

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Abbes Laghrou University of Khenchela
Faculty of Letters and Languages
Department of English Language and Literature



A linguistic study of shop signs in Khenchela ,Algeria

**Dissertation Submitted in Partial Fulfillment of the
Requirements for the Degree of Master in Language and
Culture**

Submitted BySupervised By

SOUALHI DOUNYA ZAD

Dr BELHADJ ZINEB

HASROUMI DALILA

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DEDICATION

I would like to dedicate this work to:

My dear parents whom I love more than anything in the world

My To my wonderful Mother,

I admire everything what you do for me,

I love how you never give up on me,

How you support me all the time, even when it seems impossible

Thank you for everything

I love you Mom

To my Father,

A great many thanks for All you have Done

Everything I am today is a reflection of the great person you are

I am so proud that you are Dad

Thank you Dad

To My beautiful brothers,

Khalil and Djalel, You are the source of my happiness, support to complete my dissertation.

To my friend and partner,

Dalila

Congratulation , we reached the end after much trouble

To my Friends,

Maroi, Chahra, Rofaida, and all my classmates thank you for the best Moments and uncountless love that you shared.

Dounia Zed

It's finally here , the end of my long spiral of emotions and tears , half of it is faded in my mind and like an old dream that keeps coming back it's so complete yet so undefined .

The last day of my educational life and thank God for completing the years

I dedicate this graduation to the one who drunk the cup empty so that he might guide me with a drop to the one who harvested the thorns on my path to pave the path of knowledge for me my dear father :hasroumisebti .

To the one who despite her absence but she is always present at every step. To the soul of my dear mother :menzer zina who will rejoice in me , and i will feel this despite her absence ; because she is the only one who wishes for high grades and succes for her children . thank you my precious , for every moment that passed with . here iam , almost reaching the finish line and succes , and all thanks to the feeling that you are always with me.

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To :nissouboubaloulou my little cuties i love them and i want to thank them for everything.

And to my special one my bestie and my sister dounia thank you for every thing my dear .

To enzo my home and my comfort my love thank you for beeing with me in my hard times my beautiful cat .

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Abstract

Linguistic landscape refers to the visual display of languages in a specific area, typically examining through public signs and other written elements within the environments. This research delves into the concept of the linguistic landscape; the study focuses on the way languages are used in the street signs of three main streets in Khenchela; in this research both quantitative and qualitative methods are used to analyze 36 photographed signs in order to define the LL of Khenchela. The result of the study shows that Khenchela enjoys the monolingual LL, the visibility of Chaoia and Mazighit is not found in data, the study also shows that we don't have any official signs, while in the non-official signs Arabic took the first place. The study also highlights the pragmatic function of the non-official signs to explore what the shop owners applied to name their shops, and the result was that the shop owners of Khenchela preferred to name their shops without a pragmatic function they use brand or proper nouns, while the others use to name place names to show what they like or what they are interested in. Also the study shows the kind of arrangements of what languages appear is highly confirmed with the monolingual type because of the Arabic dominance than the English, French and other languages dominance. The study concludes that we need to take into consideration the linguistic policy in choosing shop names.

ملخص

يشير المشهد اللغوي إلى العرض المرئي للغات في منطقة معينة، وعادةً ما يتم فحصه من خلال العلامات العامة. وغيرها من العناصر المكتوبة داخل البيئات. ويتناول هذا البحث مفهوم المشهد اللغوي؛ وتركز الدراسة على كيفية استخدام اللغة في لافتات الشوارع بثلاثة شوارع رئيسية بمدينة خنشلة؛ تم في هذا البحث استخدام الأساليب الكمية والنوعية لتحليل 36 علامة مع ظهور الشاوية و LL مصورة من أجل تحديد خط النهاية لخنشلة. تظهر نتيجة الدراسة أن خنشلة تتمتع بأحادية اللغة الأمازيغية غير الموجودة في البيانات، كما تظهر الدراسة أنه ليس لدينا أي علامات رسمية، في حين احتلت اللغة العربية المركز الأول في العلامات غير الرسمية. كما سلطت الدراسة الضوء على الوظيفة التداولية للإشارات غير الرسمية في استكشاف ما يطبقه أصحاب المحلات التجارية لتسمية محلاتهم، وكانت النتيجة أن أصحاب المحلات التجارية بمدينة خنشلة فضلوا تسمية محلاتهم دون وظيفة عملية فيستخدمون أسماء العلامات التجارية أو العلم، في حين أن يستخدم الآخرون أسماء الأماكن لإظهار ما يحبونه أو ما يهتمون به. كما بينت الدراسة أن نوع الترتيب الذي تظهر به اللغات يتأكد بشكل كبير مع النوع الأحادي اللغة بسبب هيمنة اللغة العربية على هيمنة الإنجليزية والفرنسية وغيرها من اللغات. وخلصت الدراسة إلى ضرورة مراعاة السياسة اللغوية في اختيار أسماء المحلات التجارية.

Key words :

Linguistic landscape/ Shop signs monolingualism

Abreviation

LL: Linguistic Landscape

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CHAPTER ONE : General introduction

1.1 Introduction:

Scholars have long been interested on how language is displayed in public areas, until Landry and Bourhis in, 1997. created the term of the linguistic landscape*In their article, they defined the linguistic landscape as “the visibility and salience of languages on public and commercial signs in a given territory or region (Landry and Bourhis 1997). in simple words, it is the representation of language in public spaces, billboards, public signs, and shop signs. LL considered as an effective tool to understand the social, cultural, and political dynamics of a particular place, the language in public spaces and places attract researchers to analyze and study it’s meaning and messages. LL study deferent fields of deferent disciplines such as semiotics, sociolinguistics, anthropology, communication and applied linguistic, it plays an important role in understanding linguistic dynamics of certain place and the representation of multilingual languages in public and shop signs.

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1.2 Aim of the Study:

In Algeria, specifically in LOWER WORD and as mentioned before, there is no LL studies about it. The aim of this study is to investigate the languages that are used in the selected shop signs in LOWER WORD downtown, and examine the pragmatic functions that are displayed in the shop signs, Moreover, the study aims to know the factors behind the language choice in shop signs.

1.3 Research Questions:

- 1-what are the languages are used in the selected shop signs in Khenchela downtown?
- 2-what are the pragmatic functions that are displayed in the shop signs?
- 3-what kind of arrangement do these language types appear in monolingual, bilingual. Or Multilingual?

1.4 Significance of the study:

The significance of the study of the (LL) of Algeria specifically Khenchelacity back to the reason that there is no such type of the research that applied before in Khenchela. so, in this study we are going to introduce the LL of this region to the researchers, and make people be familiar with the reason behind using such names in the shops with discovering the hidden messages that shop owners want to conveyed. Also, this study explained the different languages that are used and how some shop owner's sill using the local language. This study may add something to linguistics and show that language is everywhere.

1.5 Limitations:

We covered only three streets in Khenchela city: 120 Lodgements, Bouziddistrict, and Hay Al Saada.

We found difficulties in taking pictures of sops because some of the shop owners do not allow us.

We were going to take as many pictures of shops as possible, but that's all we found.

1.6 Operational definition:

Linguistic Landscape "is the investigation of displayed language in particular space, generally through the analysis of advertisement, billboards, and other signs" (Jhoni Rochelle, Charisse Carr à)retrieved from (Oxfordbibliographies).

Official signa sign required by, or erected pursuant to the provisions of federal, provincial, or local government legislation, or bylaw.

Non official sign signs that are not required by or erected under the authority of federal, provincial, or local government legislation, or bylawretrieved from (the free dictionary)

Chapter Two: Literature Review

2.1 Introduction:

Shop signs are everywhere we look in our daily lives; they adorn buildings and streets with eye-catching colours and powerful typography. Beyond only being aesthetically pleasing, however, shop signs also act as a secret language, speaking to bystanders without being seen. Extend more a unique field of research called linguistic landscape analysis explores this hidden language to reveal the deeper relevance and meaning of shop signs. The purpose of this literature study is to use the concepts of linguistic landscape analysis as a guide while we will explore the world of the shop signs. We will explore the literature, looking at how researchers have examined store signs to comprehend the purpose of this literature study is to use the concepts of linguistic landscape the following: Language choice, Visual elements, social and culture factors, power dynamic and language attitude. By examining these various aspects, we will gain a deeper understanding of the role shop signs play in shaping our urban spaces and reflecting the complex tapestry of English role shop signs play in shaping our urban spaces and reflecting the complex tapestry of language, culture, and identity. This review will not only summarise existing research findings, but also identify potential gaps and areas for further investigation. Ultimately, it seeks to shed light on the facilitating world of shop signs, revealing their hidden stories and their significance within the broader linguistic landscape.

Faten Amer and Rasha Obeida (2014) in their study: Case Study of Shop Signs in Aqaba City, Jordan they conducted the study to show the presence of the foreign language on shop signs in Aqaba City and analyse the choice of the language used (English or Arabic). They stated that the majority of shop signs are in both languages Arabic and English using different aspects like, translating names, using the names of the shop owners and mix between the two languages.

In the North Africa, specifically in Tunisia Ben Said slim (2010) investigated the Ethnographic study of the Linguistic Landscape of Tunisia, collecting data from the capital city (Tunis), and in the suburb (La Marsa), The data shows that Tunisia has two types of signs; Official and non-official. Most of the Monolingual signs written in Modern Standard Arabic (MSA) which not only used in Political status it used also in public signs, concerning the non-official language is the Tunisian Arabic (TA) which is most used orally, about the use of the French language it can be used as a mix with the TA in private signs and this is because of the colonialism. English recently emerges in the LL of Tunisia and started appearing also in private signs like (restaurants, cafes ... etc). the result shown multiple use of Modern Standard Arabic (MSA) in public signs which is something very normal because Tunisia is an Arabic country. The study also emphasizes the understanding of multilingualism in the LL

In another study conducted by Wahyu Mubarak and Kismullah Abdul Mutalib (2019) examined the reasons behind using the English language in shops of Banda Aceh

including coffee shops, restaurants, baby shops etc.... they stated that there are four reasons given by shop owners of using English language: to be easily remembered follow the

trend, to use their own names, and to be unique. Based on the results of the interview with shop owners, the most dominant reason is “to be unique”.

Examining A Linguistic Study of Street Signs of Algiers, Meriem, Hattab in her study focused on three specific streets in Algiers: Hassiba Ben Bouali Street, Larbi Ben Mhidi Street, and Didouche Mourad Street examines the presence of different languages in the public spaces of Algiers, type, status, and characteristics of multilingual signs .results shows that most signs are multilingual and due to the colonization there some signs are written in French or mix between both Arabic and French however official signs are written in Arabic and since it is the official language it is the dominant language , concerning the English language it is the least used language.

In Saudi Arabia, Rima Al –Jarf (2022) investigated also the language choice of shop signs and the dominance of foreign shop names over the Arabic shop names and how globalization influenced the language choice. The study collected data from 500 shop names in 12 cities from Saudi mall directory, the findings were 24 of shops have pure Arabic shop names, 12 utilize mixed names, and the majority 64 opt for foreign names, it identifies the several factors that support the use of foreign names, where shop owners believe that the names of foreign shops attract more customers. concerning the use of Arabic language is, it is considered a little marginal, even though the country is Arabic, and (R. Al- Jaref) in this article pointed out the marginalization of the Arabic language and how it can be protected. There is a similar study that shows the power of the English language and its influence as usual.

According to *Siti Salwah Mansoor, Nurul Huda Hamzah, R.K. Shangeetha (2023) who studied the linguistic landscape of Malaysia by analysing three areas, Semeniyh, Selangor, Malaysia* in order to know the language choices and their relationship between the linguistic landscape, through the Questionnaires and interviews with the shop owners, they found that the language that mainly used is English. Shop owners Favor English as a principal language of shop signboards back to some factors such as prestige, marketability and others. in the linguistic study of Dania al Hayari and jihad al Hamdan 2019, they gathered store signage from HAMIZ PRINCE STREET AND AL HAMAM STREET, two major thorough fares in two main distinct parts of salt. THE EXAMINED THE LANGUAGE CHOICE LANGUAGE ORDER, and various aspects of store signs. The survey discovered that, with a percentage of 88.6% on PRINCE HAMIZ STREET and AL HAMAM STREET IN Salt, Arabic was the most frequently used language on store signs. with A 36% of shop signs using English, the study also found that shop signage used English significantly. the study differs from previous studies of this kind examined in Jordan in that it focuses on the language and the language order of shop signs.

Ketut Artawa, Ade Mulyanah, Dwi Atmawati and other researchers (2023) while analysing the restaurant signs in Ubud, Bali Indonesia. After collecting 279 Data focusing on some linguistic features such as the language choice and multilingualism, by examining and analysing the restaurant signs, the study finds that three languages are largely used: English, Balinese, and Indonesian in which languages are combined Balinese and English and

Indonesian – English, despite all this, English remains the dominant language on restaurant signage. DELE OULFE MIQKINDEL studied GABRONE BOTSWANA (2011), public signage with an emphasis on the city linguistic landscape. in order to obtain insights into GABRONE BOTSWANA linguistic situation. the study discovered that in Gaborone Botswana, public signage was primarily written in English, the national language of BOTSWANA; Setswana; was used in 15% of the signs, compared to English in 85% of them. the government attempts to encourage the use of the national language may be the reason behind the study's finding that Setswana was becoming more common in public signage. the study came to the conclusion that GABRONE, Botswana's linguistic environment reflects both the effect of English as a worldwide language and the nation's multilingualism.

Rafi rafsanjani (2019) study a linguistic landscape of advertising signs on shopping mall and traditional market in Surabaya, Explored the linguistic landscape of advertisement in surabay' s traditional markets and retail centres. the study examined the frequency and features of language elements on billboards, banners, signs, murals, and electronic displays, among other forms of advertising, the survey discovered that the most widely used language on advertising signs in Surabaya traditional market place and commerce centres WERE ENGLISH AND INDONISIAN. language choice for advertising signs differs by location, with Indonesian being more common in selling malls. the study used a qualitative _quantitative methodology, combining shop owner interviews with observation data, to provide a thorough understanding of language use in advertising signs. the study of linguistic landscape brought light on the strategic use of language in business setting to successfully communicate with customers and project brand images.

In Haldon Street of Sydney, Australia ,Kamal YUSUFAhmad Najibul Khairi SYAIE2 Abd A'L (2022) , through the examination of shop signs, their study explores how the Arab diaspora in Sideny represents their identity, focusing on language use and religious identity and the results shed lights to the appearance of English and it's high dominance , it can be said that also Arabic has the same dominance as English, and this is due to the existence of the Arab and Islamic community in Sydney which makes it easier for them to read and understand what is written in the signs .The linguistic landscape of shop signs emphasises how English, as a lingua franca, and Arabic, as a representation of Islamic identity among the Arab diaspora community, are both dominant.

MontasarMotia Ujvari (2021) examined the language use of 297 signs in Huwwara, a Palestinian town. Two areas in Huwwara street were investigated: Huwwara centre and huwwara outskirts and both areas were categorized according to the language used. The languages that are present in this city where Arabic, English, and Hebrew, as mentioned in the previous study that Arabic is dominant, the same result her in Palestinian the community and in huwwara as whole. The goal is to provide information to the Palestinian community about the business, underscoring that Arabic is an integral aspect of Palestinian identity however Hebrew its presence was very limited, its appearance was particularly in signs related to automotive and household on businesses. English, in the other hand, had an average presence in Huwwara each of these three languages symbolizes a specific thing. Addition to a similar study by Syamsurijal1, Lukman2, Ery Iswary2 (2023), the study focused on three prominent

shopping centres: Panakukang Mall, Nipah Mall, and Ratu Indah Mall, to depict the linguistic landscape within shopping centres in Makassar City, to understand and to point out the predominant language usage and the reasons for using foreign languages. The researchers found that the linguistic landscape within shopping centres in Makassar City contains two types top- down and bottom-up, concerning the foreign languages, English seems as the main language because it is the international language.

Louiza Buckingha (2015) in her research on commercial signage and OMANS linguistic landscape explores how products and services are advertised in modern Omani culture through lexical decisions made on store signs in her research on commercial signage and the language environment of Oman. The study identified a number of processes, including the lexicalization of cultural concepts, lexical innovation and borrowing, foreign cultural references, and the use of repetition, attributes, generalisation, and specification strategies to enhance salience and explicitness. the study was based on data from over 1,600 signs that were photographed nationwide. the study advances our knowledge of how English is used in linguofacial situation in places like Oman that have a high degree of ethnolinguistic diversity. It draws attention to the ways in which English is used to represent rationalized cultural norms and values that may have been impacted by English dialects spoken in South Asia and Arabic. The investigation also discovered proof of the stabilisation of novel lexemes by their broad usage across the nation, demonstrating their acceptability and emerging notarization within this gengerades.

Using shop signs in Zhanjiang, China as a case study (2020), shanshanxies research on the rivalry between Romanized scripts in public space produced some intriguing results. the study found competition between Romanized scripts, even though Chinese is widely spoken in public areas. both Hanyu pinyin and English are widely used Romanized system in public signage; however, local store owners preferred English over Hanyu Pinyin for bilingual signs. this inclination towards English is linked to internationalization, mirroring the growing impact of English in China. According to the report, English is displacing Hanyu pinyin in sign design on a Nonofficial basis, especially in less wealthy areas like Zhanjiang. this change reflects how globalization is changing the language environment and how English is becoming a more significant symbol of internationalisation and modernity.

Furthermore, AtichatRangswangs (2018) study on the linguistic landscape forms and functions of signs in the THAI community centre at the golden mile complex in Singapore. the goal of the research was to use both a top-down and bottom-up method to examine the actors in the linguistic landscape and look into the variety of languages and sign functions that were present at the THAI community centre. According to the study bilingual sings were the most relevant 50%, followed by monolingual 44% then multilingual with percentage of 6% THAI signs. the signs served a variety of purposes, including direction – giving, advertising, illness prevention, proscription. The majority of the signs were made by the government, then businesses, and last neighbourhood stores. English was identified in the study as the foreign language that was mostly used to help create a global environment. Linguistic landscape

shows the relationship between language, society, and place. Dewianti Khazanah¹, Hadi Sampurn , with another group of researchers (2021) shed lights to the multilingualism on public signage in Yogyakarta, Indonesia. the study investigates the usage of English and Bahasa Indonesia, the official language. The finding explore that the utilization of English is nearly similar to Bahasa, Indonesia, and English repeatedly proves its power in signage. In the same study conducted by Ikram Zahara and Dewa Putu Wijana (2022) in Khatiiib Sulaiman Street, Padang, Indonesia explores the role of English and identify the dominant language used in monolingual, bilingual and multilingual signs. As mentioned in other studies before that the type of the sins in linguistic landscape that use English is bottom-up type. In this research is found that the use of English is related to informative functions and symbolic functions.

Karesa Kumera Chalis (2022) had an important finding about the linguistic landscape of commercial shop signage in NEKMTE TOWN, OROMIYA, ETHIOPIA. The goal of the study was to investigate the variety of languages spoken here as Well as the purposes of signs. According to the study, bilingual signs were the most frequently seen kind of signage, followed by multilingual and monolingual that signs. these signs performed a variety of tasks, including, directing traffic, advertising, disseminating, greetings, avoiding illness, and delivering welfare messages. The survey found that in an effort to foster a global environment, store signs typically used English. This study adds to our understanding of the socio linguistic dynamics in the Oromia region of Ethiopia by illuminating the linguistic traits and cultural representation seen in commercial signage in Nek Mete Town.

In Seoul, Myeongdong and Insadong, Jamie Shinhee Lee (2019), demonstrated the language choice and analyse the role of this languages in the signage focusing on beauty and food businesses. These two popular tourism areas in Seoul featured diverse languages: Korean, English, Chinese, and Japanese. In general, English is the most widely language in the beauty industry but, the spread of the power of Korean beauty products which led to linguistic accommodation resulting in the use of Chinese and Japanese on posters and in marketing materials.

Philadelphia in order to better understand the rural landscape , Lorato Mokwena 2017 , performed a study on the social semiotic analysis of the language landscape of two rural district township in the Northen Cape , South Africa : the Frances Baard district municipality and the Jhon TawloGaestewe district municipality .The Research examined A number of semiotic tools used in the construction , description , and negotiation of the rural environment was theorised and analysed in this work using a multimodal ecological method . reprising semiotic remediation was utilised to explain the extend sign systems found in rural settings, where sign consumption and creation are not always reliant on written or visible signs. the study concentrated on elements –scripted and unscripted sign –making and consumption; visible and unseen signs – these helped to define the rural scene and set it apart from the urban landscape. in order to explain how meaning and place are continuously condensed as demonstrated by the linguistic, naming, and economic signage practices of TUCKSHOPS6 GRAMCIS’S concept of the site of struggle was used. in order to explain how textual signage works in Tandam with other materiality’s to create meaning, the material culture of

multilingualism method. the study adds to the data gathering methods and analytical frameworks of multilingualism studies as well as the establishment of a more thorough theoretical approach to LL than is presently in the field.

From the previous studies examined, the majority of studies indicates that English is predominant in shop signs and fixed signs within the linguistic landscape. Jordan Lavandar in his study highlighted the large use of English in the linguistic landscape of Azogues, Ecuador. the data collected 179 fixed signs photographed from the economic centre of the city. The findings of the study focus on the linguistic features and how English is utilized in both bilingual and monolingual signs to understand how the use of English language enhances the brand impact for consumers. The study examines the importance of language choice, particularly the extension of English.

Ly Thi Phuong Tran and Truc Ngoc Thanh Hoang (2022) Investigated the LL of Little Japan Towns in Ho Chi Minh City, Vietnam, collecting 436 images including signboards, notice boards, billboards ... etc. using a quantitative method. The analysis of the data shows that the LL of Little Japan Towns in Ho Chi Minh City, Vietnam has a mix of languages as well as Vietnamese, Japanese, and English. using a certain language and how they are displayed can establish a unique vibe and attract a specific audience, moreover, the study goes into depth to show the relationship between language and culture and showing how the linguistic landscape shape the identity of the Little Japan Towns in Ho Chi Minh City.

Continuing with the role of English in the linguistic landscape, Ana Cristina Vivas-Peraza (2020) discussed the functions of English in public signs in Hat Yai Thailand, through analysis of 165 public signs, the study explores that English is the preferred English for naming shops, companies streets, products etc. and what is surprising here is that there is some public signs that are written in Tenglish, indicating a potential emergence of a new variety of World English ,the study shows the huge importance of English language in signage in Ha Tai Thailand .

The Study performed by PetriLaihonen (2015) aims on indexing the local, state, and global components of linguistic landscape of a Hungarian Town in Slovakia. 80% people in the Slovakian town where the study was carried out spoke HUNGARIAN, underscoring the relevance of historically marginalised groups being the majority in the location.

Language policy, Linguistic landscape, Sociology, and the minority of Hungarians in Slovakia are among Laihonen's areas of interest in research. his research explores the languages and the actors that make up this Hungarianspeaking town in Slovakia, highlighting the interaction between regional, national, and international forces. Laihonen has also studied the private language landscape in bilingual villages where Hungarians favour Slovak in social situations. Petter Laihonen's study throws important light on the unique dynamics of language use identity in multicultural environments like the HungarianSpeaking Town in Slovakia.

The linguistic landscape functions as a tangible representation of language regulations, historical inheritances, and socio-cultural identities. Ashley McDermott (2019)

analyses the linguistic landscape of post-Soviet Bishkek and explores how the linguistic landscape of Bishkek has developed since the decay of the Soviet Union. 104 signs have been photographed in order to identify how languages are utilized in this period, because there has been a major change in the language dominance in Bishkek, where the Russian language was the most dominant language. It is also possible that there will be bilingual and multilingual signs such as Kyrgyz and Russian.

Additionally, globalization has played a major role in the development of the usage of English language in signs. The findings of the study suggest implications for establishing and embracing multilingual nationalism in the aftermath of the Soviet era as Ashely mentioned.

Similar study was applied in post-soviet cities by Javanshir Shibliyev (2014) which focused on the radical changes of the languages and their use in Baku Azerbaijan especially the social, political and cultural changes that occurred in the region after the dissolution of the Soviet Union. Concerning the linguistic change, the results of the study showed that the use of Russian in signs has decreased, contrary to what was before. However, English has become the language that adorns most signs in the region, even competing with the original language (Azerbaijani) in various fields. It can be sad that these changes that occurred helped to promote languages and use them freely.

Suwarni Wijaya Halim's research (2023) *The (In)Visibility of Torajan Language: A Study on Linguistic Landscape in South Sulawesi, Indonesia* is centred on how widely spoken the Torajan language is in south Sulawesi, Indonesia. The purpose of the study is to examine how Torajan language is used and positioned in public settings, as well as how it influences the region's linguistic landscape. The goal of the research is to comprehend the visibility and representation of Torajan while other languages are more prevalent in South Sulawesi's linguistic environment. The researcher emphasises the necessity for additional study on the Torajan language and its place in the regional linguistic environment. The study also looks at how globalisation and linguistic regulations affect how visible regional tongues like Torajan are. Overall, Suwarni Wijaya Halim's research offers insightful information on south Sulawesi's linguistic environment and the difficulties that regional tongues like Torajan have in preserving their prominence in public settings. The study also emphasises the necessity for more investigation into the Torajan language and its function in forming the region's linguistic environment.

The article "Negotiating languages, identities and space in Hispanic linguistic landscape in Milan" by Maria Vittoria Calvi and Marcella Uberti-Bona explores how Latin American immigrants use Spanish in public signs in Milan and illustrates how the existence of Spanish within the linguistic environment (LL) mirrors the communal identities and societal outlooks of the Latin American (LA) societies. The study focuses on the utilization of various languages as a strategy for immigrants to assert their presence and manoeuvre through social interactions within Milan's progressively diverse linguistic setting.

The study of Fanhao Zhan (2023) examines the linguistic landscape of the university of Nottingham Ningbo, China to find out the languages used to focus on two main parts in the campus: living area and teaching area. The results found that the living area contains English and Chinese. However, English dominates the teaching area because of UNNC based instruction.

the use of these two languages is different from each other for instance, English is used for academic field and the combination of English and Chinese is used for their daily life.

This analysis supports the way the university has used multilingualism.

Gleen A. Martinez's (2003) research delves into the impact of globalization on the linguistic landscape along the US- Mexico border. The study titled: signs of the time: globalization and the linguistic landscape along the US-Mexico border explores how globalization influences language use and representation in border cities; Martine's research illuminates how these region 's linguistic landscapes mirror the impact of globalisation, with signs and symbols acting as markers of language and cultural changes. The result of Martinez's inquiry brought light on the intricate interactions that exist between cultural identities, globalisation, and linguistic dynamics at the us-Mexico border. the study highlights how linguistic landscape changes are influenced by political, social, an economic issue, which affect border region communication patterns and cultural manifestation.

Gleen A. Martinez 'S work provides a thorough examination of how urbanisation affects the linguistic environment near the US- Mexico border, exposing the complex interplay between international factors and regional language usage in border cities.

Amos.H WilliAam (2017) offers significant perspectives into the dynamics of language representation in public areas with his research on regional language vitality in the linguistic landscape, with an emphasis on hidden hierarchies on street signsin Toulouse. the study examines how linguistic hierarchy and the vitality of localdialects, especially OCCITAN, are reflected in street signs in French city.

The research of Amos William enhances the visibility and representation of regionallanguages such as Occitan by identifying the existence of hidden hierarchies on streetsigns in Toulouse. the study provides a glimpse into h complicated connections betweenregional dialects and dominants languages in town and cities by illuminating the ways inwhich language diversity is expressed through street signage.

By examining the linguistic landscape of Toulouse Amos William's research under crossthe importance of street signs as symbolic markers of language vitality and culturalheritage. The study emphasises the value of linguistic diversity and identity in public areasand advances our understanding of how regional languages are placed within a city's largerlinguistic environment.

All things considered; Amos William's study offers a thorough examination of the hiddenhierarchies found on Toulouse Street signs, providing insightful information on thelinguistic dynamics and vibrancy of the region's spoken languages.

Karesa Kumera Chalis (2022) study had an important finding about the linguistic landscape of commercial shop signage in Nek mite town, Oromia, Ethiopia. The goal of the study was to investigate the variety of languages spoken here as Well as the purposes of signs. According to the study, bilingual signs were the most frequently seen kind of signage, followed by multilingual and monolingual signs. these signs performed a variety of tasks, including,

directing traffic, advertising, disseminating, greetings, avoiding illness, and delivering welfare messages. The survey found that in an effort to foster a global environment, store signs typically used English. This study Adds to our understanding of the sociolinguistic dynamics in the Oromia region of Ethiopia by illuminating the linguistic traits and cultural representation seen in commercial signage in Nek Mete town.

Sebastian Knospein his study *Through the Cognitive Looking Glass: Studying Bilingual Wordplay in Public Signage*, analysed another type of public signboards in Berlin, where he resorted to Analysing bilingual word play in public signs, and how they fit into society. He also pointed out the relationship between the German language and the English language and their influence on each other. The findings of the study reveals that this strategy of bilingual word play its useless because it is not easy for everyone understand the real meaning of what is written and also it seems kind of mysterious for them, at the end it can be sad that this kind of bilingual wordplay was used for several purposes; hummer, attracting customers and maybe to convey a message, but it did not succeed.

In- depth studies of Madrid's linguistic and human landscape by Daniel M. Saz 2012 explore the complex interplay between language and people in the context of Spain's largest city. the study looks at how Madrid's linguistic landscape reflects the variety of languages spoken there, as well as the cultural identities and social dynamics of the city. Saz's study focuses on how language use affects social interactions and shapes urban areas by examining the human linguistic dimensions of MADRID. the result of this study illustrates the presence of multiple languages and dialects across MADRID, shedding light on the multilingual nature of the city's linguistic landscape. it's possible that the study explores how these linguistic components interact to influence communication styles, cultural manifestations, and identity development. Among the varied populace of Madrid furthermore, Saz's research may address how linguistic choices made in public areas influence Madrid's. Daniel M. saz studies of Madrid's linguistic and human landscape provide a thorough examination of the ways in which language interacts with people's experiences and the cityscape in the Spanish metropolis. The study probably offers insightful information about the intricate interactions that shapes Madrid's distinct linguistic landscape between language, culture, and society.

The article of Durk Gorter *the linguistic landscape in Rome* 2007 underscores the diversity and multilingualism of the city's linguistic landscape. The frequency of multiple language usage in Rome's open spaces, including signs, ads, and graffiti, is one of the article's main conclusions. this illustrates the presence of multiple language communities and the different linguistic composition of the city's population. While acknowledging the existence of other languages, including English, Spanish, French, and Chinese, the article also addresses the use of Italian as the primary language in Rome. this is the indicative of the city's reputation as a multilingual and multicultural centre with citizens and tourists hailing from many language origins. The use of Latin and other historical languages in the city's linguistic landscape reflects its rich history and cultural legacy. in addition, the article points out the role of language in shaping Rome's linguistic landscape, which is characterised by multilingualism, diversity, and a deep connection to the city's cultural heritage.

linguistic landscape of Hervanta in Tampere, is examined from translation studies view point in the paper linguistic landscape as a translation introduced various perspectives and concepts in translation studies, including covert and overt translations, target and source-orientedness, domestication and foreignization, pragmatic adoptions, translational assimilation, and accommodation, it also used classifications created by Reh 2004 and Edelman 2010. The study underscores the significance of grasping not just the content being translated but also the process involved, confirming the usefulness of translation studies in the analysis of multilingual context. in relation to examples of multilingual signs that reflect a combination of linguistic resources, the study addresses the idea of translanguaging. it looks at how different indicators combine to form the overall linguistic environment of the area. the research clarifies how linguistic landscapes are places where languages interact and come together while also emerging from the aggregation of individual signals by adopting a holistic perspective at both the local and individual sign level. overall, this article reinforces the importance of taking translation processes into account in order to figure out multilingual urban areas and offers insightful information about how translation practises affect the linguistic landscape in HervantaTampere.

In southwestern Nigeria, specifically in Ado Ekiti city where a study conducted by Blessing T. Inya (2019) that focus on the LL of the religious signage and the language religious of this city. They explored a sample from different religious(Christianity , Islam ..) to identify the dominant language that shape the linguistic landscape of Ado Ekiti , as mentioned in the finding that the use of languages in religious signs is reflected according to religion , for example the English language in signs is attributed to the Christian religion , same thing about the Islamic religious where most signage are in Arabic more than English and this is due to the relationship between Arabic language and Islam also it known by the language of the Qur'an however, English that is the language of Globalization and its impact on the linguistic landscape of Ado Ekiti . Concerning the original language it's rarely used, even though the indigenous language is not widely used, its limited use could still play a significant role in preserving and recording the language, particularly when faced with the overwhelming influence of the dominant English language.

During the Covid 19 pandemic, Nadine Lacsina and Aiden Yeh conducted the study of the social distancing signage used in major malls of Jeddah Saudi Arabia. The research utilizes the conceptual frameworks of linguistic landscape theory, speech acts, and semiotics to reveal patterns of language prevalence, the effectiveness of linguistic communication, the interplay between images and text, and the elements of posters aimed at promoting social distancing. The language that used in the social distancing messages was Arabic which is the original language of Saudi Arabia. Moreover, English also was utilized in the distancing signage but not as much as Arabic language which is considered the most dominant

These results explore how well messages about COVID-19 were communicated in shopping malls, and how those messages affected how people behaved. They might have looked at how closely people followed social distancing rules and other safety guidelines after seeing the signs in the mall. It can be showed also the power of language and its relation with poster images

The article indexing modernity: English and branding in the linguistic landscape of Addis Ababa 2013 by Elizabeth Lanza and Hirut Woldemariam examines how English is becoming more common in multinational brand names and advertising in Addis Ababa, Ethiopia. The study emphasises on how the city's linguistic landscape reflects its economic expansion and globalisation, as evidence by the numerous new foreign companies that have invested in the nation. In addition to being widely used in typical signage, English is also frequently used in international company names and advertising, suggesting a move towards modernity and development goals in the global South's capital. In addition, locals view the usage of English and foreign brand names as prestigious, signifying their aspirations for modernity and progress. A peculiar phenomenon that reflects a fusion of local and foreign. Local adoption of multinational brand names and logos gives them an Ethiopian identity. The research illustrates how global brands are localised by presenting a scenario of cloning an international brand that poses issues with national identity and development narrative. The concept of mobility goes beyond geographic migration to include social mobility, in which progression and success on a social level are denoted by the use of English and international branding. The results have theoretical ramifications because they align with theory that depicts language in late modernity and shows how linguistic decisions mirror larger socio-cultural changes brought about by globalisation. The article offers facts about how language choices—in particular, the use of English and global branding—shape Addis Ababa's linguistic landscape and act as indicators of the city's goals for modernity, cultural interaction, and economic success.

"Sign-genres, authentication, and emplacement: The signage of Thai restaurants in Hamburg, Germany" by Androutsopoulos and Chowchong where they analyse the linguistic landscape of Thai restaurants in Hamburg, Germany, to introduce Thai cuisine, their costumes and traditions also identified how Thai script and the German language are combined in their usage with Thai text predominant in signage to show authenticity. The study investigates how these restaurants use signage as a strategic tool to position themselves within the cultural environment of Hamburg.

Zeena Faulk's 2020 explores the connection between the semiotic creation of space and micro-level language ideology in her research of the linguistic landscape in Coventry, England's public areas. The study draws attention to the wide range of linguistic and cultural origins that exist in Coventry, with people speaking a variety of languages in public areas, which reflects the multicultural nature of the city. Despite this diversity, there are concerns over the cultural identity and linguistic landscape of Coventry as the visible signage in the city centre fail to fairly depict this ethnic variation. The focus of the study is on how language, culture, and power dynamics are constructed discursively within a community or geographic area. It looks at how language and culture function as nation-state or multinational group symbols, affecting views of dominance and power dynamics within a certain space. The purpose of Faulk's research is to determine where community languages are used in Coventry's public areas and whether these locations are a reflection of underlying linguistic ideologies that determine the importance or marginalisation of particular languages and the groups that speak them. The study also discusses the complexity of accepting multilingualism

in Coventry, pointing out that although signs displaying English mixed with languages spoken by EAST ASIAN communities indicate a growing multilingual presence in the city, English remains the primary language for intergroup communication. efforts like free Chinese language lessons, which show attempts by certain communities to promote their languages, demonstrate this shift towards multilingualism. Zeena 's study provides important insight into how language influences social interactions and identities in urban settings by illuminating the complex interactions between language ideologies, cultural diversity, power dynamics, and visual representations in Coventry's public spaces.

In closing, this chapter offers a thorough examination of existing studies on the language used in store signage and the concept of the linguistic landscape of different countries.

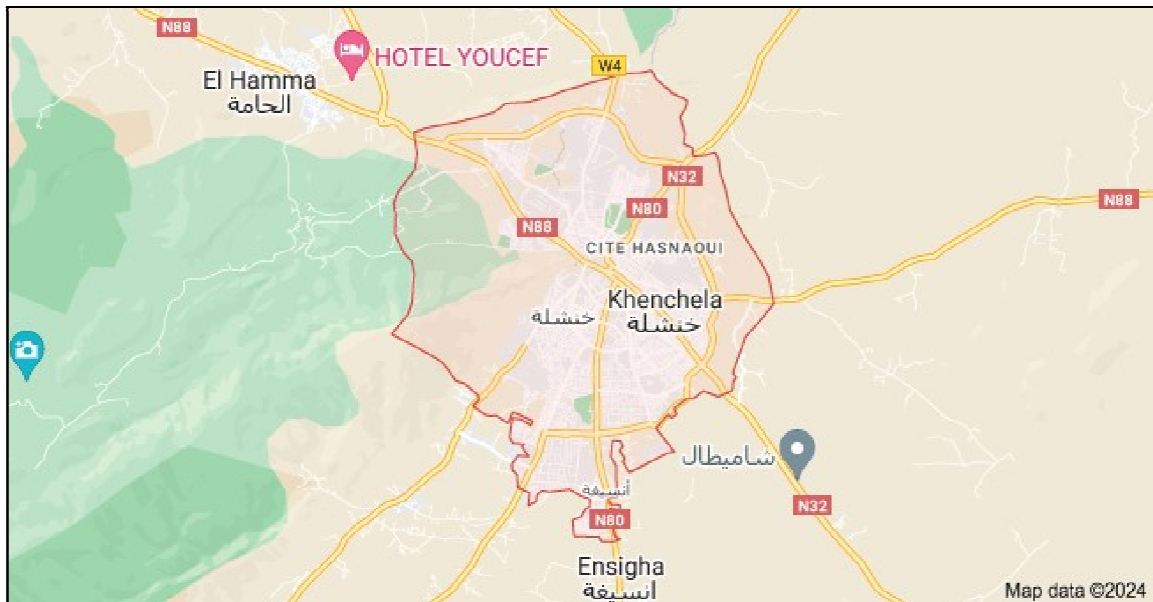
Chapter Three: Methodology

3.1 Introduction

This chapter encompasses the critical components of this research, providing a comprehensive explanation of the studied area. It details the methodologies and instruments employed to address the research questions and to gather data from three streets in Khenchela: 120 Lodgments, CITY Bouzid, and Hay AL Saada. A mixed-method approach, incorporating both qualitative and quantitative techniques, was utilized. Additionally, the chapter delineates the procedures, data collection methods, and concludes with a summary of the findings.

3.2 The study area:

The study is confined to Khenchela city, situated in the Northeast of Algeria within the Aures region. It is designated as Wilaya No. 40 in the Algerian administrative division. As of 2015, the population of Khenchela is estimated to be approximately 449,220. Geographically, it borders the state of Tebessa to the east, Oum El Bouaghi to the north, Batna to the west, and Biskra to the south. The selection of Khenchela city for this research is driven by the absence of previous studies on its linguistic landscape, with a primary objective to enhance understanding and awareness of its culture. This study aims to analyze shop signs to investigate the reasons behind the use of various languages by shop owners to express identity. We focus on three specific streets: 120 Lodgments, CITY Bouzid, and Hay AL Saada, chosen for their high commercial activity and density of shops. Photographs of shop signs were taken from these key commercial streets for analysis.



Source: google maps

Figure 1: a map of Khenchela city

3.4 Methods of data collection:

A mixed-method approach, incorporating both quantitative and qualitative methodologies, was employed in this study. The quantitative method was utilized to handle numerical data, specifically for counting the shop signs located on the previously mentioned streets. Conversely, the qualitative method was employed to provide descriptive analyses of the shop signs, focusing on features such as language use.

3.5 Tools:

The data collection tool employed in this study was a smartphone which helped in gathering multiple pictures in order to analyze them.

3.6 Procedures:

The research was conducted on three streets in Khenchela city. Initially, permission to photograph the shop signs was obtained from the local administration. Following this, we commenced photographing the shop signs using smartphones. The total dataset comprised approximately 36 signs: 17 from La City Bouzid, 15 from 120 Lodgments, and 4 from Hay AL Saada. The signs were subsequently categorized into three sections: monolingual signs, bilingual signs, and multilingual signs.

Location of sings	Number of signs
120 Lodgments	15
CITY Bouzid	17
hay AL Saada	4
Total	36

3.7 Data analysis:

In this study, both qualitative and quantitative approaches were employed to analyze the collected data. The qualitative method focused on linguistic features, including language choice, the presence of monolingual, bilingual, or multilingual signs, and the interpretation of symbols. Conversely, the quantitative method concentrated on statistical analysis, encompassing the counting of signs, the number of languages, and the categorization of linguistic features.

3.8 Language used in the sign

The languages used in the signs are categorized into three types: monolingual, bilingual, and multilingual. Monolingual signs feature a single language, such as shops that use only Arabic. Bilingual signs incorporate two languages, for example, shops that use both English and French. Multilingual signs include more than two languages, such as those that mix Arabic, French, and English. The diversity of languages in shop signs can be attributed to various factors. Some shop owners may choose to use only Arabic to preserve their cultural identity, while others might use French due to historical influences from colonialism. These factors play a crucial role in determining the language choices for shop signs.

3.9 Conclusion:

This chapter outlines the methodology employed in analyzing the shop signs of Khenchela city and provides detailed information about Khenchela. Additionally, it encompasses the methods, tools, and procedures utilized in the study, as well as an examination of the types of languages used in the signs.

Chapter four: findings and discussion

4.1 Introduction:

The linguistic landscape, characterized by the visible display of language in public spaces, has been a subject of growing interest among sociolinguists and cultural researchers (Asmaa Soumia Khalafi, Noura Soum 2023, chapter 2, P:32) In this chapter, we will focus on analyzing the results to address the research questions of this study. It also outlines the methodological approach adopted, which utilizes a mixed-method strategy. The first section addresses the initial research question: "What languages are used in the selected shop signs in downtown Khenchela?" The second section explores the pragmatic functions displayed in these shop signs. The final section examines the arrangement of these language types, specifically whether they appear as monolingual, bilingual, or multilingual signs. The chapter concludes with a general summary of findings.

4.2 Language displayed:

The analysis of shop signs has enabled us to comprehend the linguistic landscape of Khenchela city, including the languages displayed and their types. By categorizing 36 signs, we identified the presence of various languages, such as Arabic, French, English, and others.

The analysis of the signs revealed that Arabic, the official language of Algeria, is the most dominant language. French, influenced by the legacy of French colonial rule, serves as the secondary language. In our data the French language was used as a monolingual sign which means in a single sign or as a bilingual sign (combination between French and Arabic). Moreover, the use of English in shop signs was something noticeable where we can say that the reason for its existence is that it is considered a common international language and it can become as a second language in the future like the other Arab countries. Concerning the second official language of Khenchela is Chaouia and as we know that most of its residents have the Chaouia identity, despite all this, we didn't find any written sign in Chaouia. In contrast to the capital Algiers, there were signs in the Amazigh and Kabyle languages, as Hattab mention. The languages were divided into two types bilingual and monolingual as we mentioned before Arabic and French they consider bilingual. The data indicates that the monolingual signs are the most used in the LL of Khenchela, than the bilingual signs with the lack of multilingual signs.

4.3 Data analysis:

The data gathered includes 35 pictures of shop signs through photos in three different streets in Khenchela, the table(2) Shows the data obtained by each street. In order to find what are

the language used in the selected shop signs in khenchela downtown second what are the pragmatic function that are displayed in the shop signs, finally what are the kinds of arrangements do these language types appear in bilingual or multilingual.

Table02: the signs of each sreet

Location of sings	Number of signs	Percentage
120 Lodgements	15	41%
CITY Bouzid	17	47%
hay AL Saada	4	
Total	36	36



Picture1: street sign in city bouzid



Picture2: street sign in 120 lodgements



Picture3: street sign in hay al Saada

4.4 Types of language:

Through the analysis of signs in the three streets, the data were categorized into 3 types, monolingual, bilingual, and multilingual signs. Monolingual means using only one language as mentioned in (Figure 01). Whereas, bilingual means using two languages (Figure 02). Multilingual means using more than two languages. table N°3 shows that the Monolingual signs are the most dominant signs in the rate of (70%) followed by the bilingual signs (22%), however, multilingual signs does not exist(0%).the study will be based on the two types(mono/bilingual signs) .

Types of language	Number	Percentage
Monolingual	28	77%
Bilingual	8	22%
Multilingual	0	0%

Table N°3: Types of signs



Figure 1: monolingual sign(the use of English only)

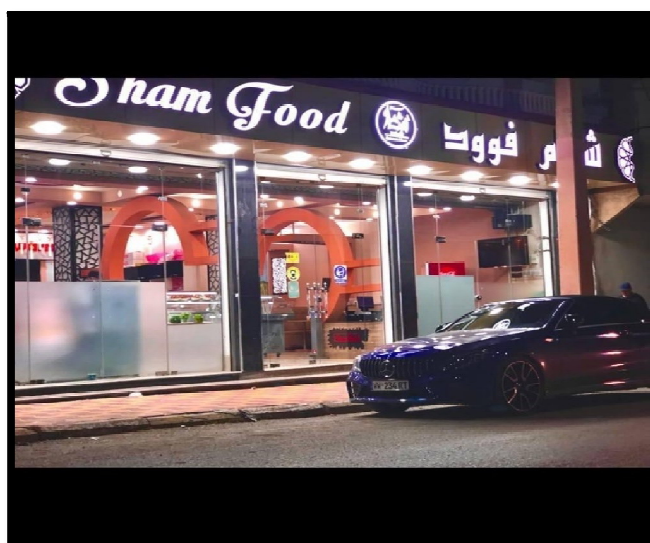


Figure02 (Bilingual sign using Arabic and English)

4.4.1The monolingual:

The monolingual is the dominant signs in the streets of khenchela 28 % as shown in table (4) , as stated in document number , the language that had the highest percentage or dominance was Arabic with (42.8%) , followed by French with (25%) , English was present with (17.%) , and finally , the remaining (14.2%) were other different languages .

As we mentioned in the table below , Arabic is dominant because it is the mother tongue and the official language in Algeria country as a whole before Tamazight . we didn't find any images written in that language as a note . Due to the diversity of cultures , other foreign languages were adopted by the store owners , but to a lesser content .

Language used in signs	Number of signs	Percentage
Arabic	12	42%
French	7	25%
English	5	17%
Other languages	4	14%
Total	28	100%

Table N°4 languages used in monolingual sign.

4.4.2 The bilingualism:

The language distribution in the table below N° 5 indicated that the Arabic _English combination was prioritized at (50%), followed by Arabic French at (25%) other languages and French _English were equal at a low percentage of (12%) . this breakdown highlights the usage of different language pairs in the research.

Table N° 5 the languages appeared in bilingual signs

Language used in signs	Number of signs	Percentage
Arabic-English	4	50%
Arabic-French	2	25%
French-English	1	12%
French – other languages	1	12%
Total	8	100%

Figure N° 3 (example about a bilingual sign, using English-Arabic sign)



The previous Figure N°3 shows an example about signs written in bilingual type under the name of (Zirawi House , مطعم الزير او يالاصيل للمأكولات التقليدية), the reason behind using both languages to make it clear for people .

4.4.3 The multilingualism:

Due to the lack of diversity in choosing shops name's there is no data under the multilingualism type.

4.5 Status of signs

The data of this study contained official and non-official signs; The official signs are those related to government or authorities, non-officials are more informal. Depending on the data the results showed that most signs are non-official, while the official signs, are rarely used because it represents just one sign of this type unlike Hattab study where the results of the official signs were present in the rate of (28%).



Figure N°04 the only official sign in a bilingual Sign

4.6 The languages used in the selected shop signs in khenchela downtown:

4.6.1 Arabic

In Khenchela city, Arabic is the most prevalent language on monolingual signs, comprising 42% of the total. This predominance is expected given that Algeria is an Arab country. This finding aligns with the results of Dania A. Alhayari and Jihad M. Hamdan (2019), who observed that Arabic is the dominant language in Jordan. Similarly, the dominance of Arabic is evident in other Arab countries such as Lebanon, Palestine, and Saudi Arabia, where it serves as the official and native language.



Figure N°5 Monolingual Sign in Arabic language

Figure N° 4 shows an example of shop sign written only in Arabic ملك الكبدية, the sign is written in a large font size so the writing looks very clear.

4.6.2 French

French, on the other hand, follows Arabic with a prevalence rate of 25%. This prominence is largely attributed to the historical influence of colonialism on Algeria's systems. Consequently, the French language is evident across various domains, including education, government, and the economy. Despite gaining independence, French has retained its impact and continues to function as a secondary official language. Other studies in Algeria, such as those by Asmaa Soumya Khalafi and Noura Soum (2023), have found that French surpasses Arabic in prevalence. This underscores the significant influence of the French language in Algeria, despite its status as a predominantly Arab country.



Figure N°6 monolingual signs in French language

Figure N°5 shows how some shops using the French language in their shop signs, that's means that French language considered as a second dominant language , the sign was written in a way that indicates that the shop is directed to women, and this is through choosing the name of the (princesse الاميرة).

4.6.3 English

The English language, often regarded as the language of development and globalization, appears on 12% of the signs in Khenchela. Shop owners increasingly resort to English for various commercial reasons, recognizing its unique ability to attract customers. While this percentage might seem small, it is relatively significant for Khenchela and suggests that English could potentially replace French in the near future. As highlighted by Montaser MotiaUjvani (2021), English holds symbolic value as the language of youth and modernity. In comparison, in other countries such as Saudi Arabia, Jordan, Kuwait, and Qatar, English is one of the primary languages used after Arabic.



Figure07: Monolingual sign in English language

In the above Figure , the sign is written in English language with a large writing . Joy means in Arabic فرحة theword Joy surrounded by wings , wings express happiness .

4.6.4 Otherlagunages :

Other languages in Khenchela accounted for a lower percentage of 14%. This limited prevalence is likely due to the lack of cultural diversity and the predominant focus on the official language, coupled with the strong influence of the English language.



Figure08: monolingual sign in other language

4.7 the pragmatic function of shop signs

	Shops signs with pragmatic reference		
	Frequency	Percentage	Example
Place reference	4	33%	نابولي store
Superiorityreference	3	25%	ملك الكبة
Aestheticreference	1	8%	Beuty center
Social relationshipreference	1	8%	حبيب الزوالي
Optimisticreference	1	8%	La vidaloca
Fauna and flora reference	2	16%	زهرة الخليج
Total=12			

Table N6: shop signs with pragmatic function

4.7.1 Shop names with pragmatic function:

In this part we are going to analyse the data of the second category of shop signs, this later is directly conveying the type of products or services offered by the shop more or it's more informative this analysis included just 6 pragmatic references out of 12 they are as follow:

_place

_superiority

_fauna and flora

_social relationship

_optimistic

_aesthetic

The classification developed by Al Hayari and Hamdan (2019) revealed that shop names possess communicative and pragmatic interpretations akin to human speech or writing (Meriem Hattab, 2021). This classification highlights both the commonalities and differences between shop names in Khenchela and Jordan.

The table below indicates that place references have the highest percentage (33%), followed by superiority references (25%), and fauna and flora references (16%). The lowest categories are social and relationship references, optimistic references, and aesthetic references, each with a frequency of (8%). The predominance of place references reflects a sense of belonging

or the idealization of the location as a dream city. Superiority references suggest that shop owners perceive themselves as superior and better than others. The equal counts for social relationship, optimistic, and aesthetic references result from the random selection of shop names. Lastly, fauna and flora references (2) highlight the diversity in shop name selection.

4.7.2 Shop signs without pragmatic functions

	Shops signs without pragmatic reference		
	Frequency	Percentage	Example
ServiceProductName	10	43%	بيتزا كاري
Propernouns brand name	7	30%	Bibouciaga
Propername	5	21%	Moha grand bazar
Total:23			

Table06: shop signs without pragmatic function

This later categorized into two specific categories, the first one contains shops named only with the service or the product it provides like Berber shop or pharmacy, for the second category is about proper nouns like (Moha Grand Bazar) or brands like (bibociaga) this kind of shop names they just put common names and let them do the job they do not put a creative and unique name.

The analysis of the data collection result represent in the table (06), shows that the greatest figure is (43%) for service and product (names with a rate of 43% the second is brand name (30%)

the last and the lowest is for proper nouns (21%). In light of the earlier data, we can say that the majority of shop owners choose the easiest shops names moreover people who are looking for medicine they are just looking for their needs not for unique names the same for Berebershop people they are just looking for the nearest.

4.8 The kind of language arrangements do these languages types appear

4.8.1 in monolingual, bilingual or multilingual :

Inquiring about the arrangement of languages involves understanding the number of languages used and their manner of combination. The previous data analysis indicated that monolingual signs are predominant in the streets of Khenchela, comprising 28% of the total,

as shown in the earlier table. Arabic emerged as the most prevalent language, accounting for 42%, which is attributed to its status as the official language of Algeria.

4.9 General conclusion

This study explored the linguistic landscape of Khenchela city by examining shop signs from three prominent streets: 120 Logements, CITY Bouzid, and Hay AL Saada. A total of 36 datasets were meticulously analyzed, focusing on language selection and types, utilizing a mixed-method approach encompassing both quantitative and qualitative methodologies. The quantitative approach was employed to handle numerical data, while the qualitative method was instrumental in describing shop signs, defining the study area, and delineating data analysis procedures and tools.

Through this inquiry, the study delved into the utilization of languages, identifying the predominant languages on shop signs and the rationales behind their selection. Addressing three pivotal questions, the study inquired:

- 1) which languages are prevalent on shop signs in downtown Khenchela?
- 2) what pragmatic functions do these shop signs serve?
- 3) how are these languages arranged—monolingual, bilingual, or multilingual—and how does this configuration contribute to the distinct linguistic landscape of Khenchela city vis-à-vis other Algerian cities?

Furthermore, the investigation scrutinized instances of bilingual or multilingual combinations within single signs, shedding light on the intricacies of linguistic integration within the urban environment.

4.10 Recommendations:

Based on the Findings and results, we need to provide some recommendations:

- our study was based only in three streets,we advise researchers to work with more places in Khenchela city.
- we suggest that shop owners add the Chaouia language to their signs to really confirm to visitors, whether local or foreign that they are in the chaouia area.

- We recommend for them also to shed lights to the English language and start using it more and more in signs and maybe it may replace the French language as it is the common and attractive language and also the language that young people today maser it more than French.

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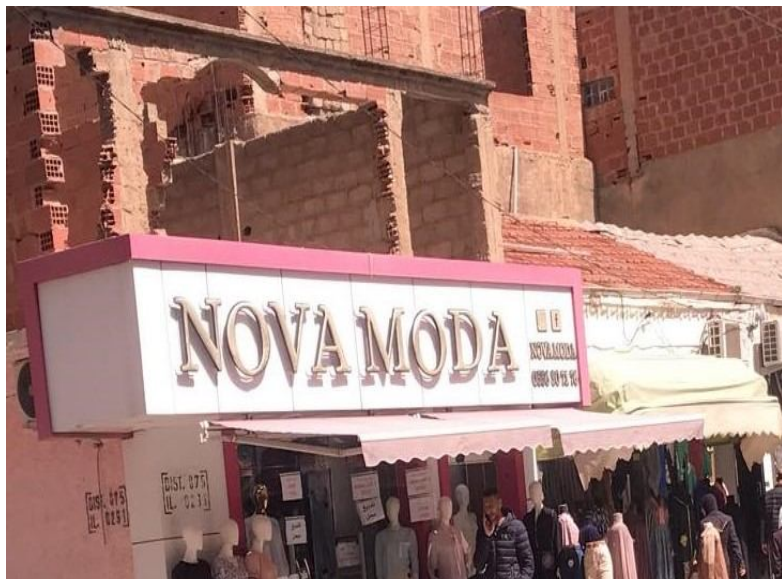
Appendices

Appendix 1





























Appendix02

