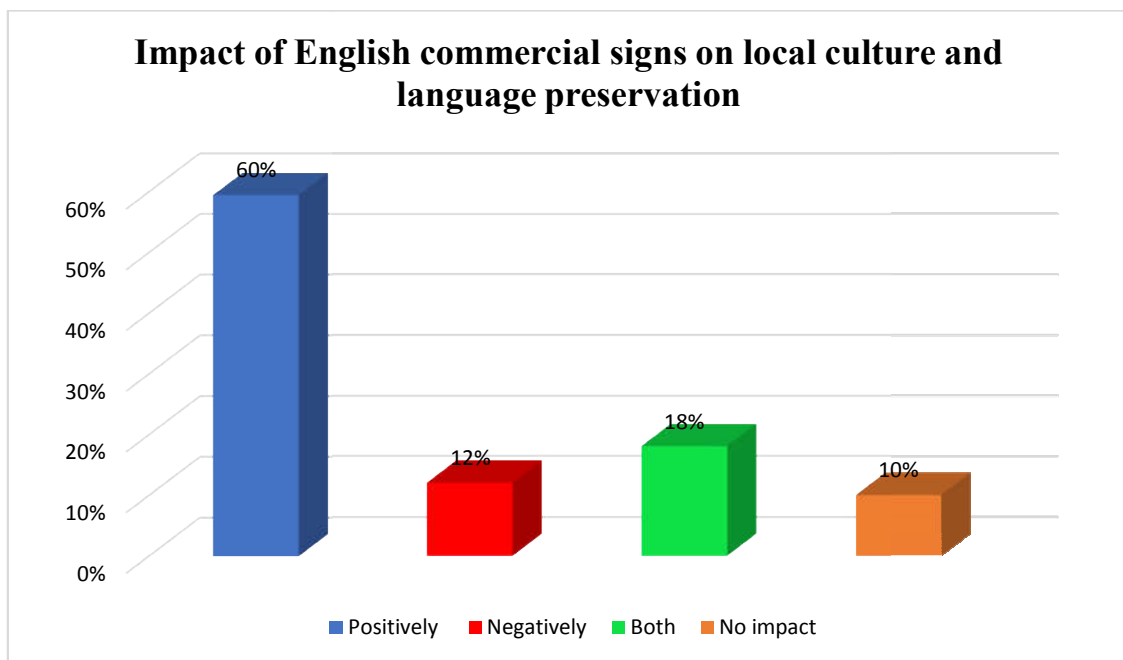


Figure 18 shows the impact of English commercial signs on local culture and language preservation. 60%. Positively (English shop signs in areas like Khenchela can enrich the local culture by adding diversity). 12% Negatively (more English shop signs start appearing in Khenchela, lead to the decrease use of the local language, Chaouia. This could result in the younger generation becoming more familiar with English, possibly causing a decrease in the use and value of their own language and culture). 18% both positive and negative and 10% no impact. The responses reflect diverse perspectives on the impact of English on local culture in areas like Khenchela. 60%. The majority of respondents believe that English shop signs can

enhance the local culture positively .by bringing. They see English as a as tool that increases cultural diversity.

12%, which is a smaller group of people is concerned about the potential negative effects of increased English signage. They fear that this change would result in a decline in the use of the local language, Chauia, and a weakening of cultural identity, particularly among younger generations.18% is another segment of respondents sees both positive and negative aspects to English’s effect on local communities. Although English can provide meaning and opportunities, it can also pose challenges to the preservation of traditional languages and cultures, according to them.These findings highlight the complexity of perceptions of English’s effect on local communities. Although some see it as a positive force that fosters diversity, others fear the ability to destabilize traditional language and cultural identity.

Figure 19

Preference of Local Language Commercial Signs Over English Signs in Khenchela

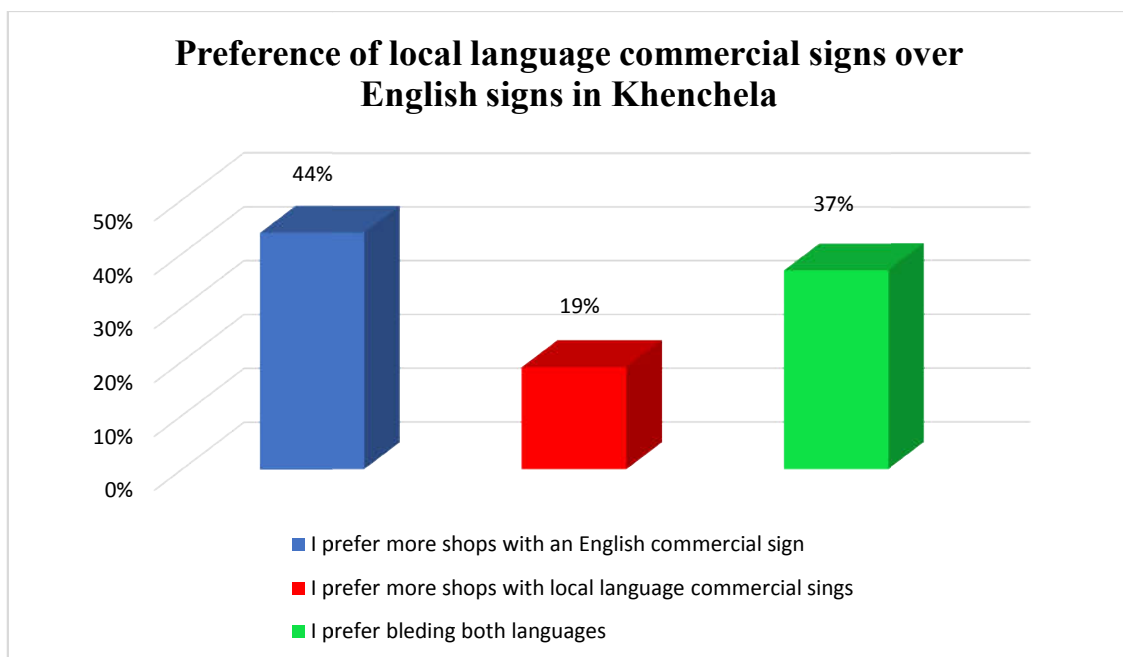


Figure 19 shows the preference of local language commercial signs over English signs in Khenchela. 44% answered Yes, I prefer local language sign names as they help preserve our linguistic and cultural identity. 19% answered No, I prefer English sign names as they align with global trends and facilitate communication with a broader. 37% answered to blend of both. Through the results it can be said that a large number of respondents, who account for 44% of respondents, favour local language sign names. They see these names as vital in maintaining their linguistic and cultural identity while simultaneously honouring heritage and tradition. A small minority of respondents, 19%, prefer English sign names. They argue that English conforms to global trends and facilitates communication with a wider audience, potentially increasing accessibility and appeal.

With a majority of 37%, the majority prefer a mixture of local language and English sign names. They are most likely to believe in balancing the preservation of cultural identity with the benefits of global communication. These results reveal a spectrum of interpretations of the language used in sign names, reflecting a disconnect between preserving cultural heritage and embracing global trends.

Section Six:

Figure 20

Thoughts on Future Perceptions of English as SL in Khenchela

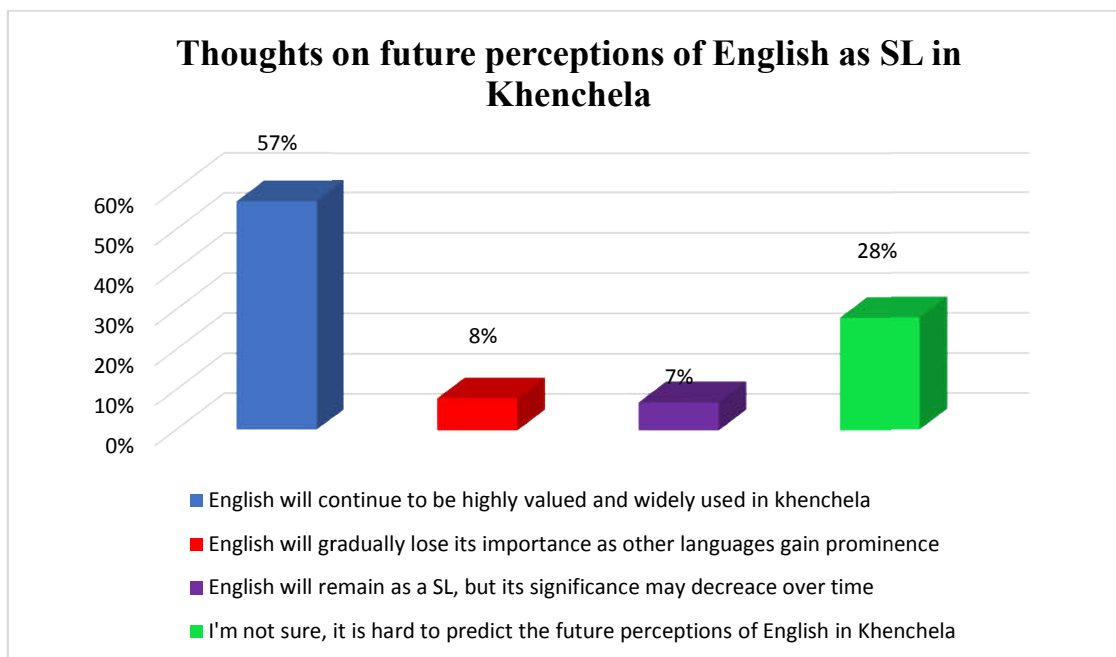


Figure 20 shows the thoughts on future perceptions of English as SL in Khenchela. Eight percent 8% answered English will continue to be highly valued and widely used in Khenchela. Eight 8% answered English will gradually lose its importance as other languages gain prominence. Seven percent 7% answered English will remain as a second language, but its significance may decrease over time. 28% answered I'm not sure, it's hard to predict the future perceptions of English in Khenchela. The responses reflect varying perspectives on the future of English in Khenchela. Continued importance (58%): the majority (58%) believe that English will continue to be highly regarded and widely used in Khenchela. This indicates a belief in the

enduring relevance of English, which is due to its importance in international communication and opportunities.

According to a small group of respondents, 8%, English will gradually lose its importance as other languages take off. This analysis points to a belief in the possibility of a shift in linguistic dynamics in the area over time. English is expected to remain a second language for another group of people, 7%, but may lose its importance as a result. This analysis acknowledges English's enduring presence while also implying a potential decline in its dominance. A significant number of people, 28 percent, are concerned about the future perceptions of English in Khenchela. They find it difficult to predict how English will be perceived in the future, reflecting the complexity and uncertainty surrounding language dynamics. These findings highlight a range of perspectives regarding the future status of English in Khenchela, reflecting uncertainty, optimism, and divergent expectations regarding the region's linguistic trends.

Figure 21

Thoughts on English Continuing to Be Embraced and Valued in The Community

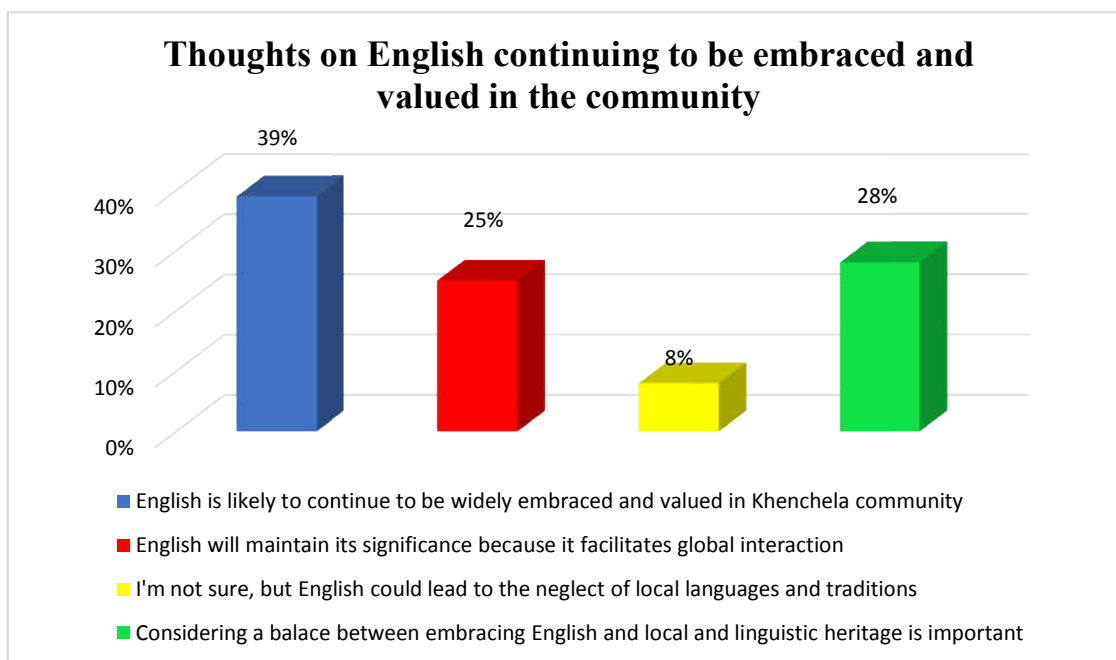


Figure 22 shows the thoughts on English continuing to be embraced and valued in the community. 99(39%) answered that based on the current trends and the increasing globalization, English will continue to be widely embraced and valued in the Khenchela community as a second language. 50(25%) answered that the ability to communicate effectively in English opens up various opportunities and facilitates global interactions. So, it's safe to say that English will maintain its significance in Khenchela. 16(8%) answered that English could lead to the neglect of local languages and traditions. 56(28%) answered that, it's important to consider the balance between embracing the global language and preserving the cultural and linguistic heritage of Khenchela.

A large category of Khenchela population (39%) English will continue to be widely accepted and appreciated as a second language. Another group, which is made up of 25%, emphasizes the importance of English for obtaining opportunities and facilitating global interactions. They believe that English will continue to be relevant in Khenchela due to its

practical benefits in a globalized world .A smaller group of respondents, eight percent eight %, are concerned that emphasizing the English could result in the neglect of traditional local languages and heritage. A significant number of Khenchela people, 28 % emphasize the importance of finding a balance between embracing English as a global language and preserving the cultural and linguistic heritage. They advocate for maintaining cultural identity while simultaneously acknowledging the practicalities of globalization .These responses include optimism about the benefits of English, doubts about its potential impact on local languages and the importance of finding a balance between global trends and cultural preservation.

Question 17

“According to your experience, compared to the influence of the previously colonized language (French)as a second language in Algeria. Do you think that the English language has the same economic and culture impact in erase the local identity in Khenchela and made Khenchela Market limited? or that it contributes to an economic leap and remarkable development in the community”

For this open-ended question, there is 5 varies answers. The landslide respondents have said around that, English often plays a more dominant role in the global economic and cultural sphere. In Khenchela, English proficiency could promote economic progress and development, opening opportunities for international trade, technology and communication, the minority think, both English and French have the same impact concerning erase the local identity. Although there is noteworthy category indicate around the importance of balance between preserving local identity and culture and embracing linguistic diversity is critical to success.

In addition of that some category ensure that the impact of English on Khenchela's identity and market dynamics depends on how it is embraced and integrated, with the potential to bring about positive economic growth while preserving the community's essence. Another point of views was around that French had a strong presence in the past due to colonization, the impact of English in Khenchela is different when it comes to economics and culture. Being a global language, English can bring economic opportunities and help with development without necessarily getting rid of Khenchela's local identity. The last categories.those who didn't answer at all or being neutral toward this issue.Overall, these findings highlight the breadth of perspectives on the effect of English in Khenchela, ranging from optimism about economic opportunities to worries about cultural preservation. They emphasize the importance of careful consideration and integration of English in order to achieve positive outcomes for the community.

Summary of the Questionnaire Results and Findings

This questionnaire aims to gather insights on the perception and effectiveness of using English names for commercial shops, particularly in the context of a bilingual environment where English has been declared as a second language. With the recent announcement designating English as Algeria's second language, discussions have ignited and changes are underway across various sectors. One evident transformation is the growing prominence of English in commercial signage, particularly in urban locales like Khenchela. This questionnaire aims to delve into this trend, examining how English is integrated into commercial signage in Khenchela, its effects on language and culture, and exploring consumers' reactions to this linguistic evolution.

As a basic research tool used to obtain quantitative data, the purpose of this questionnaire is to gather data for the upcoming research work and answer the research questions that have already been addressed in the general introduction. The participants helped to complete the questionnaire and gave us information of great importance related to their experiences with the research topic.

Summary of the Finding Results

Preference and Proficiency: Respondents show a strong preference for English, evident in their enrolment in English language courses and positive attitudes towards English in commercial signage. English also significantly influences consumer perceptions and purchasing decisions, especially among younger demographics who view it as a marker of modernity and global relevance.

Cultural and Identity Impact: Despite the preference for English, there are concerns about its dominance potentially overshadowing local languages and traditions. This highlights the importance of preserving cultural identity while embracing linguistic diversity. Different views exist regarding how English affects cultural identity. Some believe it enhances diversity, while others worry it could diminish local languages and customs. Finding a middle ground between adopting global languages like English and safeguarding cultural heritage becomes crucial.

Globally and Locally: The research highlights the ongoing struggle between globalization and localization. Although English is appreciated for its worldwide accessibility and benefits, there's also a strong inclination to uphold local customs and identity. Survey

participants stress the importance of finding a middle ground, where global languages such as English are embraced while safeguarding cultural heritage.

English and Economics: Major Alternative perspectives suggest that English potentially offers economic prospects and aids in development.

The analysis of the Interview

Collecting information after the traders agree to conduct the interview

Traders' Answers

Q1: Could you share your personal language background and your relationship with the English language?

Trader 01: I hold a strong personal interest in languages, including English, and French. For my personal language is Chawi.

Trader 02: My exposure to English primarily occurred through interactions with international business connect

Trader 03: Despite not having English as my native language, I've dedicated myself to mastering it.

Trader 04: My connection to English started during my education, where I found it to be a valuable tool for communication and learning.

Trader 05: my personal languages are Arabic and Chawi. My relationship with English is limited to work

Trader 06: I am from the state of Khenchela, and my first language is Chawi, then Arabic. As for the English language, it is limited to knowing some sentences and words related to the field of trade, especially with regard to men's clothing.

Trader 07: My primary language is Chawi. I hold a Master's degree in English

Trader 08: My English is limited to my work and I will try to improve it in the future

Trader 09: I love my Chawi language, but being a merchant requires me to use different languages, including Arabic, French, and English. Therefore, it has become necessary to have a diverse linguistic background for the diversity of customers.

Trader 10: I speak Arabic and a little French and English

Comment: This query is intended to understand trader 's language background and their relationship with the English language. Most of them have a strong Arab and Chawi background. Regarding the English language, another part of Them indicated that he had a English background, even if it was limited to their field of work or study only, for the less part indicated that they had interests in using diverse languages (Arabic, French, English).

Q2: When did you choose English name for your shop

Two out of ten (2/10) Before announced English as a second language in Algeria (2022)

Eight out of then (8/10) After announced English as a second language in Algeria (2022).

Comment: The objective of this question is to gain insight into gathering information on when businesses in Khenchela adopted English names for their shops, elucidating the timing of linguistic adaptation in relation to the official language policy change so the results show that the

majority of shops with English signages in Khenchela were named after the declaration of English as a second language in Algeria. With a more precise deconstructive observation, it can be said that,

*Adoption timing: 20% of respondents chose an English name for their shop before Algeria's announcement of English as a second language (pre-2022). After the introduction of English as a second language in Algeria (post-2022), 80% of respondents chose an English name for their shop.

*Implications: after the official recognition of English as a second language, the majority of shops in Khenchela chose to adopt English names. This indicates that the policy changes influenced businesses' decision to incorporate English into their branding. The timing indicates a proactive response to the language policy shift, with businesses adapting to the new linguistic landscape to potentially profit from the perceived benefits of using English in signage.

So, the shift to English names for shops coincides with a wider trend observed in the traders' responses, where adopting English signage is seen as a way to modernize, appeal to a wider audience, and conform to global trends. This report provides valuable insights into the origins and motivations behind the adoption of English names for shops in Khenchela, as well as shedding light on the relationship between language policy shifts and linguistic adaptation in the local business landscape.

Q3: did this declaration effects your decision of choosing this name?

Seven out of ten (7/10), Yes.

Three out of ten (3/10), No

Comment: The intention behind this question is to uncover whether the declaration of English as a second language influenced the decision-making process. While the big part of traders was affected by the announcement in choosing the English names. As for the others, they said that they were not affected by the announcement.

Q4: In your opinion, how has this declaration of English as a second language in Algeria influence the use of English names on shops before and after announced English as second language in Algeria 2022?

Trader 01: English names on shops may have been less common before 2022, since French was traditionally more prevalent in Algeria. As English gains acclaim and recognition in the region, it increases the use of English names on shops.

Trader 02: Before: “English names on shops were rare, but now with the declaration, it’s trendy to use them.”

Trader 03: Before: “We stuck to traditional Algerian names French and Arabic signages but now we’re embracing English for a broader appeal.”

Trader 04: Prior We didn’t see the need for English names, but now we’re adapting to the change.

Trader 05: In the past English names were seen as foreign, but now they’re seen as cosmopolitan.”

Trader 06: “We’ve always had an English and French name to attract tourists, the difference is in the development of signage.

Trader 07: In my opinion, it does not matter what type of language is chosen. The important thing is that the shop provides a good quality product

Trader 08: after the announcement we notice increase in English signages more than before.

Trader 09: now we're incorporating English to stay relevant. Otherwise previously most traders chose the local language or French.

Trader 10: recently the declaration pushed us to rebrand with an English name, more than before.

Comment: This question seeks to examine the impact of the language policy change on the prevalence of English names on shops in Khenchela, delineating shifts in naming practices and linguistic representation within the local business community. The general finding results showing that. Increase in English Names Post-Declaration: six tenth (6/10). With a more precise deconstructive observation, it can be said:

Traders 02, 04, 08, 09, and 10 suggest that the declaration of English as a second language has led to an increase in the use of English names on shops. They highlight the adaptation and rebranding efforts undertaken by businesses to stay relevant or to embrace the changing linguistic landscape .Recognition and Trendiness of English Names:2/10.Traders 02 and 05 suggest that English names were previously rare or seen as foreign, but now they are recognized and even considered trendy. This reflects a societal shift in perception towards the use of English in commercial contexts.

Long-standing Practice: A tenth (1/10).

Trader 06 mentions that they've always had English and French names to attract tourists, suggesting that for some businesses, multilingual signage has been a long-standing practice, with the difference lying in the development of signage.

Shift from Traditional to English Names: two thirds (2/3).

Traders 01 and 03 note a shift from traditional Algerian or French names to English names post-declaration. They mention the broader appeal and cosmopolitan perception associated with English names, indicating a cultural shift in linguistic preferences.

Focus on Product Quality: 1/10.

Trader 07 emphasizes the importance of product quality over the language used for signage, suggesting that for some businesses, linguistic adaptation may not be a priority compared to other factors.

Overall, the responses show a noticeable effect of Algeria's declaration of English as a second language on the use of English names in shops, with businesses adapting to remain relevant, attract customers, and comply with evolving linguistic trends.

Q5: How do you think the shift towards English signage affects consumer behaviour and their purchasing decisions before and after 2022?

Trader 01: Since 2022, consumers may have been more used to French signage, so the shift to English signage may initially result in confusion or curiosity, but it may not have a significant effect on purchasing decisions. Consumers will perceive shops with English signage as modern or international after 2022, thereby impacting their purchasing decisions in a positive way due to perceptions of quality or global appeal.

Trader 02:The shift from French to English signage pre-2022 might not have drastically changed consumer behaviour. However, post-2022, with the increasing prevalence of English, establishments with English signage could be seen as modern or globally focused, positively impacting consumers' purchasing decisions

Trader 03:Before 2022, the transition from French to English signage might not have significantly impacted consumer behaviour. However, after 2022, as English became more prevalent, businesses with English signage could be viewed as forward-thinking, potentially influencing purchasing decisions positively.

Trader 04: I don't think that English or any language influence consumers' purchasing decision.

Trader 05: Before and after: The customer is not affected by the language, but is more interested in the product

Trader 06:After announced English as a second language the use of English signage attract a younger demographic who are more familiar and comfortable with English, potentially influencing their consumer behaviour and purchasing decisions positively more than before.

Trader 07:Customers were more used to French signage before Algeria's introduction of English as a second language, which may have influenced their perceptions of local businesses. Since the announcement, the shift to English signage may have made establishments seem more globally connected, potentially impacting customer decisions in a positive way.

Trader 08:Prior to English being declared as a second language in Algeria, consumers may have associated French signage with tradition and local culture, affecting their purchasing choices.

This is why I think customers are still influenced by the French language in particular, and it is difficult to change their point of view easily

Trader 09: Following the announcement, the shift to English signage could have altered consumer perceptions, potentially influencing their purchasing decision. In positive way. More than before.

Trader 10: Switching to the English language has become widely valued these days, and this in turn has increased customer demand even more. In my opinion, I find that it has had a greater impact on young customers in terms of their purchasing decisions

Comment: The goal of this question is to analyse the potential influence of English signage on consumer behaviour and purchasing decisions, assessing whether linguistic changes in signage impact consumer perceptions, preferences, and shopping habits. Here are four points of view. The largest number (five /10) said that the linguistic shift towards English had a positive impact on customers in terms of their purchasing decisions and they began to turn to these stores. Others (two /10) find that the influence on purchasing decisions is limited only to young people. The third category for them is that the choice of language has no impact on the customer's purchasing decisions, but is only affected by the quality of the product or demand (two /10). The last category finds that the influence of the French language on customers' decisions still exists even after the announcement of English as a second language. (one /10). With a more precise deconstructive observation, it can be said

Pre-2022 Impact:

Most traders agree that before 2022, the shift from French to English signage might not have significantly affected consumer behaviour or purchasing decisions.

Post-2022 Impact:

Positive Influence: Several traders believe that post-2022, the prevalence of English signage could positively impact consumer behaviour and purchasing decisions, associating English signage with modernity, global appeal, and forward-thinking.

Youth Influence: Trader 06 and 10 specifically mention that the use of English signage attracts a younger demographic, potentially influencing their purchasing decisions more than before.

Perception Change: Trader 07 notes that the shift to English signage may have made establishments seem more globally connected, impacting customer decisions positively.

Language Influence: While some traders, like Trader 04, believe that language doesn't influence purchasing decisions, others, like Trader 08, argue that consumers may still be influenced by the association of French signage with tradition and local culture.

Overall the shift to English signage after 2022 has the ability to positively influence consumer perceptions and purchasing decisions, particularly among younger demographics, by indicating modernity, global connectivity, and forward-thinking attitudes, according to the consensus. However, there are differing views on the extent of this effect and the persistence of French signage's effect on consumer perceptions.

Q6: How do you believe this trend towards English signage influences the modernity of your shops specially after announced English as a second language in Algeria.

Trader 01: It allows us to appeal to a wider audience, including tourists and expats," he said,

و "حتى البراني يحس روجو في دارو"

Trader 02: I think it's and we are simple, make the store look modern is just a matter of money to people looking for a living he said "نفارعو لمعيشة زواولا"

Trader 03: English fostering a sense of openness and inclusivity Which make my shop seen modern.

Trader 04: English signage adds an international flair to our shops, signalling our openness to diverse customers.

Trader 05: it modernizes my shop and making it more welcoming and appealing to a broader audience.

Trader 06: English signage acts as a visual indicator of our shops' alignment with global cultural and economic trends, which open the door for modernity look.

Trader 07: Embracing English as a second language reflects our adaptability to evolving societal trends.

Trader 08: English signage enhances the contemporary aesthetic of our shops, appealing to modern sensibilities

Trader 09: It positions our shops as modern and relevant, contributing to a dynamic and vibrant retail environment.

Trader 10: It is not necessary that the English language be responsible for local the shops attractiveness. Even the choice of design plays a role in Modernity.

Comment: This question aims to understand how shop owners in Khenchela view modernity through English signs after the declaration of the English language, and how the use of language impacts their ideas of business identity in today's world. From a comprehensive look it can be said we found that the majority of traders (8/10) proved that their choice of an English sign was accompanied by aesthetics and a study of the sign to be modern and attractive. Some of them (2/10) pointed out that it is a matter of money and material capabilities for an advanced sign, and the name does not matter. With a more precise deconstructive observation, it can be said:

*Appealing to Wider Audience: Traders 01 and 04 mention that English signage helps appeal to a broader audience, including tourists, expats, and diverse customers. This indicates a focus on inclusivity and catering to a more diverse customer base.

*Financial perspective: trader 02 sees the change as being primarily driven by financial factors rather than a deliberate attempt to appear modern or inclusive.

*Inclusivity and modernity: traders number three, five, six, seven, eight, and nine emphasize how English signage fosters a sense of openness, diversity, and alignment with global trends, modernizing their shops and making them more appealing to a modern audience. This suggests a deliberate attempt to use language to create a modern image and remain relevant in a changing cultural landscape.

*Other factors: trader 10 demonstrates the importance of style choice alongside spelling in enhancing a shop's appeal and modernity, implying that it is not solely dependent on the language used in signage.

Overall effect: merchants agree that using English signage enhances their shops' modernity and appeal by signalling diversity, inclusion, adaptability to global trends, and integration with modern aesthetics. Although financial considerations also play a role, there is a clear recognition of the importance of language in shaping the perception of their shops in the modern retail environment.

Q7: It sounds like English signage brings a wide range of cultural influences to the local shopping scene. Could you elaborate on how this multicultural aspect impacts your business.

Trader 01: "Including English as a second language in our signage demonstrates our flexibility and willingness to embrace cultural diversity."

Trader 02: Our business has been instrumental in moving forward and maintaining its relevance in an increasingly interconnected world by adopting multiculturalism through English signage.

Trader 03: English signage attracts a diverse range of customers from different cultural backgrounds,

Trader 04: English signage increases the visibility of the business on a global scale, attracting wide range visitors from diverse cultures

Trader 05: Multiculturalism promotes a sense of belonging, leading to increased customer engagement and loyalty as customers feel valued and represented.

Trader 06: English language creating a vibrant and dynamic atmosphere. And facilitates cultural exchange.

Trader 07: Embracing multiculturalism through English signage allows the business to tap into new markets

Trader 08: it allows us to better understand and cater to a broader range of customers

Trader 09: enhancing our market reach and adaptability

Trader 10: By understanding different cultures, businesses can tap into new markets, leading to increased sales and growth opportunities.

Comment: This inquiry seeks to shed light on how English names on shop signs in Khenchela affect the local business environment and community dynamics. And understand how these language choices impact business visibility, customer perception, cultural identity in Khenchela. This question will help reveal the relationship between language, culture, and commerce in a diverse linguistic setting. The grouping of the results shows that

*English signage as a tool for embracing cultural diversity and attracting diverse customers :five /10

*Multiculturalism leading to increased customer engagement, loyalty, and market reach: four/10.

*English signage fostering a dynamic atmosphere and facilitating cultural exchange: one/10.

So, the majority of traders emphasized the importance of English signage in embracing multiculturalism and attracting diverse customers. The second most common theme was the role of multiculturalism in increasing customer engagement, loyalty, and market reach, only one trader highlighted the importance of English signage in creating a vibrant atmosphere and

facilitating cultural exchange. Overall, the responses show a strong consensus among traders on the importance of multiculturalism and English signage in attracting diverse customers and increasing company growth.

Q8: How do you leverage English in your marketing and business strategies?

Trader 01: I sometimes post in English on the store's Facebook page to introduce the products

Trader 02: I want to improve my level of English so I can use it in the future

Trader 03: I limited myself to naming the store in English, and perhaps in the future I will use other things

Trader 04: We tailor our products and services to the needs and preferences of English-speaking customers.

Trader 05: I usually Use English language posters inside the store like you see (welcome...)

Trader 06: We create marketing materials such as English advertisements through social media.

Trader 07: We prominently display English signage. And We will hire staff who are proficient in English to provide excellent customer service.

Trader 08: We adapt our products and services to suit the preferences and needs of English-speaking customers

Trader 09: We actively engage with English-speaking communities through social media,

Trader 10: I will change the name of the store's Facebook page to English, in order to ensuring that visitors from English-speaking countries can easily access information about our products and services.

Comment: The purpose of this question is to gain insights into how businesses utilize the English language in their marketing and overall business strategies and to explore the role of language, specifically English, as a tool for market penetration in the business world. Through analytical navigation, the following results was found

*Direct communication in English and adaptation of products/services: three tenth (3/10)

*Use of English in marketing materials and social media: three tenth (3/10)

*Personal improvement of English proficiency for future use: a tenth (1/10).

*Limited use of English: a tenth (1 /10)

*Specific actions to enhance accessibility for English-speaking customers: two tenth (2 /10).

So, traders use a variety of techniques to leverage English in their sales and business strategies, with no single strategy dominating the responses. Some traders have emphasized direct contact in English, adaptation of products/services, and enhancing customer service for English-speaking customers. Others focus on using English in marketing materials and social media to reach a wider audience. Personal growth in English skills and specific steps to improve accessibility for English-speaking customers are also discussed. Overall, the responses demonstrate a proactive approach to incorporating English into marketing and business strategies to better serve English-speaking customers and expand business reach.

Q9: Do consumer in Khenchela show a preference for shops?

Trader 01: Before 2022, consumers in Khenchela favoured local shops for their familiarity and community connections. After 2022, there's a shift towards modern shops offering diverse products and amenities

Trader 02: It's hard to guess about this

Trader 03: They may have become more open about sophisticated stores because it opens up more opportunities for customers to find what they need

Trader 04: It is difficult to know what customers prefer

Trader 05: Before 2022, I find that they prefer the places they used to buy from, but now, after 2022, they want to try new things.

Trader 06: I will tell you something, Khenchela customers prefer pickles with acceptable prices before 2022, but recently they have become more concerned with appearances and prices.

Trader 07: Khenchela Consumers are searching for modern shopping experiences with greater variety after 2022. more than before.

Trader 08: Consumers in Khenchela preferred local shops for their community connections before 2022. After 2022, there will be a shift toward modern shops that offer a variety of services.

Trader 09: Cheap price, Proximity and product variety are still crucial factors for consumer preferences. in both periods.

Trader 10: After 2022, modern shops with English signage may attract a broader customer base. more than before.

Comment: The aim behind this question seeks to examine whether there have been any changes in consumer behaviour or preferences regarding shops with English names following the announcement of English as a second language in Algeria. Consumer needs in Khenchela are

influenced by different factors, with some indicating shifts over time. Since 2022, there has been a shift towards modern shops that offer a variety of services and amenities. Regardless of the time frame, others emphasize the importance of factors such as price, proximity, and product variety in consumer preferences. Some responses express fear or difficulty in determining consumer needs. Through analytical navigation, the following results was found

*Shift towards modern shops after 2022, more than before. Four tenth (4/10)

*Uncertainty about consumer preferences: two tenth (2/10)

*Openness to sophisticated stores and trying new things after 2022: a tenth (1/10)

*Preference for familiar places before 2022 and interest in appearance and prices recently: two tenth (2/10)

*Factors influencing consumer preferences remain consistent over time: a tenth (1/10)

Responses indicate a mixed understanding of consumer preferences in Khenchela, with some noting a shift towards modern shops after 2022, potentially due to factors like variety and amenities. Others express uncertainty or note the consistent importance of factors like price, proximity, and product variety. Some traders highlight changes in consumer behaviour over time, such as a preference for familiar places before 2022 and an increased concern with appearance and prices recently. Overall, there's recognition of the evolving nature of consumer preferences, with some consistency in factors influencing their choices, such as price and product variety.

Q10:What challenges do you believe the expansion of English commercial sign names presents for businesses in the community?

Trader 01: English signage may clash with cultural norms or language policies.

Trader 02: Local customers who are not proficient in English may feel excluded or alienated.

Trader 03: Implementing English signage may involve expenses for design,

Trader 04: There's a risk of diluting the business's cultural identity or heritage by prioritizing English signage over local languages

Trader 05: updates to English signage can be costly, especially for small businesses with limited

Trader 06: Customers may think that businesses with English signage are primarily catering to tourists or expatriates, potentially alienating local customers.

Trader 07: Increased exposure to English signage may lead to a gradual shift away from local languages, particularly among younger generations who see English as more desirable.

Trader 08: As businesses prioritize English signage, there may be less emphasis on preserving and promoting local languages, leading to their erosion over time. He said “شاوية تتغيرت”

Trader 09: Reduced visibility of local languages in commercial spaces may weaken the cultural identity associated with those languages,

Trader 10: The prevalence of English signage may contribute to the dominance of Anglophone cultures and norms, potentially overshadowing or marginalizing local cultural expressions, traditions, and values. He gave a good example about “. The phenomenon of deep people and their strange behaviour “ العميقين

Comment: The aim of this question is to explore the potential opportunities and challenges that businesses in the community may encounter as a result of expanding their use of English commercial sign names. Responses highlight various challenges and potential negative impacts

associated with the expansion of English commercial sign names. Several traders expressed concerns about the potential exclusion or alienation of local customers who are not proficient in English. Other challenges mentioned include clash with cultural norms or language policies, expenses for design and updates, risk of diluting cultural identity, and erosion of local languages. There is also recognition of the potential dominance of Anglophone cultures and the marginalization of local cultural expressions, traditions, and values.

*Exclusion or alienation of non-English proficient local customers: two tenth (2/10).

*Clash with cultural norms or language policies: a tenth (1/10)

*Expenses for design and updates: two tenth (2/10)

*Risk of diluting cultural identity or heritage: a tenth (1/10)

*Gradual erosion of local languages and cultural identity: three tenth (3/10)

*Dominance of Anglophone cultures and marginalization of local cultural expressions: a tenth (1/10).

So, traders highlight a variety of problems that come with the introduction of English commercial sign names, including the possibility of exclusion of non-English proficient customers, conflict with cultural norms, costs for design and updates, dilution of cultural identity, erosion of local languages, and dominance of anglophone cultures. In the face of globalization and the expansion of English as a global language, there are concerns about maintaining local identity, inclusion, and cultural diversity. The responses provide an insight into the complex relationship between language, tradition, and commerce in community settings.

Q11: Depends on your point of view, what potential future trends in commercial signage do you foresee in Khenchela following the declaration of English as a second language?

Trader 01: Adding sleeker designs to signage to complement the English globalized image.

Trader 02: Ensure that signage is simple and understandable for both locals and English speakers.

Trader 03: Loss of traditional Khenchela identity and language prominence in favour of English-centric signage.

Trader 04: Over-saturation of English signage detracting from the aesthetic appeal and cultural charm of Khenchela's streetscape.

Trader 05: English signage may become more prevalent,

Trader 06: There will be growing emphasis on teaching English to help meet the need for bilingual signs and enhance communication abilities

Trader 07: It's hard to make predictions

Trader 08: Technology advancements are creating English signage displays that are interactive and dynamic, improving customer engagement and accessibility.

Trader 09: I don't know

Trader 10: Increase in English signage

Comment: Asking such a question is to determine potential future Trends in Khenchela. Following the introduction of English as a second language in the country, traders offer a variety of perspectives on future trends in commercial signage. Some predict an increase

in the popularity of English signage, while others are concerned about the demise of a traditional identity or the oversaturation of English signage. The need for simplicity and understanding in signage design is discussed as well as the possibility of technological advancements to increase customer engagement.

*Increase in prevalence of English signage: two tenth (2/10)

*Emphasis on simplicity and understandability in signage design: a tenth (1/10)

*Loss of traditional identity and prominence of local language: a tenth (1/10)

*Concerns about over-saturation of English signage: a tenth (1/10)

*Emphasis on teaching English to support bilingual signage: a tenth (1/10)

*Advancements in technology leading to interactive and dynamic signage displays: a tenth (1/10)

*Uncertainty about future trends: two tenth (2/10)

Q12: Have you considered collaborating with or competing against shops that have English or local language names?

3/10. A. Collaboration: to improve customer experiences and enhance service offerings, we're looking for partnerships with shops that have English or local language names.

5/10 B. Competition: identifying ways to compete with shops that have English or local language names by focusing on unique value propositions and targeted marketing tactics.

2/10. C. Neutral: keeping a neutral tone to shops that use English or local language names while still focusing on providing excellent customer service and products regardless of naming conventions.

Comment: The aim of this question is to explore the possibility of collaborating with or competing against shops that have English or local language names in Khenchela. Traders provide their own experiences with dealing with shops that use English or local language names in Khenchela. Some see collaboration as a way to improve customer experiences and improve service offerings. Others see competition as a way to differentiate their company through unique value propositions and targeted marketing tactics. A small minority maintains a neutral viewpoint, focusing on providing excellent customer service and products regardless of naming conventions.

Grouping:

***Collaboration:** three tenth (3/10)

***Competition:** four tenth (4/10)

***Neutral:** two tenth (2/10)

So, In Khenchela, traders use a variety of techniques when dealing with shops that use English or local language names. Collaboration is used to enhance customer experiences and enhance service offerings through partnerships. Competition is seen as a way to differentiate the company and attract customers by offering unique value propositions and targeted marketing. Some traders maintain a neutral tone. Regardless of naming conventions, focusing on providing excellent customer service and products. Overall, the responses reveal a variety of ways to

navigate the landscape of shops with different naming conventions in Khenchela, illustrating the breadth of strategies businesses can employ in response to market dynamics.

Interpretation of the Interview 's Results

It was noticed that there are some common contradictions in our samples' attitudes from a discourse-analytic standpoint. The interviews highlight common contradictions among traders regarding the use of English in commercial signage. While some see opportunities for growth and modernity, others express concerns about cultural erosion and exclusion. These contradictions underscore the complexity of navigating linguistic and cultural dynamics in business practices.

Background and relationship with English: the majority of traders have a strong Arab and Chawi heritage, with varying degrees of proficiency in English. Some people have limited English proficiency to their area of work or study, while others have an aptitude for speaking and writing in a variety of languages, including Arabic, French, and English.

Timing choosing English signage: The most popular English names for shops in Khenchela were chosen after Algeria declared English as a second language. This indicates a connection between the official language policy change and the adoption of English names for businesses.

The declaration's effect on the naming decision: when choosing English names for their shops, a significant number of traders were influenced by the declaration of English as a second language. However, some traders argued that the announcement did not impact their decision-making process.

Effect on the use of English names before and after the declaration: the language policy change had a major effect on the use of English names in Khenchela shops, with the majority of traders recognizing a shift from French to English names following the announcement. This shift reflects a desire to work in tandem with linguistic advancement in the region.

The effect of the transition to English signage on consumer behaviour: traders have varying viewpoints on how the shift toward English signage influences consumer behaviour and purchasing decisions. Although some believe it has a positive effect on customers' purchasing decisions, others believe it has a limited effect or persistence on customer choices.

The influence of the trend towards English signage on shop modernity: traders generally agree that the trend towards English signage contributes to the modernity of their shops, with the majority identifying it with aesthetics and a modern, attractive appearance. However, some traders emphasize the importance of financial capabilities in achieving advanced signage, suggesting that the name itself may be less important.

Embracing multiculturalism vs. embracing globalism? Keeping a traditional identity: some traders advocate for embracing multiculturalism with English signage, citing it as a way to attract diverse customers and tap into new markets. Others are concerned about the potential loss of traditional identity and cultural heritage as a result of the use of English signage, fearing that it would degrade the local dialect and weaken cultural distinctiveness.

Adapting to global trends vs. adapting to global trends. Maintaining local authenticity: although some retailers acknowledge the importance of adapting to global trends by including English signage and catering to English-speaking customers, others emphasize maintaining local authenticity while still maintaining the community's cultural and linguistic heritage. In a fast-

changing business environment, the tension between global influences and local authenticity highlights the difficulty of coping with cultural and linguistic dynamics.

Collaboration vs. competition: traders differ on whether to partner with or compete against shops with English or local language names. Although some see collaboration as a way to improve customer experiences and enhance service offerings, others see competition as a way to differentiate their company and attract customers. This disparate approach to navigating the competitive landscape while simultaneously cultivating partnerships to improve company outcomes is reflected in this paragraph.

Optimism vs. Uncertainty: Uncertainty: traders are both optimistic and scepticism about the potential benefits and challenges associated with the development of English commercial signage. Although some traders see opportunities for growth and market expansion as a result of the use of English signage, others are baffled by its effect on customer preferences, cultural identity, and business practices.

Overall, the interviews reveal a nuanced understanding of the relationship between language, identity, business practices, and consumer behaviour in Khenchela's context. Traders navigate these dynamics by considering factors such as official language policies, cultural identity, market dynamics, and aesthetic preferences. Also, these responses highlight the complexity of the relationship between language, culture, and identity in the context of linguistic changes in signage and their potential impact on the cultural landscape of Khenchela.

Analysis of the Captured Images

Remark: *It must be noted that the photos were taken after obtaining permission from their owners to allow photography.

Methodology Used in this Analysis. Qualitative analysis was conducted by capturing thirty (30) images of commercial sign names in Khenchela. The pictures were taken by Bouguerra Hadeel. Images were selected based on visibility, clarity, and representation of a diverse range of businesses. Also, the opening time that was validate by the shop owners. The analysis focused on identifying changes in the use of English language in signage.

The Analysis of the Captured Pictures.

After Announcing English as a Second Language in 2022. It was be noticed that there is a shift towards more English signage in Khenchela after the English designation as second language in Algeria. As more multinational and English-speaking brands were included in the brand identity, this changed the visual landscape .The colours, symbols and layout were also updated to meet international branding requirements, influencing the local cultural identity.

The introduction of signage in English signals a shift towards reaching a wider and perhaps more international audience. This may lead to an increase in the presence of multinational brands, which often use standard brand elements such as colours and symbols to maintain consistency across different locations. It is important to note that this shift may also be met with varying degrees of acceptance or resistance from the local community, depending on factors such as cultural pride and perceptions of globalization.

It can be said that these modern stores, with English names are distinguished by an attractive and modern design, that attracts the attention of the consumer and gives aesthetics and development to the state of Khenchela. It also adds a prominent cultural diversity, thereby expanding the linguistic landscapes of the state. It has also overtaken in its distribution the stores with Arabic and French names and has become more Spread.

1. English-Language Storefronts Opened After 2022, according to their owners in Khenchela. This photograph Was taken by the author” Bouguerra Hadeel”.



Pic N°01: opened in 2024

Observations

Subject: The subject is the commercial shop sign, specifically focusing on naming restaurant. This style of writing is called “embossed writing” or “raised lettering.” It adds depth and dimension to the text, making it appear three-dimensional. Featuring the elegant typography of the name “Wonder food’s”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours are eye-catching and align with the shop ‘s colour palette for consistency and recognition .The sign utilizes a sophisticated colour palette, with gold and silver lettering against a dark background, exuding a sense of luxury and exclusivity.

Light: Soft, ambient light might be gently illuminating the sign, creating a warm glow that draws attention without overpowering. Using “neon lights “which Offers a bright and vibrant glow, perfect for retro or bold signage.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store

The Used Linguistic Strategy:”Monolingual ”In this context, “**Dream World**” would be considered a monolingual signage, as it is intended for an audience that understands and communicates in the language in which the signage is displayed

Appearance: The sign left no doubt about the restaurant’s focus .The name was made easy to read and remember by the use of simple yet striking typography.

From a Cultural Standpoint, choosing the name in the English language makes it adhere to the global culture, so that it is attractive to different people despite the differences in cultures.



Pic N°02:2024

The subject is a commercial shop sign, specifically focusing on naming a restaurant. this form of writing is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name “Touline Food”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours:are eye-catching and align with the shop ‘s colour palette for consistency and recognition.The sign utilizes a sophisticated colour palette, with gold lettering against a bright dark background, exuding a sense of luxury and exclusivity.

Light: Soft, ambient light might be gently illuminating the sign, creating a warm glow that draws attention. using “Backlighting”, which Illuminates the entire sign from behind, creating a dramatic and attention-grabbing effect.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store

The Used Linguistic Strategy: “Borrowing:”. The use of “Touline” suggests borrowing from Arabic language or dialect, reflecting the brand’s cultural or linguistic heritage.

From a Cultural Standpoint, choosing the name in the English language makes it adhere to the global culture, so that it is attractive to different people despite the differences in cultures.



Pic N°03: in 2023

The Subject is a commercial shop sign, specifically focusing on naming a woman Accessories store. this form of writing is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name “**Queens Accessories**”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours :are eye-catching and align with the shop ‘s colour palette for consistency and recognition .The sign utilizes a sophisticated colour palette, with yellow and pink lettering against a white background, exuding a sense of luxury and exclusivity.

Light: “Edge Lighting”: Lights placed along the edges of the sign, providing a sleek and modern look. Soft, ambient light might be gently illuminating the sign, creating a warm glow that draws attention.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

The Used Linguistic Strategy

Monolingual: In this context, “Queen Accessories “would be considered a monolingual signage, as it is written in just one language “English

The sign left no doubt about the Woman Accessories focus. The term “Queen Accessoires . The name was made easy to read and remember by the use of simple yet striking typography.

From a Cultural Standpoint, choosing the name in the English language makes it adhere to the global culture, so that it is attractive to different people despite the differences in cultures.



Pic N°04:in 2023

The Subject is a commercial shop sign, specifically focusing on naming jewellery. this form of writing is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name “goldenline jewelry”. The text is elegant and attractive, and highlight well the signage “**goldenline jewelry** “.

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: The sign utilizes a bright orange colour palette, with white against a golden background, exuding a sense sophisticate.

Light: halo illuminated letters

A popular and effective way to light a sign. Bespoke 3d letters are mounted in front of LED’s that create a glow around each letter giving it a halo effect when lit. ‘it illuminates the text or graphics on commercial facades. When the light is position behind golden backgrounds, it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and the morning.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

Linguistic Strategy Used

Borrowing: The Arabic script “ قولدن لاین” “ cibara morf eman dnarb eht fo gniworrob stseggus” n in regions where Arabic script is used which is commo ,into the Latin alphabet

Phonetics:

(ق) represents the “g” sound, which is not a standard Arabic letter but is used to approximate the English “g” sound.

(و) represents the “o” sound.

(ل) represents the “l” sound.

(د) represents the “d” sound.

(ن) represents the “n” sound.

(اي) represents the diphthong “ai”

Cultural Context: the use of Arabic script to transcribe English names reflects cultural diversity and globalization. Arabization can be adapted to suit specific dialects and preferences, which can influence letter choices.

Semiotics: The choice of “ق” sound for “g” may indicate a preference for a letter that closely resembles the English “g,” even though it’s not a standard Arabic letter.

Overall, this report highlights the translation of English sounds into Arabic script, reflecting a linguistic and cultural exchange.



Pic N°05:2022

The Subject is a commercial shop sign, specifically focusing on naming Beauty Centre. this form of writing is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name “**Beauty Center**”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are eye-catching and align with the shop ‘s colour palette for consistency and recognition .The sign utilizes a sophisticated colour palette, with white lettering against a Pink background, exuding a sense of luxury and exclusivity.

Light: “Edge Lighting”: Lights placed along the edges of the sign, providing a sleek and modern look. it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and highlighting it beautifully.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

linguistic Strategy Used

Monolingual: “Beauty Center” falls under the category of monolingual naming. It’s a straightforward combination of English words without any mixing or borrowing from other languages.

“beauty”: the term “beauty” is universal and immediately refers to the centre’s focus, which is on enhancing beauty. It includes services related to skincare, hair care, makeup, and other beauty services. Potential customers are able to see the company’s structure by this simplicity.

"center": the term "center" refers to a central location where many beauty services are offered.

Culture view: including English in the name "Beauty Center" adds a dimension of global appeal, modernity, and cultural diversity.



Pic N°06:2022

The Subject is a commercial shop sign, specifically focusing on naming Vape shop. This form of writing is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name “**the Vape Shop**”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are eye-catching and align with the shop 's colour palette for consistency and recognition. The sign utilizes a sophisticated colour palette, with red and white lettering against a wood background, exuding a sense of elegance and simplicity.

Light: Edge Lighting: Lights placed along the edges of the sign, providing a sleek and modern look. it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and highlighting it beautifully.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

The Used Linguistic Strategy: "Monolingual". The English name "The Vape Shop" falls under the category of monolingual naming. It utilizes English exclusively without incorporating elements from other languages or linguistic forms such as code-switching, code-mixing, intertwining, or borrowing.

Linguistic Breakdown: "the vape shop" employs a simple and straightforward grammatical scheme that effectively identifies itself as a specific retail destination for vaping products. The combination of the definite word "the," the noun "vape," and the noun "shop" helps to establish the shop's distinctiveness and presence in the wider market.

Cultural Perceptive: Emergence of Vaping Culture: The name reflects the rise of vaping culture, a phenomenon that has gained popularity in recent years.

Modernization and Trendiness: The use of English in the name “The Vape Shop” adds a layer of modernization and trendiness. English is often associated with contemporary culture, technology, and innovation.



Pic N°07:2022

The Subject is a commercial shop sign, specifically focusing on naming woman clothes. This form of writing is called “Brush Script” font styles to give a personal and attractive touch to English writing on the commercial sign, which gives the text a more realistic appearance by mimicking the elegant typography of the name “**Dress Coale Ladies Boutique**”.

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are eye-catching .The sign utilizes a sophisticated colour palette, with bright white lettering against a purple background, exuding a sense of elegance and simplicity.

Light: Edge Lighting: Lights placed along the edges of the sign, providing a sleek and modern look. It gives the writing a distinctive and attractive appearance, making it easily visible in the dark and highlighting it beautifully.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

Cultural Standpoint: that its choice of the English language opening a wide scope for customers from different cultures. It effectively blends aesthetic appeal, clarity of message, and practicality to create a memorable experience.

Linguistic Category, “Borrowing” is the process of inserting words from one language into another. The word "boutique" is originally French, but it has been borrowed into English and is now commonly used in English as well. In French, "boutique" means a small shop, typically one that sells fashionable clothing or accessories. Over time, English has adopted the term with the same meaning, making it a recognized word in both languages.

Linguistic Break Down: The term “dress code ladies’ boutique” is a generic term used to describe a particular style of store, which is a boutique that caters to women’s fashion and may focus on clothing that conforms to certain stylistic rules or guidelines.



Pic N°08:2023

The Subject is a commercial shop sign, specifically focusing on naming woman clothes. This form of writing is called “bossed writing” or “raised lettering,” which gives the text a more realistic appearance by mimicking the elegant typography of the name personal and attractive touch to English writing on the commercial sign, which gives the text a more realistic appearance by mimicking the elegant typography of the name “**Diamantina Dress Khenchela**”

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are eye-catching .The sign utilizes a sophisticated colour palette, with shine purple with yellow lines lettering against a dark background, exuding a sense of elegance and Charming.

Light: is “**Backlit Lettering.**” During the night, it illuminates the text or graphics on commercial facades. When the light is positioned behind dark backgrounds. it gives the writing

a distinctive and attractive appearance, making it easily visible in the dark and shine bright in the morning.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

Analysis of the Intertwining Languages

Intertwining languages can add an extra layer of richness and appeal to the name “Dress Diamantina” for a clothes shop. Here’s how:

“Dress” represents the English language, straightforwardly indicating the type of clothing the shop specializes in.

“Diamantina” could be an amalgamation of languages. For example:

“Diamant” is the French word for “diamond,” adding a touch of sophistication and luxury.

Intertwining languages can add an extra layer of richness and appeal to the name "Dress Diamantina" for a clothes shop. Here's how:

"Dress" represents the English language, straightforwardly indicating the type of clothing the shop specializes in.

"Diamantina" could be an amalgamation of languages. For example:

Overall, “dress diamantina” incorporates English, French, and Spanish influences, giving it a name that emphasizes sophistication, luxury, and international flair. This linguistic fusion may delight a diverse clientele who appreciates high-quality fashion with a touch of cultural richness.



Pic N°09:2024

The Subject is a commercial shop sign, specifically focusing on naming place to eat; this form of writing is called hand written ”or “Brush Script” font styles to give a personal and attractive touch to English writing on the commercial sign, which gives the text a more realistic appearance by mimicking the elegant typography of the name “**Mama’s food**”.

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are soft attractive colours. The sign utilizes a sophisticated colour palette, with white and black, lettering against a grey with gold Lines background, exuding a sense of elegance and beauty.

Light: is “Edge Lighting”, Lights placed along the edges of the sign, providing a sleek and modern look. it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and highlighting it beautifully.

it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and shine bright in the morning.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

Linguistic Category: “Mama’s food” is a monolingual English possessive phrase .This category includes phrases where a possessive form is used to indicate ownership or association.

Linguistic Breakdown: Mama's food": The possessive nominal phrase indicates that the food is associated with or provided by Mama, suggesting a personal, homely, or familial connection to the cuisine.



Pic N°10:2022

My Own Observations

The Subject is an amusement park shop sign, specifically focusing on naming Amusement park his form of writing is called the writing that appears as if it's suspended in the air without a background is called "floating text" it adds a unique and striking touch to storefronts and advertisements, grabbing the attention of passers-by and potential customers. Also, gives the appearance of depth and three-dimensional volume, making it stand out more prominently and effectively. floating text can be created in a variety of colours, colours, and patterns to complement the brand's visual identity. Since there is no concrete background, floating text will be able to quickly adapt to a variety of backgrounds and environments. to give realistic appearance by presenting the elegant typography of the name "Dream World".

Topography: the English commercial sign name is easy to read from a distance and reflect the shop identity.

Colours: are bright shine attractive colours .The sign utilizes a sophisticated colour palette, with red and blue, lettering against a transparent (Air) background, exuding a sense of elegance and creativity.

Light: is "**Backlit Lettering.**" During the night, it illuminates the text or graphics on commercial facades, it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and shine bright in the morning.

Graphic /Logo: The brand is carefully selected in English, which increases the sophistication and attractiveness of the store.

Linguistic Category The name “**Dreams world**” is a monolingual phrase, as it is entirely in English.



Pic N°11: in 2017 Pic N°12: in 2022

A. In 2017.

B. in 2022.

These signs are for the same store.

Comparative observations

The Subject is a commercial shop sign, specifically focusing on naming Men clothes shop. The form of writing in pic (B) is called “embossed writing” or “raised lettering,” which gives the text a more realistic appearance by representing the elegant typography of the name “**boutique Boss. D&G**” but the name does not express the identity of the store, and it is difficult to know the purpose of the store, especially when it is closed. And for Pic (A) is called “simple lettering” in paper signage it’s used to promote products or services without elaborate additions, despite that the store represents well the purpose of the store.

Topography

A* There is a mixture of Arabic and French, commercial sign ,but the writing is somewhat dull and difficult to read from a distance.

B* the English commercial sign name is easy to read from a distance but does not represent the store identity.

Colours

A* The choice of colours is not considered. This sign contains visual pollution due to the large mixing of colours without considering the aesthetic character of the sign. Orange lettering with white background full Drawings of various colours and shapes.

B* are eye-catching and align with the shop 's colour palette for consistency and recognition .The sign utilizes a sophisticated colour palette, with gold lettering against a dark background, exuding a sense of elegance and simplicity.

Light: Edge Lighting:

A* No lights to attract passers-by and customers

B* Lights placed along the edges of the sign, providing a sleek and modern look. it gives the writing a distinctive and attractive appearance, making it easily visible in the dark and highlighting it beautifully.

Graphic /Logo

A* The brand is carefully selected in both Arabic and French languages, which highlights the colonial linguistic impact. But represents the shop identity

B* The brand is carefully selected in English, which increases the sophistication and attractiveness of the store. But it does not express the identity of the store, and it is difficult to know the purpose of the store, especially when it is closed.

Linguistic Category: “Boutique boss “Code-mixing, combining “boutique” (French origin) with “boss” (English origin) results in code-mixing, in which elements from different languages are used within the brand name. This could be a deliberate stylistic move to convey a sense of sophistication or international flair.

“Vêtements et chaussures sportif, احذية وملابس رياضية : Code-Switching: The signage involves code-switching, as it alternates between languages(Arabic and French)within the same signage. This suggests that the brand is targeting a bilingual audience or operating in a multilingual environment.

2. Other Pictures in English Names. The Current Shops Opened After English Announced as Second Language in Algeria.

***Pictures with only English names: opened during 2022(monolingual)**



Pic N° 13



Pic N°14

***Pictures with English and Arabic names (intertwining languages) opened during 2022.**



Pic N°15



Pic N°16

*The English signboard in this picture looks sophisticate and attractive

Prior English Announced as Second Language in Algeria (Before 2022). Before English was introduced as Algeria's second language in 2022, it was noticed that signage in places like Khenchela, particularly within the Berber community, was mainly in Chawya, Arabic and French languages. These signs represented historical linguistic and cultural identities. They served as a representation of local history and tradition, emphasizing the community's linguistic diversity. The signs were often simple in form and content, but they did a significant job in delivering information and contributing to the area's visual landscape.

From a visual standpoint too, the signage in Khenchela before the introduction of English as the second language was lacking in charm and modernity. In that situation, the signage may have been outdated or less visually appealing than more modern designs. This seems to be due to a lack of modern elements such as clean typography, vibrant colours, and dynamic graphics. The visual appeal of the signage appears to be diminished by its simplicity and traditional design choices, which sounds not have aligned with current aesthetic needs or preferences. In addition, the absence of English language signage, which is often associated with globalized and modern environments, looks to be contributed to the perception that the signage was less appealing or up-to-date.

However, the designs tended to prioritize functionality over flashy looks, with simpler fonts and graphics that conveyed essential information effectively. Colours looks to be earthy or muted, reflecting the natural environment and perhaps incorporating cultural symbolism. The designs appear that have used traditional motifs or patterns, giving the signage a sense of place and identity. Overall, the attractiveness of the signage before the introduction of English as the second language seems to be from a point of view of cultural authenticity and appreciation for traditional design elements rather than flashy or modern aesthetics.

3. English-Language Storefronts Opened Before 2022, According to Their Owners in Khenchela. This photo was taken by the author “Bouguerra Hadeel”.



Pic N°17: opened in 1999

Observations

Subject: The subject is the commercial shop sign, specifically focusing on naming Jewelry Shop. This style of writing is called “simple Arabic calligraphy” or “simple Arabic script” is a form of writing that is characterized by bold and clear letters to aid in reading and understanding, featuring the simple traditional typography of the name “مجوهرات اسليث”

Topography: the Arabic and Chauia commercial sign name is easy to read but less attractive and reflect the shop identity.

Colours are soft and calm. The sign utilizes a simple colour palette, with yellow lettering against a wood background, exuding a sense of humility and authenticity.

Light: Soft, simple and somewhat dull, creating a warm glow

Graphic /logo: The brand is carefully selected in local languages, Arabic and Chauia, increases the shop adheres to the local culture and identity.

Code switching the name, which was a mixture of Arabic and Chawi, which is currently considered rare in the local market of the state of Khenchela, or perhaps the only Chawi name that I found, and that is something striking.

Clarity: The sign left no doubt about the jewellery focus, in term “مجوهرات اسليث” The name was made easy to read and by the use of simple humility typography, but it is difficult for passers-by to see it quickly.

From a Cultural Standpoint, the choice of this name reflects the character and identity of the state of Khenchela, but it reduces the expansion of customers from different cultures due to the difficulty of understanding the name of the shop, but it remains distinctive due to the character of the historical and cultural heritage of the place.

It may signify a blending of linguistic influences within a community or individual, indicating fluidity between linguistic and cultural identities. In this case, "مجوهرات" (Majouharat) is Arabic for "jewelry," while "تسليث" (Asleeth) a Chawi name means عروس. This blending could represent a cultural fusion or the bilingual nature of the community where both Arabic and Chawi languages are spoken or understood.

Linguistic Breakdown: "اسليث" is originally aChawi (Berber) word and has been written in Arabic script, its Arabization would involve representing the sounds and phonetic features of the Amazigh word using Arabic script.

Linguistic Category: Since it was written in Arabic script, “” was originally a Chawi term, and its use in Arabic script would therefore be **borrowing**. Borrowing occurs when words or phrases are adopted from one language into another. The Amazigh word has been adopted into Arabic script in this case, most likely due to cultural exchange, and bilingualism in Khenchela.



Pic

Pic N°18: opened in 2013

Subject: The subject is the commercial shop sign, specifically focusing on naming perfume store. This style of writing is called “raised Arabic lettering,” which gives the text a more realistic appearance typography of the Arabic name, featuring the simple traditional typography of the name “بيت العطور الجميلة”

Topography: the Arabic commercial sign name is easy to read and reflect the shop identity.

Colours are soft and calm .The sign utilizes a simple colour palette, with yellow and white lettering against a purple background, exuding a sense simplicity.

Light: Soft, simple and, creating a warm glow

Graphic /Logo: The brand is carefully selected in local languages, Arabic ,increases the shop adheres to the local culture and identity.

Linguistic Category of the Name

Monolingual: using one language (Arabic).

Clarity: The sign left no doubt about the perfume store in term of “بيت العطور الجميلة”. The name was made easy to read and by the use of simple humility typography.

From a Cultural Standpoint, the choice of this name to be successful because it reflects the character and identity of the state of Khenchela, but it reduces the expansion of customers from different cultures. It remains distinctive due to the character of the historical and cultural heritage of the place.



Pic N°19: opened in 2015

Subject:The subject is the commercial shop sign, specifically focusing on naming library(bookstore). This style of writing is called “simple Arabic lettering” in paper signage it’s used to promote products or services without elaborate additions

Topography: the Arabic commercial sign name is easy to read and reflect the shop identity.

Colours: The choice of colours is not considered. This sign contains visual pollution due to the large mixing of colours without considering the aesthetic character of the sign. Orange lettering with colourful back ground full Drawings of various colours and shapes.

Light: No lights to attract passers-by and customers.

Graphic /logo: The brand is carefully selected in local languages, Arabic

Linguistic Category: Monolingual: The phrase is entirely in Arabic.



Pic N°20: Opened in 2017

Subject: The subject is the commercial shop sign, specifically focusing on naming spices shop. This style of writing is called “simple lettering”. It’s used to promote products or services without elaborate additions.

Topography: the Arabic and English commercial sign name is easy to read and reflect the shop identity back to the nature with spices “العودة الى الطبيعة توابل وبهارات”.

Colours soft and dull colour. This sign contains this sign contain simple colour with white lettering on grey background with simple drawings.

Light: No lights to attract passers-by and customers.

Graphic /Logo: The brand is carefully selected in Arabic language with the English translation.

Linguistic Breakdown. The name contains Arabic lettering with the English language chosen to translate the Arabic name. There is a mixture of Arabic and English. As for the sign, it lacks some modifications to be in line with current development and to highlight the identity of the store in an attractive way. The phrase “العودة الى الطبيعة توابل وبعارات” Is nominal phrases consist of nouns and preposition.

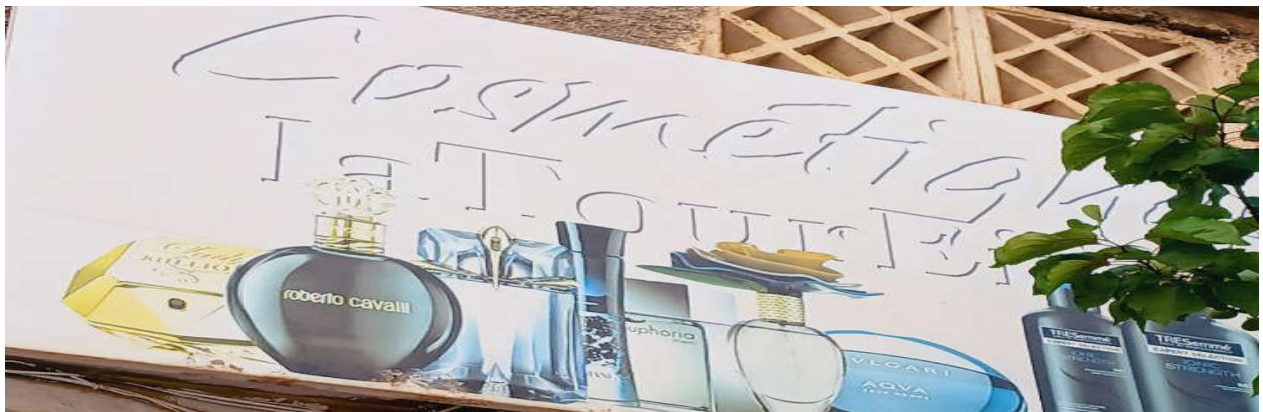
pended English Phrase “Back to the nature” provides additional context or clarification.

Linguistic category: Code Mixing: This involves the mixing of elements from two or more languages within a single sentence or phrase. In this case, the phrase is primarily in Arabic, but it includes an English phrase “Back to the nature with spices”, which is mixed with the Arabic context. Therefore, it exhibits code mixing.

4. Pictures Highlights Shops Opened Before 2022 Highlights the Focus Linguistic Situation Before English Announced as Second Language: Pictures in French Sign Board Opened Before 2022.



Pic N°21



Pic N°22



Pic N°23

*It can be noted that the French typesetting are of high quality.

Pictures with Arabic and French Opened in 2021.(Intertwining languages)



Pic N°24

*Well organized attractive sign. The typesetting of French and Arabic in high quality.

Pictures in English Opened Before 2023



Pic N°25

*The English writing on cheap and non-spread.

Pictures in Arabic Opened Before 2022



Pic N°26



Pic N°27

*Arabic writing is also on cheap and unattractive signs

Pictures with Valueless Commercial Signboard was Put Before 2022:



Pic N°28



Pic N°29



Pic N°30

*Signs that are ill-considered, distort the general view, and are without value or novelty. It noted that it's includes Arabic and French lettering.

Discussion of the Captured Pictures (After Announced English as a Second Language)

The Finding Results. It is noticed that before (2022), the French language was widely spread and existed either alone or linked to the Arabic or English language. French language signs are somewhat acceptable and are also attractive and sophisticated, unlike Arabic language signs which lack aesthetics and sophistication .The presence of the English language is rare and limited in some domain like shoes store or some restaurants only. Also, it remarked that Chauia was present in the shop commercial sign. After (2022), the English language has spread

significantly, even replacing the French language. It also appears in a sophisticated way on signs and is more eye-catching than it was before. shop owners became more concerned with the appearance of the shop and was consistent with the era of development. The complete absence of the Chawi language and there is decrease in Arabic names in signs.

In a nutshell, the results suggest that; in the recent time the domination of English in store names, replacing French, reflects a larger shift toward English as a second language. The organized and attractive presentation of English signage contrasts with the previous domination of French, which may have been more common but perhaps less visually appealing. This linguistic shift is likely to reflect the region's changing cultural and economic landscape.

Interpretation

The results of the study of commercial signage reveal a rich tapestry of linguistic strategies, reflecting the dynamic relationship between languages and cultures in commercial communication: linguistic strategies are the most prevalent in commercial communication.:

Code-Switching: The presence of code-switching in commercial signage demonstrates a conscious effort by businesses to appeal to bilingual or multilingual audiences. By seamlessly alternating between languages within the same signage in order to reach diverse linguistic communities,

Code-Mixing: Similarly, the occurrence of code-mixing highlights the fluidity and creativity in language use within commercial contexts.

Monolingual: monolingual signage indicates a focused targeting of audiences who primarily speak and understand a single language.

Intertwining Languages: the presence of intertwining languages indicates a nuanced mixing of linguistic forms, where languages coexist and complement each other within the signage. This indicate the multicultural identity of the community “Khenchela”

Borrowing: the incorporation of borrowed words from other languages emphasizes the versatility and cultural significance of commercial signage. Using terms or phrases from different linguistic sources, a researcher can achieve greater success.

Discussion. This discussion examines the changes in commercial signage and their effects on business and culture. Prior to 2022, French was the predominant language on commercial signs, either by itself or alongside Arabic or English. French was viewed as elegant and refined, while Arabic signage was often seen as less visually appealing. English was seldom used, mostly appearing in niches like shoe stores and some restaurants. The Chawi language also appeared on some shop signs. Following 2022, a notable change took place as English started to replace French on many signs, indicating a broad trend towards English as a secondary language. This shift coincided with a focus on modernizing shop presentations.

As a result, the use of French decline, Arabic signage decreased, and Chawi language signs vanished completely. This transition towards English reflects a larger cultural and economic shift in the area. We will delve into why English in supplanting French, considering how this mirrors the evolving cultural and economic dynamics of the region. The decrease in Arabic and Chawi raised concerns about the impact on local identity and cultural heritage. We will explore various linguistic techniques in commercial signage, such as code-switching and code-switching to engage bilingual or multilingual audiences, illustrating businesses’ attempts to connect with diverse linguistic groups. Monolingual signs cater for a single-language audience,

while incorporating multiple languages reflects the multicultural nature of the community. The inclusion of borrowed words from other languages highlights the adaptability and cultural significance of commercial signage. Businesses need to keep up with global language shifts, particularly the growing use of English, to stay attractive to international customers and expats. Understanding and catering to the audience's language preferences are crucial for effective communication.

Incorporating modern design elements while respecting cultural aspects can make signage more visually appealing. Finding a balance between modernization and cultural heritage is important, and bilingual or multilingual signs can help achieve this. This discussion aims to thoroughly explore these findings and their broader implications for business and cultural preservation. Future steps involve ongoing research on signage trends and fostering collaborations among business designers, and cultural experts to create inclusive and effective signage. This approach ensures that the evolving of linguistic landscape in commercial signage reflects both modern trends and the region's rich cultural heritage.

Practical Suggestions and Insights. After studying the results obtained and by taking an overview of the market in Khenchela, some shortcomings were realized. These suggestions can help traders and shop owner's in Khenchela enhance the appeal and cultural relevance of their signage, promote linguistic diversity, and contribute to the development of a vibrant and inclusive market environment.

***Valued Signboard and Appearance:** invest in high-quality materials and a professional look for signboards to enhance their visual appeal and durability. Consider including traditional Chawia motifs or elements into the design to reflect local cultural heritage while still maintaining modern aesthetics.

***Modern Aesthetics.** Ensure that English signboards are well-lit and positioned strategically to increase visibility and draw attention from passersby.

***Addressing the Inadequate Chauia Signage:** encourage businesses to actively promote Chauia culture and language through their signage in order to preserve and celebrate local identity. Collaborate with local artists and cultural organizations to create common Chauia signage templates or guidelines that businesses can use to incorporate Chauia words and symbols into their signage.

***Utilizing Electronic English Advertisement:** for engaging and interactive English advertisements, consider the use of electronic display boards or digital screens. To engage viewers and convey messages effectively, include multimedia elements such as videos and animations. To avoid any potential problems, ensure that electronic advertisements comply with local laws regarding content and placement.

***Enhance the Overall Atmosphere and Appeal of Khenchela Market** by including landscaping, street art, and lighting projects. By hosting cultural festivals, exhibitions, and markets that showcase local crafts, cuisine, and traditions, you will foster a sense of belonging. Small businesses and entrepreneurs are encouraged to innovate and diversify their offerings by providing support and encouragement, contributing to the market's dynamism and diversity.

The analysis highlights the evolving language landscape in commercial signage in Khenchela, Algeria, following the announcement of English as a second language. The findings underscore the complex interplay between language policies, cultural identity, and business strategies.

It has been proven that after 2022, English has spread in the Khenchela market and has replaced French previously in various areas of the market and nomenclatures, as French is no longer important as it was previously. These recent years not only brought linguistic change, but also a development in the use of the English language, as shop owners became more aware of their commercial facades and made them in line with the Globalized world. On the other hand, there is a decrease in the use of the local language, especially Chauia, and this proves that there is an influence of English on the local language and identity.

Future Recommendation

1. Enhance English Language Education

- Invest in English programs in schools and universities.
- Provide resources and training for teachers to improve English instruction.
- Partner with international institutions to develop better curricula.
- Introduce courses for English for Specific Purposes (ESP) tailored to various professional fields.
- Develop Business English (BE) courses to equip students with language skills for the business world.

2. Support Business Adaptation

- Offer incentives for businesses to use English in signage, advertising, and customer service.
- Conduct workshops and training sessions for business owners on the benefits of using English.

- Highlight successful businesses that have effectively integrated English to inspire others.
- Provide Business English (BE) training to business owners and employees to improve their professional communication skills.

3. Boost Consumer Engagement

- Launch campaigns to showcase the benefits of English-speaking businesses, especially to younger customers.
- Encourage businesses to use English in branding and communications to attract a modern, quality-conscious audience.

4. Maintain Cultural Balance

- Develop programs that celebrate and preserve local languages and cultural traditions alongside English.
- Promote bilingual or multilingual signage to maintain cultural heritage.
- Support cultural festivals and events that celebrate local identity in a global context.

5. Expand Educational Opportunities

- Establish more language schools and courses focused on English proficiency.
- Offer scholarships and financial aid for students studying English.
- Develop online platforms for self-paced English learning.
- Introduce ESP courses in educational institutions to meet specific industry needs, such as tourism, healthcare, and business.

- Develop Business English (BE) programs to prepare students for international business environments.

6. Monitor and Evaluate Progress

- Regularly assess the impact of English on the market, culture, and education.
- Gather feedback from businesses, consumers, and educational institutions to adjust strategies as needed.
- Conduct research to understand the long-term effects of English on local traditions and identities.

7. Foster Global Connectivity

- Promote exchange programs and international collaborations.
- Encourage the use of English on digital platforms to connect globally.
- Support initiatives that integrate Khenchela into the global market while preserving its cultural identity.

8. Facilitate Professional Development

- Provide opportunities for professional development focused on English proficiency.
- Encourage businesses to offer English training for employees.
- Promote the value of English proficiency in career advancement through seminars and workshops.

- Offer ESP and Business English (BE) training programs to meet the specific language needs of various professions and enhance employees' skills in their fields.

9. Integrate Business English (BE) Branch in Universities

_ Introduce Business English (BE) majors in various university colleges to prepare students for the global business environment.

_ Promote the value of a Business English major in enhancing career prospects and global business communication skills.

_ Develop curricula that combine language proficiency with business concepts and practices.

_ Partner with international business schools and companies to offer internships and exchange programs.

Synthesis

Languages represent cultural identities, shaped by historical narratives and societal norms. In Algeria, where Arabic, French and Berber languages hold deep significance, the increasing popularity of English among young people signals a notable change. English's appeal lies in its global utility, offering pathways to international opportunities in education, business, technology, and marketing, particularly in the domain of English for Specific Purposes (ESP). This trend reflects the broader influence of English-speaking cultures and the desire of Algerian youth to engage with the wider world. However, alongside the benefits of English proficiency come concerns about its impact on local languages and customs. It's crucial to strike a balance between embracing English and preserving Algeria's diverse linguistic heritage. Encouraging

bilingualism and multiculturalism can help ensure that English integration does not overshadow the importance of Arabic, Berber, and other indigenous languages in Algerian society.

In summary, while adopting English, especially in ESP and marketing contexts, provides advantages in a globalized context, it's essential to uphold and celebrate Algeria's linguistic diversity. Achieving this equilibrium is vital for fostering inclusive growth and safeguarding cultural identity for generations to come.

General Conclusion

This study investigated the attitudes and perceptions of both traders and customers toward the impact of English commercial sign names in Khenchela, before and after English was designated as the second language in Algeria. The research comprises three chapters: two theoretical and one practical. The first chapter discusses the expansion of English in Algeria and its linguistic and cultural impacts, while the second chapter examines the role of English as a crucial tool in the Algerian market. The practical part includes a chapter concerned with data analysis, using data collected from customer questionnaires, interviews with traders, and photographs of signs. The hypotheses were that there is a significant difference in the usage and reception of English commercial sign names in Khenchela before and after the designation of English as the second language, that these names have a positive reception and influence on consumer behaviour, and that they might have little impact on cultural identity and language perception in Khenchela.

Our research findings revealed that English commercial sign names have significantly evolved, initially being scarce and mostly found in high-end or tourist areas, but becoming more common across various commercial sectors after English was designated as a second language. Generally, the local population views these names positively, associating them with modernity and prestige, though some see them as a threat to cultural identity and linguistic heritage. The findings indicate that English sign names influence consumer behaviour, making English-labelled businesses more attractive to younger, educated consumers and subtly shifting cultural identity and language perception towards a more globalized local identity.

These findings suggest that while English commercial sign names can enhance business appeal and drive economic benefits, they also pose challenges to cultural preservation and

linguistic diversity. This highlights the need for balanced policies that support economic modernization while safeguarding cultural heritage. The study's limitations include its geographic focus on Khenchela and reliance on self-reported data, which may affect generalizability and introduce biases. Future research should expand the geographic scope, employ longitudinal designs, investigate the role of government policies, and explore perspectives from older generations and rural populations to gain a more comprehensive understanding of societal impacts.

By the end of the day, this study provides valuable insights into the evolving role of English commercial sign names in Khenchela, reflecting broader trends of globalization and cultural change. While these signs align with global trends and offer economic advantages, they also challenge cultural identity and linguistic heritage. Understanding these dynamics is essential for stakeholders aiming to balance modernization with cultural preservation, and further research and informed policymaking will be crucial as Algeria navigates its linguistic and cultural landscape to shape a cohesive and inclusive national identity.

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Appendix A.Survey Questionnaire



The picture depicts the center of Khenchela state, where this study was conducted. Brought from Facebook

Survey Questionnaire

Dear Participant

Thanks a bunch for taking the time to participate in our survey. Your valuable input will greatly contribute to our research on the impact of English commercial sign names in Khanchela, period prior, and after the declaration of English as a second language in Algeria. Your thoughts and opinions are incredibly valuable for this research. Please feel free to share your responses and any insights you may have. I'm here to listen and assist you throughout this survey.

Section one: personal information

Gender: Male Female

Preferred language :English Local language (Chauia) Arabic French

Age: Young (18-40) Old (more than 40)

Section Two :Background in Language Studies

1.What is your highest level of education completed?

A .Bac

B .Graduate /student in the university

C .Other

2 .Are you currently enrolled in any language-related courses or programs?

A. Yes (the language name).

B. No.

2 .How would you rate your proficiency in English?

A .Fluent

B. Basic limited to work or study

C.poor.

3.In what contexts do you typically encounter English?

A.Media (TV shows, movies, music)

B.Education (school, university)

C.Travel

D.Work

E.Commercial sign

F.Other (please specify)

Section Three :Awareness and Perception(both period before and after announced English as a second language in Algeria)

1. Have you noticed any changes in the names of shops in the Khenchela community after English was announced as a second language in Algeria?

A.No change

B. Increase and emergence of English commercial sign shops names

2. What is your initial reaction when you see a shop with an English sign name?

A. Positive - It seems modern and trendy.

B. Neutral - It doesn't affect my perception.

C. Negative - It feels like cultural imposition

3. Do you believe English sign names make the shops seem more appealing and attractive?

- A. Yes, definitely
- B. No, not really

Section Four: English Influence on consumer Behavior(in both period)

1. Would you be willing to pay more for a product or service from a shop with an English sign name compared to a shop with another language sign name before and after announced English as a second language(let's take you take a fast food as examples)?

- A. I prefer shops with English commercial sign name like Wonder food/sweetly food ...
- B. I prefer shops with local or French sign commercial names like: L'étoile d'or / مشاوي الاوراس
- C. Depends on the product/ service,it doesn't matter to me the name

2. Does the presence of English names on shop signs influence your purchasing decisions,especially after announced English as a second language?

- A.Yes, it influences my purchasing decisions
- B.No, it doesn't influence my purchasing decisions

Section five: Sociocultural Impact(after announced English as a second language)

1. How do you think the presence of English sign names nowadays impacts the preservation of local culture and language?

- A. Positively (English shop signs in areas like Khenchela can enrich the local culture by adding diversity)
- B. Negatively(more English shop signs start appearing in Khenchela,lead to the decrease use of the local language, Chaouia. This could result in the younger generation becoming more familiar with English, possibly causing a decrease in the use and value of their own language and culture).
- C. Both
- D.No impact

2. Would you prefer to see more shops in Khenchela using local language sign names instead of English, amidst the influx of new linguistic influences?

A. Yes, I prefer local language sign names as they help preserve our linguistic and cultural identity.

B. No, I prefer English sign names as they align with global trends and facilitate communication with a broader audience.

C. I prefer a blend of both local language and English sign names to cater to diverse linguistic preferences while maintaining cultural heritage.

Section Six: Perceptions of English Future in Khenchela

1. What are your thoughts on the future perceptions of English in Khenchela, especially considering it as a second language?

A. English will continue to be highly valued and widely used in Khenchela.

B. English will gradually lose its importance as other languages gain prominence.

C. English will remain as a second language, but its significance may decrease over time.

D. I'm not sure, it's hard to predict the future perceptions of English in Khenchela.

2. Do you think English will continue to be widely embraced and valued in the community?

A. Based on the current trends and the increasing globalization, it is likely that English will continue to be widely embraced and valued in the Khenchela community.

B. as a second language. The ability to communicate effectively in English opens up various opportunities and facilitates global interactions. So, it's safe to say that English will maintain its significance in Khenchela.

C. I'm not sur but English could lead to the neglect of local languages and traditions.

D. It's important to consider the balance between embracing the global language and preserving the cultural and linguistic heritage of Khenchela.

Section Seven: Comparison with previously colonized language (French)

1. According to your experience Compared to the influence of the previously colonized language (French) as a second language in Algeria. Do you think that the English language

has the same economic and culture impact in erase the local identity in Khenchela and made Khenchela Market limited? or that it contributes to an economic leap and remarkable development in the community?

Closing sentence:

Thank you so much for your valuable input! I truly appreciate your thoughts and insights on this matter. It's wonderful to have your perspective as we explore these topics together.

عزيزي المشارك

فائق الشكر والامتنان لمشاركتك في استطلاعنا. إن مشاركتك القيمة ستسهم بشكل كبير في بحثنا حول تأثير الأسماء التجارية باللغة الإنجليزية في خنشلة، سواء قبل أو بعد إعلان الإنجليزية كلغة ثانية في الجزائر. نقدر تفاعلك وآرائك، ونتطلع إلى مشاركتك لإضافة قيمة هامة إلى هذا البحث. لا تتردد في مشاركة أفكارك وملاحظاتك، فنحن هنا للاستماع ودعمك في هذا الاستطلاع.

الفصل الأول: معلومات شخصية.

- الجنس: ذكر أنثى
- اللغة المفضلة: الإنجليزية اللغة المحلية (الشاوية) العربية الفرنسية
- العمر: شاب (18-40) كبير (أكثر من 40)

القسم الثاني: خلفية في دراسات اللغة:

ما هو أعلى مستوى تعليمي أكملته؟

- أ. بكالوريا
- ب. طالب جامعي / متخرج
- ج. مستوى آخر

هل أنت مسجل حالياً في أي دورات أو برامج متعلقة باللغة؟

- أ. نعم. (اسم اللغة).....
- ب. لا.

كيف تقيم مهارتك في اللغة الإنجليزية؟

- أ. طلاقة
- ب. اساسي في اطار الدراسة او العمل
- ج. ضعيف
- في أي سياقات تواجه عادة اللغة الإنجليزية؟
- أ. وسائط الإعلام (البرامج التلفزيونية، الأفلام، الموسيقى)
- ب. التعليم (المدرسة، الجامعة)
- ج. السفر
- د. العمل
- ه. الإشارات التجارية
- و. آخر (يرجى التحديد)

القسم الثالث: الوعي والإدراك (في كلتا الفترتين قبل وبعد اعلان اللغة الانجليزية كلغة ثانية في الجزائر)

هل لاحظت أي تغييرات في أسماء المتاجر في مجتمع خنشلة بعد إعلان الإنجليزية كلغة ثانية في الجزائر؟

- أ. لا تغيير
- ب. زيادة في عدد وظهور أسماء المتاجر التجارية باللغة الإنجليزية
- ما ردة فعلك الأولية عند رؤية متجر يحمل اسمًا بالإنجليزية؟
- أ. إيجابية - يبدو عصريًا ومواكبًا للتطورات.
- ب. محايدة - لا يؤثر على تصوري.
- ج. سلبية - يبدو كتحجيم ثقافي.

هل تعتقد أن أسماء المتاجر باللغة الإنجليزية تجعل المتاجر تبدو أكثر جاذبية وجذابة؟

- أ. نعم، بالتأكيد
- ب. لا، ليس بالضرورة

القسم الرابع: تأثير اللغة الإنجليزية على سلوك المستهلك (في كلتا الفترتين قبل و بعد الاعلان)

هل تكون على استعداد لدفع مبلغ أكبر لمنتج أو خدمة من متجر يحمل اسمًا بالإنجليزية مقارنة بمتجر يحمل اسمًا بلغة أخرى قبل وبعد إعلان الإنجليزية كلغة ثانية؟

- أ. أفضل الدفع في المحلات ذات الاسماء الانجليزية مثال عن ذلك محلات الوجبات السريعة في خنشلة wonder
 food,sweet food.....
- ب. أفضل الدفع في المحلات ذات الاسماء المحلية او العربية او الفرنسية مثال عن ذلك محلات الوجبات السريعة في خنشلة
...مشاوي الاوراس, étoile d'or
- ج. يعتمد على المنتج / الخدمة، لا يهمني الاسم
- هل تؤثر وجود الأسماء بالإنجليزية على لافتات المتاجر في قرارات شرائك، خاصة بعد إعلان الإنجليزية كلغة ثانية؟
- أ. نعم، يؤثر على قراراتي الشرائية
- ب. لا، لا يؤثر على قراراتي الشرائية

القسم الخامس: التأثير الاجتماعي والثقافي (بعد إعلان الإنجليزية كلغة ثانية)

- كيف تعتقد أن وجود أسماء المتاجر باللغة الإنجليزية في الوقت الحالي يؤثر على الحفاظ على الثقافة واللغة المحلية؟
- أ. بشكل إيجابي (يمكن لأسماء المتاجر بالإنجليزية في مناطق مثل خنشلة أن تثري الثقافة المحلية من خلال إضافة تنوع)
- ب. بشكل سلبي (ظهور المزيد من أسماء المتاجر بالإنجليزية في خنشلة يؤدي إلى انخفاض استخدام اللغة المحلية، الشاوية، مما قد يؤدي إلى أن يصبح الأجيال الشابة أكثر تعرضاً للإنجليزية، مما قد يسبب انخفاضاً في استخدام وقيمة لغتهم وثقافتهم الخاصة)
- ج. كلاهما
- د. لا تأثير
- هل تفضل رؤية المزيد من المتاجر في خنشلة باستخدام أسماء باللغة المحلية بدلاً من الإنجليزية، ظل التأثيرات اللغوية الجديدة؟
- أ. نعم، أفضل أسماء المتاجر باللغة المحلية لأنها تساعد على الحفاظ على هويتنا اللغوية والثقافية.
- ب. لا، أفضل أسماء المتاجر بالإنجليزية لأنها تتماشى مع الاتجاهات العالمية وتسهل التواصل مع جمهور أوسع.
- ج. أفضل خليطاً من كليهما، أسماء المتاجر باللغة المحلية والإنجليزية، لتلبية تفضيلات لغوية متنوعة مع الحفاظ على التراث الثقافي.

القسم السادس: تصورات المستقبل للإنجليزية في خنشلة.

ما هي أفكارك حول تصورات المستقبل للإنجليزية في خنشلة، خصوصاً عند النظر إليها كلغة ثانية؟

- أ. الإنجليزية ستظل بارزة بشكل كبير ومستخدمه على نطاق واسع في خنشلة.
- ب. الإنجليزية ستفقد تدريجياً أهميتها معتميز اللغات الأخرى.
-

ج. الإنجليزي يستبدل لغة ثانية، لكن قيمتها قد تنخفض مع مرور الوقت.

د. لست متأكدًا، من الصعب توقع تصور المستقبل لحوال الإنجليزي في خنشلة.

14_ هل تعتقد أن الإنجليزية ستظل مقبولة وذات تقدير على نطاق واسع في المجتمع؟

أ.

بناءً على الاتجاهات الحالية، زيادة العولمة المتميزة، من المحتمل أن تستمر الإنجليزية في أن تكون مقبولة وذات تقدير على نطاق واسع في مجتمع خنشلة بـ

صفها لغة ثانية. القدرة على التواصل بلغة عالية اللغة الإنجليزية تفتح فرصًا متعددة وتيسر التفاعل العالمية.

لذا، يمكننا القول بآمان أن الإنجليزية ستحافظ على أهميتها في خنشلة.

ب. الإنجليزية قد تؤدي إلى همالات اللغات و التقاليد المحلية.

ج. من المهم النظر في التوازن بين قبول اللغة العالمية والحفاظ على تراث الثقافات اللغوية لخنشلة.

لقسما لسابع المقارنة مع اللغة التي سبقتا كانت مستعمرة (الفرنسية)

وفقا لتجربتك مقارنة بتأثير اللغة التي كانت مستعمرة سابقاً (الفرنسية) كلغة ثانية في الجزائر، هل تعتقد أن اللغة الإنجليزية نفس التأثير الاقتصادي والثقافي في حو الهوية المحلية

في خنشلة وجعل سوق خنشلة محدودة، أم أنها تساهم في فقرة اقتصادية وتنمية ملحوظة في المجتمع؟

جملة الختام:

شكرًا جزيلاً على مساهمتك القيمة! أنا حفاً أقدر آرائك وافتتاحاتك في هذا الأمر. من الرائع أن نحصل على وجهة نظرك أثناء استكشافنا لهذه المواضيع معاً.

Appendix B. Interview

Interview

Dear shops owner seller:

Hello, [Mr./Ms. Last Name]. Thank you for taking the time to speak with me today. My name is [Hadeel Bouguerra] and I'm conducting research on the impact of the recent announcement of English as the second language in Algeria, particularly in the Khenchela community. I'm interested in learning more about how this change is reflected in commercial signage and its effects on local businesses.”

Overview of the Topic:

“As you may know, the recent announcement of English as the second language in Algeria has sparked discussions and changes across various aspects of society. One noticeable shift is the increasing presence of English in commercial signage, especially in urban areas like Khenchela. Today, I'd like to explore this phenomenon further with you, discussing how businesses in the Khenchela community are adapting to this linguistic change and the implications it may have on both the business landscapes and the local community.

Purpose of the interview

Conducting interview with English name shop owners would provide insights into their motivations, experiences, and observations regarding the impact of these names on their businesses and the community at large. And to assess the linguistic and sociocultural implications of using English commercial sign names in Khenchela interview explore any challenges or benefits associated with incorporating English names into the local commercial landscape, such as attracting tourists or enhancing marketability to an international audience. All that following the announcement of English as second language in Algeria.

1. Could you share your personal language background and your relationship with the English language?

2. When did you choose English name for your shop:

*Before announced English as a second language in Algeria (2022)

*After announced English as a second language in Algeria (2022)

3. did this declaration effects your decision of choosing this name?

Yes. No

4. In your opinion, how has this declaration of English as a second language in Algeria influence the use of English names on shops?

Before2022.....

After2022.....

5. How do you think the shift towards English signage affects consumer behavior and their purchasing decisions?

Before2022.....

After2022.....

6. How do you believe this trend towards English signage influences the modernity of your shops specially after announced English as a second language in Algeria

7. It sounds like English signage brings a wide range of cultural influences to the local shopping scene. Could you elaborate on how this multicultural aspect impacts your business

8. How do you leverage English in your marketing and business strategies?

9. Do consumer in Khenchela show a preference for shops?

10. What opportunities and challenges do you believe the expansion of English commercial sign names presents for businesses in the community?

11. Depends on your point of view, what potential future trends in commercial signage do you foresee in Khenchela following the declaration of English as a second language?

12. Have you considered collaborating with or competing against shops that have English or local language names?

a. Collaboration

B. Competence

C. Neutral

Closing Thankful Sentence:

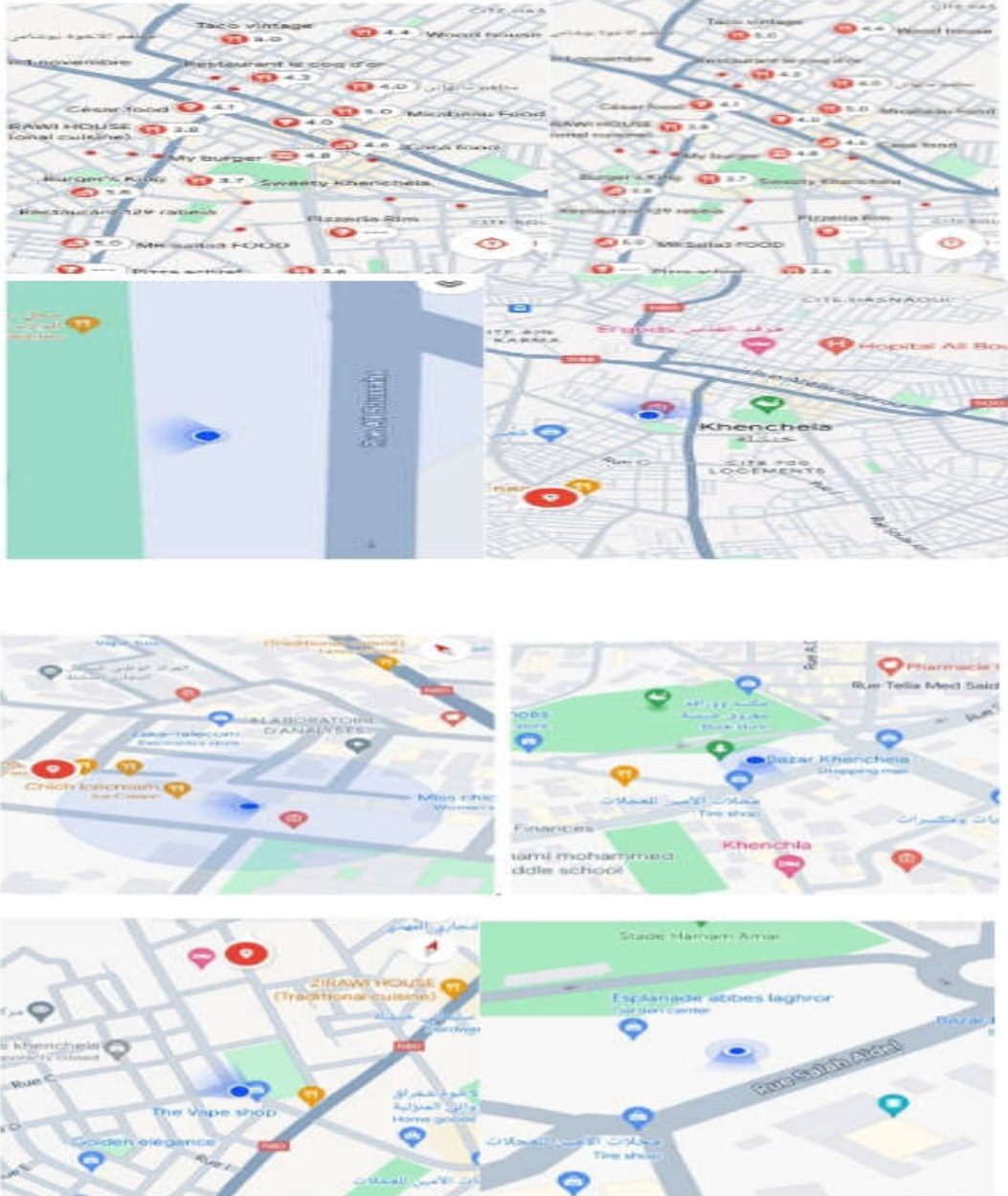
“Once again, thank you for your time and insights on this topic. Your perspective as a shop owner/seller in the Khenchela community is invaluable, and I appreciate your willingness to share your experiences with me.”

Appendix C. The Sampled Areas of the Study in Inner City



The map below from “Google maps” illustrates the sampled areas of the study in the inner city. (The surveyed areas are marked with the red colour)

Appendix D. Khenchela City Streets



I

Pictures from Google Maps, captured while walking in the Khenchela 's city streets, collecting the necessary data for the questionnaire, conducting interviews, and taking pictures of the desired commercial facades.

Résumé

On ne saurait trop insister sur la valeur de la langue anglaise dans le monde anglophone d'aujourd'hui. L'anglais sert de pont crucial entre les différentes régions et la communauté mondiale, facilitant le commerce international, la diplomatie et les échanges culturels. Chercher à mieux comprendre le paysage changeant de la signalisation commerciale à Khenchela, en suivant la dynamique de la politique linguistique en Algérie. Cette étude examine l'effet des noms de signes commerciaux anglais en Khenchela, avant et après l'introduction de l'anglais comme langue seconde. La recherche explore comment ce changement linguistique a influencé le comportement des consommateurs, les perceptions culturelles et l'évolution du paysage linguistique dans la région grâce à une étude de cas portant sur les boutiques de noms en anglais. Cette recherche utilise une méthode mixte, qui comprend, d'une part, les données des deux questionnaires adressés à cent sept (107) femmes et quatre-vingt-treize (93) hommes clients, ainsi que des interviews de dix (10) commerçants. Parallèlement à l'analyse des photographies illustrant la signalisation commerciale, les résultats indiquent une augmentation notable de la prévalence de la langue anglaise au sein de Khenchela, particulièrement évidente dans les contextes commerciaux, ce qui signifie son statut de média en plein essor. Cette tendance est notamment adoptée par les jeunes. Parallèlement, l'utilisation de la langue chaouia diminue, en particulier dans le domaine de la signalisation commerciale, en particulier chez les jeunes, montrant un changement dans le paysage linguistique. De plus, l'influence de l'anglais sur l'ancienne langue coloniale, le français, est perceptible, car elle est progressivement remplacée par l'anglais, ce qui signifie un changement de dynamique culturelle. De plus, il y a une tendance émergente d'arabisation de l'anglais dans la nomenclature, coexistant avec l'arabe. En revanche, il existe des divergences perceptibles dans les comportements des consommateurs et les décisions d'achat, reflétant l'évolution de la dynamique socioculturelle et linguistique au sein de la communauté. Cette recherche aboutit à des recommandations précieuses sur le rôle évolutif de l'enseigne commerciale anglaise dans les paysages linguistiques de Khenchela.

Mots clés : signalétique commerciale, paysage linguistique, culture, identité.

ملخص

لا يمكن المبالغة في قيمة اللغة الإنجليزية في عالم ناطق باللغة الإنجليزية لاعتبارها تشكل جسرا حاسما بين مختلف المناطق والمجتمع العالمي، من خلال تيسير التبادل التجاري والدبلوماسي والثقافي الدولي. لسعي إلى فهم المشهد المتغير للافتات التجارية في خنشلة بشكل أفضل، وفقاً لديناميكيات سياسة اللغة في الجزائر. تبحث هذه الدراسة في تأثير أسماء العلامات التجارية الإنجليزية في ولاية خنشلة، قبل وبعد إدخال اللغة الإنجليزية كلغة ثانية. يستكشف البحث كيف أثر هذا التغيير اللغوي على سلوك المستهلك والتصورات الثقافية والمشهد اللغوي المتغير في المنطقة من خلال دراسة حالة لمحات الأسماء الإنجليزية. يستخدم هذا البحث طريقة مختلطة، تتضمن بيانات من الاستبيانين الموجهين إلى مائة وسبعة (107) من النساء وثلاثة وتسعين (93) من العملاء الذكور، بالإضافة إلى مقابلات مع عشرة (10) تجار. إلى جانب تحليل الصور الفوتوغرافية التي توضح الإشارات التجارية، تشير النتائج إلى زيادة كبيرة في انتشار اللغة الإنجليزية داخل خنشلة، والتي تظهر بشكل خاص في السياقات التجارية، وهذا يعني وضعها كوسيلة إعلام مزدهرة. ويتبنى الشباب هذا الاتجاه بصفة خاصة. في الوقت نفسه، يتناقص استخدام اللغة الشاوية، خاصة في مجال اللافتات التجارية، ووسط الشباب، مما يظهر تغيراً في المشهد اللغوي. بالإضافة إلى ذلك، فإن تأثير اللغة الإنجليزية على اللغة الاستعمارية القديمة، الفرنسية، ملحوظ، حيث يتم استبدالها تدريجياً باللغة الإنجليزية، مما يعني تغييراً في الديناميكيات الثقافية. بالإضافة إلى ذلك، هناك اتجاه ناشئ لتعريب اللغة الإنجليزية في التسمية، بالتعايش مع اللغة العربية. ومن ناحية أخرى، هناك اختلافات ملحوظة في سلوك المستهلك وقرارات الشراء، مما يعكس تطور الديناميكيات الاجتماعية والثقافية واللغوية داخل المجتمع. في نهاية المطاف توفر هذه الدراسة رؤى قيمة حول دور الإنجليزية في المشهد اللغوي في خنشلة .

الكلمات المفتاحية: اللافتات التجارية، المشهد اللغوي، الثقافة، الهوية.