Field of Study: **English Language**
Option: **Language and Communication**

Dissertation Submitted in Partial Fulfillment of the Requirements for the Master's Degree in English

Title:

Title: The Use of English in the Algerian Business Sphere: A Sociolinguistic Analysis of some Names of Algerian Brands and Companies

Presented by: **Supervised by:**

-BOULAHIA Manel   **-Pr FODIL Mohamed Sadek**

     Board of Examiners:

     Chair: **AMEZIANE Hamid, Proffessor, MMUTO.**

     Supervisor: **FODIL Mohammed Sadek, Professor, UMMTO.**

     Examiner: **Yassine Souryana, MCA , MMUTO.**

                                          June, 2018

                                          N° Ordre :

I dedicate this work to my beloved parents

Mohamed Mustapha and Malika, to whom I owe everything beautiful in life. They have always been by my side in failure as in success; words cannot give enough credit to their love, support, and tenderness.

To my dear brother Youcef and sisters Celia, Lyna, Feryel ,

To my grandparents, aunts, and uncles,

To my sisters by heart, Djamila, Lydia, Lyza, Souad, Fatma, Amel and Dyhia who were a source of courage, support and confidence.

Manel

Acknowledgements

I would like to express my thankfulness and gratitude to my supervisor Prof Fodil Mohamed Sadek. Without his support, advice and guidance this work could not have been possible. During the two years when he was my teacher, he inspired me and my mates, he has always been a model of scientific humility, a source of motivation and knowledge. I feel the pride of having made his acquaintance and benefited from his experience and advice. I would d like to thank also the board of examiners who devoted their time for reading this dissertation, as well as Mr. Hammi Hamid, Mr. Aouine Akli, Mr. Mohand Hadadou for the help and support they offered whenever needed, and all the teachers of the English department, those who taught me as well as those who did not. Finally, I would like to thank all those who contributed to this study by their scientific contributions from which we benefited a lot, in addition to the persons who kindly agreed to be part of this study through answering our questions.

Abstract:

This dissertation is intended to investigate the use of English in the Algerian Linguistic Landscape, focusing on the use of English for the labeling of Algerian brands and companies. Its objective is threefold. It aims first to identify the reasons behind the new linguistic practice consisting in the labeling of companies and products in English. Second, it investigates the features shared by the language of the corpus and the classified advertising register. Third it intends to uncover the indirect messages the English labels of companies and brands convey. For this reason a total number of 1855 names of Algerian brands and companies were collected to serve as a corpus for this study. Moreover, questionnaires were administered to 50 Algerian businessmen. Relying on previous works in the field of Linguistic Landscape, Bruthiaux's Classified Advertising Register (CAR) model, in addition to the Triadic Semiotic Theory of Charles Sanders Peirce, the corpus was classified according to their lexicogenic processes, the location and sectors of activity of the company they represent and the type of the products they stand for. The research is both qualitative and quantitative; the results are interpreted through Qualitative Content Analysis (QCA) as an attempt to understand the motives leading Algerian business owners to choose English among other more dominant languages existing in Algeria, namely: Arabic, French and Tamazight. The results reached in this research reveal that Algerian businessmen make use of English mainly in order to give a modern and international image of the quality of their services and products, to satisfy their ambitions of integrating the international market or for mere linguistic preferences. Furthermore, the linguistic analysis shows that the corpus of this research shares a number of features with the Classified Advertising Register. Besides, the semiotic analysis indicates that the signs besides carrying the mission of representing products and companies are intended to convey an array of messages relating to the high quality of the services and the products they stand for. Finally, recommendations for further LL research are provided.

Key terms: *Business, Names of brands, Names of companies, English, Linguistic Landscape, Algeria*

List of abbreviations

CAR: Classified Advertising Register

QCA: Qualitative Content Analysis

List of tables:

List of diagrams:

List of figures;

Table of Contents

General Introduction

Chapter One: Review of the Literature

Chapter Two: Research Design

Chapter Three: Presentation of the Findings

Chapter Four: Discussion of the Findings

General Introduction

Statement of the problem

Linguistic capacity is unique to the human species. Besides being able to use language, human beings are social by nature. This can be perceived in their propensity to communicate with one another. Language can be considered as the most widely used means of communication by humans. Humanity is characterized by linguistic diversity, but it is also a fact that people from different linguistic communities learn and use other people's languages. This results from what sociolinguists call language contact .When people speaking different languages interact, language contact takes place. According to history, many languages come into contact because of military conquests, migration, geographical proximity and international trade.

In addition to being a major tool for human communication, language can be used in several ways, to achieve different purposes. In fact, it can be used for trading purposes. In order to make commercial deals, negotiate prices, present products and services for sale … etc merchants need to use a language, which may be either their native language, the native language of their clients or a common language between the two parts, playing the role of a *lingua franca*. They need it because it is obviously a means of communication allowing verbal exchanges with their would-be costumers to achieve beneficial mutual transactions (Fidrmuc, 20015). Furthermore, if used smartly, it can contribute to the success of their business. History relates the use of many languages for selling and buying purposes. The languages used in trade reflect the power relationships existing between the languages and linguistic communities of each era. For example in the Roman era, Latin and Greek were the dominant commercial languages. Their written forms were used to confirm arrangements, while the spoken forms were used to create a familiar atmosphere among interlocutors (Baron, 2000 cited in Holden, 2015). That is the more a linguistic community enjoys a strong economy, hence dominates international trade, the more its language acquires popularity and the demand for it increases. This is reflected in the dominance of English today resulting mainly from the political and economic power its speakers enjoy (Philipson, 1992).

A dominant purpose businessmen use language for, is that of influencing people and affecting their needs to convince them buy a product or a service, this is generally achieved through advertisements. The linguistic function that fulfills this purpose is labeled by Roman Jakobson (1960): the conative function .It is defined as a function centered on the receiver of a message, in order to affect their behavior, beliefs or ideas. Leech (1966) identifies four major features of a successful advertisement, which are: attention value, readability,

memorability, in addition to selling power. These requirements result in a language specific to the domain of advertizing, which differs therefore, from the language people meet and use in their daily speech or writing.

It is known of advertisements, regardless to the country where they exist, to share many features, their common purposes imply. Yet, since the development of the globalization of exchanges, advertisements do not only share the same features, but also tend to be expressed in the same language as well: English, the *global language* (Martin, 2002). Advertising in Algeria is no exception. This is reflected in the considerable number of Algerian businessmen who choose this language to name their brands and companies. If this is to indicate something, it indicates that in spite of its status as a marginal foreign language, English has steadily developed to become an important language today used by businessmen to label brands, companies and shops (Fodil, 2017 and Sidhoum, 2016), by singers to write their songs lyrics Consequently, through this new linguistic practice, the English language surreptitiously entered the Algerian Linguistic Landscape, which has long been the province of two main languages namely: Arabic and French. The intrusion of English in the Algerian linguistic market has inspired us to devote the present work to the analysis of some names of Algerian products and companies written in English. However, before indulging into this issue, and to provide a clear view of the Algerian linguistic landscape, a brief historical account of the influential communities that marked their presence in this area, and their linguistic legacies, that have shaped the current linguistic market, is needed.

Throughout history many ethnicities occupied Algeria. The indigenous population of this area is known as Amazighs or Berbers, also called the Numidians by the Romans. From their early presence in this area, Berbers successively shared their land with a wide variety of conquering ethnicities, having different beliefs, cultures and languages .The language spoken by the locals was, and is still, Tamazight. As often happens with conquests, since the Romans were speaking Latin, the latter was imposed on the local population for official encounters, during almost five centuries. This led to the emergence of Latin as a *lingua franca* used for commercial and communicative purposes (Fodil 2017).

The next enduring language to find its way to the Algerian linguistic repertoire is the Arabic language, which was the result of the Islamic conquests targeting North Africa, starting from 642 AC and succeeding after 70 years of resistance from the Berbers. Classical Arabic enjoyed and still enjoys a prestigious status in the Algerian context for its association with the Qur'an the Holly book of Muslims, a fact which led to its long dominance as an

official language after the independence. Recently, Berber was also acknowledged as a second official language.

The French invasion of Algeria in 1830 resulted in a new language beside Arabic and Berber: French. The French lived in Algeria more than 130 year. According to Fodil (2017) the colonizer's authorities ordered the teaching of the history and geography of their country in their language to the Algerian children, who had to choose between illiteracy and the learning of the French culture. The majority of Algerians have shown resistance to this practice, either through opening religious schools (Medersa) where children could learn Arabic in some villages of the countryside, or through boycotting the French classes and speaking their mother tongues (Tamazight or Arabic) at home or in the street. They spoke French only in cases of necessity, as with the French soldiers, with the authorities or in the administration (Fodil, 2017).

In 1962 the French left Algeria, but their language did not. After the independence the Algerian government launched a language policy known as *Arabization*, to promote the teaching of Arabic and rid the Algerian tongue from French words, denying the existence of the Tamazight along the way. Surprisingly, despite its association with the colonizer, French has remained the language of scholarly education (especially at universities), administration and print. While Tamazight, the first language to exist in the area, took 54 years after the independence, to be recognized as an official language in February, the 7th 2016 (Benrabah 2014).

English was the last language to find its way to the Algerian linguistic repertoire in a more peaceful, modern way .It owes its spread in Algeria first to a historical event, which is the landing of the American parachutists in Algiers during World War 2 in November 1942, whose contact with the *Algérois* (inhabitants of the capital Algiers) paved the way to few English words like : *whisky , dollar ,cigarette, chewing gum …* to become part of the locals' speech (Fodil, 2017) .Second, the phenomenon of globalization reinforced by the advent of the internet in addition to the emergence of the United States as the leading economic power of the 20th century (Crystal, 2002). Third, the teaching of English in Algerian schools as a compulsory subject from the first year at the Middle School until the last year at the Secondary School. Another factor that may have fostered the emergence of the global language in Algeria is the opening of several foreign companies in Algeria, especially in the South, which still employ a huge number of foreign workers who use English as a *lingua franca* for professional and daily life purposes.

Working on this research, we resorted to a branch of Sociolinguistics known as Linguistic Landscape, the core of Landry's and Bourhis's research work entitled: *Linguistic Landscape and Ethnolinguistic Vitality* (1997) as well as we drew from the works of Spolsky and Cooper (1991), Backhaus (2007), Ben Rafael (2009) and Edelman (2009). While reviewing the literature about this specific issue, we have noticed a number of interesting works it is worth of mention that we benefited from Landry and Bourhis's pioneer work in the discipline of Linguistic Landscape known as *"Linguistic Landscape and Ethnolinguistic Vitality"* (19997), Shohamy and Ben Rafael's work about the Linguistic Landscape of a variety of homogeneous and mixed Israeli cities and in East Jerusalem (2016),from *Linguistic Construction of Modernity :English Mixing in Korean TV Commercials"* by Jamie Shinhie Lee ,at the University of Michigan (2006), from Fodil's article about the naming of shops in the city of Tizi Ouzou in English(2017),from a study conducted at the university Abdelhamid Ibn Badis of Mostaganem, Algeria, which addressed the issue of language contact in Algerian advertisements by Ibtissem Chachou (2011), Sidhoum's Master dissertation concerned with the use of English in the public signage of the city of Bouira (2016) , and finally from Kasdi's Master Dissertation about the use of English by Maghrebi singers in their songs(2016).

In line with the previously mentioned research, ours is devoted to the investigation of the way English is sneaking into the sphere of business in Algeria, shedding light on a number of names of Algerian products and companies. Therefore the analysis is concerned with a specific register of language: that of advertising.

Aims and significance of the study

With the revolution induced by the Internet in the 1990s and the advent of globalization, eliminating geographical boundaries, the world shrank into a *global village*. The language associated with this revolution is the English language. As a result of this association English has become the *lingua franca*, the *international language, the global language* of the 21st Century. Correspondingly, the demand for English undergoes a remarkable increase, especially in domains where international communication is required, such as politics and business. The interest of this work is directed towards an aspect of business Mc Luhan describes as *the art of the world,* which is advertising, in the geographic area of Algeria. Due to the scarcity of Algerian advertisements using only English we have focused in our study on the analysis of brand names and names of companies which are either in English or comprise English words.

Yet, because of the novelty of this research field and despite the scarcity of studies conducted in this research area, contributions on the issue of the presence of English outside of school in Algeria by scholars from the department of English at the University of Mouloud Mameri Tizi Ouzou, were found. Namely Sidhoum (2016), Fodil (2017), Kasdi (2017).

Our work differs in some aspects from the previously cited works. First, it is different in the sense that it is centered on names of Algerian products and companies, which are a type of advertising language occupying an important place in our linguistic landscape .Second, it takes into account names of products and companies from 42 Algerian provinces of Algeria, which means that it is not limited to a particular region in the country.

Research questions and hypotheses

For the present work to have clearly determined objectives research questions are needed to guide the researcher, and rational hypotheses should be suggested .Due to the complexity of the linguistic situation in Algeria and the growing interest of the Algerian businessmen in the English language despite its non-official status in the country, the following questions are raised:

Q (1)- What are the reasons behind Algerian businessmen's use of English to label their brands and companies?

Q (2)- Does the advertising language used to label companies and brands share any feature with the classified advertising register?

Q (3)- Are there any indirect messages Algerian businessmen want their target audience to understand from the English signs?

One hypothesis is suggested to each one of the above asked questions:

Q(1)

H1) Algerian businessmen use English because it is a language of modernity that attracts people's attention.

Q2)

H1) The language of names of companies and brands shares many linguistic features with the Classified Advertising Register.

Q3)

H1) Algerian businessmen use the English signs to convey indirect messages relating to the quality of the products and services offered by their companies.

Methodology

The present work intends to investigate the use of English in the Algerian business sphere. It is mainly concerned with the analysis of names of Algerian brands and companies which include an English vocabulary. To collect our data, we relied on two Internet sites (https://dz.kompass.com/) and (http://elmouchir.caci.dz), in addition to digital photography. Therefore, this work is a corpus based study, in which two main frameworks are used: Bruthiaux's Discourse of Classified Advertising in addition to Peirce's Triadic Theory of the Sing. Our choice has fallen on these two works among others, since we strive through the analysis of the corpus to identify the linguistic features of the language used to label companies and brands and check whether can be deemed a simple register or not, the hidden messages Algerian businessmen want to convey to the sign readers, as well as the reasons urging Algerian advertisers to choose English among the four languages existing in their country, to name their products and companies.

Structure of the dissertation

This dissertation is organized following the IMRAD framework, also known as the traditional complex structure.Thus it starts with a general introduction that gives the reader an insight about the content and topic of the work. It is followed by a chapter labeled Review of the Literature in which previous works relating to our topic are listed and reviewed and the theoretical frameworks presented in detail .The second chapter is entitled Research Design describing the methodological procedure followed by the researcher for data collection and analysis. After that, comes the chapter where the corpus and the results are presented followed by their discussion in the next chapter where the results are analyzed according to the theoretical frameworks mentioned above. Finally, a General Conclusion attempts to provide answers to the research questions on the basis of the obtained results, it therefore checks the validity of the suggested hypotheses, then hopefully provides recommendations for further research for further studies committed to the same research area.

Chapter One
Rreview of the Literature

Introduction

This chapter is theoretical in nature. It is intended to present the theoretical foundations of the research area together with an overview of the key concepts that will be introduced throughout our research. The chapter explains the theoretical framework. It presents the main foundations of Bruthiaux's theory of the Classified Advertising Register, the Peirean Theory of the Semiotic signs. It comprises eight (8) sections. The first section explains the way languages conquer areas after military conquests and commercial exchanges. The second section introduces the concept of English as a global language and draws a link between this latter and the presence of English in advertising and business. The third one provides a brief historical account that explains the complex linguistic situation in our survey area: Algeria and the situation of English in this territory. As for the fourth chapter, it sets a relationship between the Free Market Economy and business in Algeria. Followed by the section five in which the definition of the concept of Advertising, the features of the language it makes use of, and its role in business are dealt with. Furthermore, section six is devoted to a general overview about the discipline known as Linguistic Landscape. Then comes the seventh section. This section presents the Peircean theory of the Semiotic Signs. Finally the eighth section is devoted to the theoretical framework consisting in Bruthiaux's CAR model.

1.1. Military conquests, trade, and linguistic expansion

Being part of their identity, people carry their language with them wherever they move. There are circumstances in which social groups choose to live in a land different from theirs, and other circumstances that require them to interact with other groups with whom they have common interests. As a result, in both situations communication between encounters is needed and language use is unavoidable. This is also true especially in the case of colonialism, and commercial exchanges. Such situations, implying communication between individuals or groups having different tongues, is referred to as language contact. Language contact in its part, usually leads either to the use of a *koine* or *lingua franca*, to the emergence of new language varieties known as pidgins (which can be developed to creoles), or to the spread of a new language, in addition to the native languages in a certain area or among individual speakers. This latter circumstance is known as the phenomenon of bilingualism or multilingualism, depending on the number of coexisting languages (Hudson, 1996).

Many languages conquer areas as a consequence of military conquests or commercial adventures. In its traditional meaning colonialism means: *"the policy or practice of*

acquiring full or partial political control over another country, occupying it with settlers, and exploiting it economically" (English Oxford Dictionary, 2003). Colonial forces, as often happens, tend to implement policies of *deracination* and *deculturization* (Benrabah, 2014). They therefore, deprive the colonized from their land, language, customs, nationality, values, religion and language. Too often colonizers impose their language in all spheres of control. It is in this way that many European languages succeeded in becoming part of Africans' linguistic profile. Algeria, being a former French colony is no exception, though not a member in the Francophonie organization, it is today the second francophone community in the world after France (*ibid).* This fact is a living example of how colonization impacts the linguistic situation of a country.

Different nations of the world have different sources of income. More explicitly, there are countries the economy of which depends mainly on industry, and others which make their fortune from oil, tourism, etc. This creates a relationship of complementarity between parts of the globe, hence a need for commercial exchanges. Correspondingly, international communication is inevitable. In fact,, acts of communication require the use of language. When the tongues of the actors involved in the communicative act differ, a need for the use of either a *lingua franca* or the code of the most powerful group emerges. Therefore, each time there is a necessity for verbal exchange between the locals and the foreigners, one or both of them resort to this a practical language, which gains ground, consequently, in areas or an area where it has no native speakers, and a situation of bilingualism or multilingualism comes into existence.

When it involves a broader dimension, exchanges spread into the most remote areas of the planet and commerce becomes globalized. This is exactly what our contemporary world witnesses today. This issue is discussed with more precision in the next part of this section.

1.2. English as a global language

From a modern linguistic perspective all languages of the world are equal, but in fact each historical period is characterized by the existence of a competition where often, one language dominates all others and thus acts as a *lingua franca*. Up to 500 years ago Latin was a dominant language in the Western world, used in education, commerce and government. However, by the 16th century French, Italian and English became more dominant (Richards and Rodgers 2001). Our present era witnesses the emergence of English as a global language.

Contemporary expansion and stretching of social relations, activities, and interdependencies reflect the phenomenon of globalization (Steger 2013). Steger (2013) claims that the term globalization appeared in the 1960s, while Friedman (2005) notes that this term was coined in the 1970. Hyter (2014) defines this phenomenon as "*increased and intensified interdependencies*" .This means that globalization boosts international relationships. Thus it raises the need for a language of a wider communication acting as a *lingua franca*. The English language was charged to accomplish this mission, by becoming a g*lobal English* Crystal(2003). This implies that English owes the privilege it enjoys today, mainly to *globalization. "English is a product of globalization or essentially of Americanization, or McDonaldazitation of the rest of the world*" (Mufwene, 2015 cited in Poggensee, 2015). Therefore, the supremacy of English over other languages of the world is not only an offshoot of globalization, but also of the emergence of the United States of America as a dominant economic and political power as well, since the end of World War 2. Crystal (2003) says in this respect, that factors such as the large number of the users of language, the simplicity of its syntax and smallness of its lexis, its association with a dominant culture or religion, are not, as it may seem, reasons which define a language as a global language. For a global language is mainly defined by who its speakers are. That is to say the more a language is associated with people with a high political, military and economic power, the more its chances to become an international language rise (*ibid.*).

According to Crystal(2003) the term Global English saw day in 1997 ,though it was written two years before .English associated with the status it has acquired in the 21st century ,is also referred to as "*world language*" or "*international English*" because of its function as a language of international communication (Ammon, 2010 cited in Poggensee ,2015). However, Philipson 2008) who is more concerned with "*linguistic imperialism*" finds that the term Global English is an appropriate term, for it is the most frequently used and accepted label in the linguistic market (Philpson, 2008).

The previously mentioned facts resulted in a remarkable increase in the demand for English. It is today the foreign language that is most widely studied (Richards and Rodgers, 2001). Philipson(1992) considers a person without knowledge of English today as being "*disadvantaged*".

1.1.1. English in non-Anglophone advertising

"*The use of a foreign language in advertisements is probably as old as product advertising itself*" (Gerritsen et al, 2007:294). However English has been shown to be the most frequently used foreign language in non-Anglophone advertising (Bhatia, 1992; Martin, 2002, cited in Gerritsen et al, 2007).The use of English by companies and advertisers to promote and sell products and services in non-Anglophone contexts is gaining increasing interest. Many scholars from an array of non Anglophone countries have addressed the issue of the presence of English in ads from a variety of perspectives.

In an article under the title of "*the Use of English in Mexican Print Media*", Robert J.Baumgardner analyzed a number of Mexican classified ads, in order to examine the role of English in advertising in the print media of Mexico. (2008: 24). Through his study Baumgardner has shown that many English borrowings occurring in Mexican ads have also become an integral part of Mexicans' speech, thus it bears witness of "*English's preeminent position as a global language of commercial advertising*"(ibid, p. 44).

In the European context Gerritsen, et *al.* have devoted their research to the use of English in product advertisements in Belgium, France, Germany, the Netherlands and Spain (2007). The study has shown that "*English is used partly to attract the reader's attention, and partly to avoid the use of long or complicated constructions that would otherwise have to be used in the local language*" (Gerritsen et *al*, 2007:311).

Another research on the same issue was carried out in an Asiatic country: Korea. Jammie Shinhee Lee (2006) is concerned with the linguistic construction of modernity in relation to English mixing in Korean TV commercials. The findings of this study indicate the existence of a relationship between English use and the expression of modernity (Lee, 2006). This is especially true for three domains of TV commercials, which are "*technology, gender roles, and taste as cultural forms*" (ibid).

Again in Europe: France, mixing English in French advertising was explored by Elizabeth Martin (2002). Martin (2002) asserts that "*English is the preferred language among other foreign languages in French advertising when one wants to globalize the products' brand image*" (Cited in Lee, 2006: 65).

It is also worth mentioning other equally important contributions, cited in the early mentioned works and which provided them with theoretical underpinnings, such as Bhatia(1987), Merraj (1993), Griffin (1997), Hilgendorf and Martin (2001), Jung (2001), LaDousa (2002), Martin (2006), and Wu et al (2007) (Baumgardner, 2008).

From the previously cited works, one understands two main things. First, the inclusion of the English language in advertising is not an exclusive phenomenon to Algeria, inasmuch

as it is attested in a variety of other non-Anglophone contexts mainly: Mexico, Germany, Dutch and French speaking Belgium, Spain, the Netherlands, Korea and France. Second, the use of English in this field, though mainly due to its global status, advertisers also resort to it for other reasons such as linguistic simplicity and attracting readers' attention Gerritsen et al, 2007), the expression of modernity through language (Lee, 2006), globalizing brands and products (Martin, 2002).

1.1.3. English in Business

In our current globalized world, geographic borders do no more represent an obstacle hindering international communication in all fields. The field of business is no exception, especially after the emergence of the free market economy promoting global business transactions between different nations. If these exchanges could lead to somewhere, they certainly led to international communication, where the use of language became inescapable. Businessmen usually resort to English especially in multilingual contexts. "*The dominance of English as a lingua franca in international business contexts is now seemingly beyond dispute*" (The American University, 2005). Therefore, the use English as a global language has extended to the sphere of business. Many studies around the world bear witness of this phenomenon: Piekkari (2002) in Finland, Akar (2002) in Turkey, and Bilbow in Hong Kong, all confirm that English is an intrinsic part of communication in multilingual settings for many business people. Correspondingly one may say that "*adopting English as a common language in business communication is becoming a rule*"(Zanola, 2012).

 Shleppgrell and Royster claim that "*English is the language of international business, and professionals employed by multinational corporations often need English Language Training*" (1990:1). This implies that the demand for the English language in the sphere of business resulted in the emergence of Business English. More explicitly, business people need to learn at least the basics of the type of English their occupation requires. They use English in a variety of settings, in meetings, while negotiating or writing e-mails as well as advertising (The American University, 2005).

1.3. Algeria as a multilingual area

Moving from the East to the West and from the North to the South of Algeria, one encounters varieties of languages originating mainly from Berber and Arabic. The geographical location of Algeria at the crossroads of Africa, Europe, and the Arab World

exposes it to an array of cultural and linguistic influences. This had a significant impact on the current Algerian linguistic situation (Bougada, 2010). Hence, *"Algeria is a multilingual area and this linguistic situation comes from its complex history"* (Benrabah, 2014 p: 43).

Mohamed Benrabah summarizes this complex history in the following lines:

> Several invaders more or less shaped the sociocultural history of Algeria, as well as its sociolinguistic profile. Berbers came under the yoke of the Phoenicians who imposed their Carthaginian rule for about seven centuries, the Vandals and the Romanized Byzantines for about a century each. The Islamo Arabo Berbers dominated the region for about four centuries, the Turks for about three centuries, and the French, who brought the Turkish domination to an end, for more than a century and a quarter. Spaniards occupied enclaves along the Mediterranean coast intermittently between 1505 and 1792. One of the consequences of this long history of mixing peoples was language contact and its by-product multilingualism Berber-Punic. Berber-Punic-Latin, Berber-Arabic, Berber-Arabic-Spanish-Turkish, Arabic-French, and so on. (2014, p. 24)

It can be understood from the above quoted passage that Berbers shared their land with a wide variety of ethnicities, namely Phoenicians, Romans, Vandals, Romano Byzantines, the Islamo-Arabs, the Spaniards, the Turks as well as the French. These encounters have resulted in the multilingual situation existing in Algeria today. It is worth noting that the linguistic communities leaving the deepest impact on the present Algerian linguistic repertoire are with no rival, the Arab and the French communities.

The present linguistic market in Algeria is characterized by the coexistence of four languages namely Tamazight, Arabic, French, and English. Tamazight and Arabic are the most spoken languages in the area; they have native speakers, unlike French and English, which are acquired as foreign languages and in different contexts mainly at school.

Tamazight is the first language to exist in the area, spoken for more than 2500 years; this means that it is the native language of the local population called "Imazighen". Many varieties of Tamazight are spoken in different regions: Kabyle, Mozabit, Chaoui, Tergui, Chnaoui (Fodil 2017).

The Arabic language became part of the Algerian linguistic profile after the arrival of Islam in 680, with the Islamic conquests under the leadership of *Okba Ibn naf'i* .Notably, in Algeria there is a *dyglossic* situation between two varieties of Arabic: Classical Arabic kept exclusively for formal settings (school, the press, administration …), and the *Darija* used for daily life purposes, that is in informal situations. This variety is the mother tongue of the majority of Algerians (Benrabah, 1995).

As for the French language, it accompanied the French colonization of Algeria starting from 1830. It was imposed by the French authorities as a unique official language and Classical Arabic was declared a foreign language in 1938(ibid), and Berber was completely denied.

After the independence in 1962, Classical Arabic regained ground in Algeria. The Algerian authorities then decided that it would be the unique, national official language of the Algerian Republic. This decision was said to be a means of promoting national unity. The situation of the local varieties of Berber was not changed, they were subject to the same denial they received by the French i.e. their existence was not recognized, under the pretext that they were a means used by the colonizer for discrimination among Algerians (ibid). The policy used by Algerian decision makers to promote Classical Arabic at the expense of French, Tamazight, and Algerian Arabic (*darija*) also referred to as dialectal Arabic, was known as *Arabization.* This policy was launched to get rid of the French language, perceived from a historical political perspective, as the language of the colonizer, and the local varieties deemed as a threat for national unity.

Amazighs have reacted against this policy of linguistic and cultural homogenization; they considered that the status of Arabic as the unique national language was in itself a denial of the historical facts attesting that the natives of Algeria are the speakers of that marginalized language and culture as well. According to Fodil (2017) and Belmihoub (2012), this led to a series of demonstrations, starting from the 1980s and ending by the success of Amazighs to obtain an official status for their language in January 2016, after being English is the last important language to settle in Algeria, though it arrived only after World War II. As it quickly became the language of technology and modernity, it took root and started being taught in school after the independence and was recognized as a second national language in 2002(Fodil, 2017).

Another factor promoting the use of English by the Algerians is the phenomenon of Globalization enhancing international relationships and commercial exchanges, in addition to language policies implemented by Algerian authorities giving it the status of a second foreign language .It is for this issue that the next section will be devoted.

1.3.2. The emergence of English in Algeria

In the previous pages, the spread of Arabic and French in the geographic area known as Algeria was discussed. The case of English in Algeria is different to some extent. It is

different from the case of Arabic for it has neither been associated with a local religion nor has it been imposed as an official language. And it is different from the case of French for, it is not perceived as the language of the colonizer. We may say that English made its way to Algeria in a peaceful way.

Fodil (2017) links the first presence of English in Algeria to the landing of the American parachutists in Algiers, in November 1942. During the period spent by the parachutists spent in the capital, they used as a beachhead for their military operations against Germany, contact occurred between the soldiers and inhabitants of the city. Some Algerians had a positive attitude towards the newcomers, because they had the same enemy at the time. Therefore, this motivated them to learn a certain amount of English vocabulary, for selling and buying purposes. He adds that English words such as: *business, chewing gum, whisky, dollar and cigarette*, owe their existence in the Algerian linguistic repertoire to the previously mentioned historical event.

Bouhadiba (2006) claims that English thrived into Algeria before the 1980s and that Algerians' access to American folksongs, films, British Council as well as the Afro American Institute encouraged them to master English. Their motivations being not only vocational but also to learn the culture permitted them to learn better the language. (cited in Belmihoub, 2012).

In this respect, Fodil(2017) says that what also encouraged the learning of English, is the emergence of foreign companies in Algeria (especially in the South) that hired many Algerian workers for whom mastery of the international language was a requirement.

During the 1990s, the Algerian educational system offered the teaching of French as a subject starting from the fourth grade (in the Primary school) and the teaching of English as a second foreign language from the eighth grade, or first year in the Middle school (Bouhadiba, 2006).

1.3.2. English in the Algerian public sphere today

Many studies have been conducted about English in the Algerian teaching and learning contexts, while the presence of this language in the public sphere was not accounted for, until recently. Therefore, a number of studies starting from 2016 and dealing with the issue of linguistic landscapes ,were devoted to this issue.

Fodil(2017) and Sidhoum(2016) investigated the use of English by Kabyle shop owners in the cities of Bouira and Tizi Ouzou, to label their shops. Through these works, it has been found that shop owners perceive English as a language of novelty, modernity,

fashion, reliability, high class … etc. As a result they opt for English to name their shops to draw a connection between these supposed attributes and the items sold in their shops. These assumptions held by Kabyle shop owners bear witness of the high prestige English is acquiring in the business sphere (Fodil, 2017). Notably Fodil's work stems from his observation of the fact that names of shops composed in English doubled in three years.

Kasdi (2016), worked on the same issue but in a different sphere: that of fine arts. In her Master dissertation Radia Kasdi, endeavored to unveil the ideologies Maghrebi singers, using English in their song lyrics, intend to convey. Her research concluded that Maghrebi singers, including Algerians, use English either as a way of denouncing what they judge negative in their societies, and call for change, or to reach a wider audience at the international level (Kasdi, 2016).

1.3.3. The attitudes of Algerians towards English

The recent increasing display of English in the Algerian LL, raises questions about the nature of the attitudes Algerians have towards this global language. Benrabah has attempted to answer such questions through distributing a questionnaire to a number of Algerian students from three Algerian urban cities namely Oran, Saida, Ghazaouet. In the questionnaire the students were asked to agree or disagree with three statements, which are the following: 1) English will replace French in Algeria, 2) scientific subjects should be taught in English, and 3) to opt for English without excluding French. Interestingly, 49.9% of the students were against English replacing French in Algeria. Furthermore, 62.3% do not accept English as a medium of instruction of scientific subject. However, 76.4% showed readiness to opt for English without the exclusion of French from the Algerian linguistic scene. This reveals that English, though having gained a certain degree of importance, is not strongly grounded in Algeria, especially in the line perspective to be used as a substitute for French. It is rather welcome as an additional language beside the other existing languages.

Benrabah (2013) has also measured the attitudes of his respondents towards English by asking them to list languages which they think will allow them to live and prosper in Algeria and elsewhere as well. 58.6% have chosen Arabic, English and French. These answers reveal to some extent the fact that Algerian students are aware of the importance of English as a language of wider communication.

Another research investigating the attitudes of Algerian students towards English, is that of Fodil (2017), conducted at the university of Tizi ouzou. Observing that the number of

kabyle learners registering to study English at the Mouloud Mammeri University of Tizi Ouzou increased overwhelmingly, to surpass the number of learners willing to study French for the first time in history in 2017. Fodil (2017) distributed a questionnaire to all the first year students from the English Department of the University Mouloud Mammeri of Tizi Ouzou. Only 178 answered the questionnaire.35.4 % of the respondents answered a question about the motives leading them to opt for English, by saying that it facilitates wider communication. Whereas 23% said that their choice is motivated by their love for the language. These results also back the conclusions reached by Benrabah (2013), bearing witness of the increasing consciousness of the opportunities learning English can offer, especially in terms of international communication.

1.4. Free market economy and business in Algeria

Different phases have characterized the history of the Algerian economy since 1962. At the dawn of the independence, Algerian decision makers opted for a bureaucratic socialist economy. Therefore, all the aspects of the economic sphere were under the monopoly of the government including industry, prices, international business … etc. This period saw a large investment in the domain of agriculture using the incomes from fuel. Especially that its prices saw a remarkable increase during that period (Baghdad, 2005). The oil crisis of the 1980s was not without effects on the Algerian economy. In 1980 this latter was living one of the worst periods of its post independence history. The collapse of oil prices, the mismanagement of institutions made the Algerian government opt for important changes to improve its economic policy, which proved its failure especially that its economy was immersed in indebtedness, and the state owned companies were unable to satisfy the needs of the population .These changes consist in the process of privatization of many firms and companies that were once state owned, giving opportunities for Algerian businessmen to create their own business, more openness towards the world market by allowing foreign investments on the Algerian territory especially its South and the liberalization of international trade (Sadi, 2005, cited in Bendahmane, 2011). These decisions stem not only from the hardships the Algerian government encountered, but also from a number of conventions that were signed with the International Monetary Fund, on April 1994 and April 1995.(Bendahmane, 2011). In sum, Algeria opted for the free market economy as it sought economic efficiency that could not be achieved through Socialism.

1.5. Defining the concept of Advertising

It may be true that "*advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is*" (Goddard, 1998), but the place it has acquired in our modern society has become so unchallenged that it raises much interest. According to Cook (2001) it is everywhere in contemporary society, it is with us everywhere even on the label of something we are using. Mc Luhan (2004) sides with this view, claiming that advertising has become the art of the world (quoted in Danesi, 2014: 273). Therefore it can be understood that it has become one of the realities of the 21st century and "*its presence seems so unshakable and secure*" (Cook, 2001), even the names of products we use in our daily lives are a kind of advertising.

As a concept, advertising may seem easy to define, however being one of the most controversial of all contemporary genres as Cook suggests, there is no agreed upon definition attributed to it. The Collins Concise Dictionary describes it as "*the promotion of goods or services for sale trough impersonal media*" (Cited in Cook, 2001), and the Oxford Basic Dictionary as the act of "*telling people about things to buy*". Both definitions agree on the presence of a product in advertisements.

Focusing on the communicative as well as informative aspects of ads, Daharwal (2006) suggests that "*advertising is an art used to familiarize the public with the product by informing its description, uses, its superiority over other brands, sources of its availability, and price etc. Advertising is not only merely propaganda but is a paid form of communication*" (Cited in Abed Ali Attab and Rashid, 2015: 14-15). Guy Cook views such definitions as failing to account for one of the important features of ads, which is diversity. Hence, they exclude the varieties that do not intend to sell a product. He adds that the selling power is not necessarily the only function of ads; "*they may also amuse, inform, misinform, worry or warn*". About the same issue, Shi (2014) says that the main purpose of advertisements is to send out a message to the public or consumers to "*promote the sale of a product or service to influence the public opinion, to gain political support, to advance a particular case... or to elicit some other response desired by the advertiser*" (Cited in Abed Ali Attab and Rashid, 2015: 15). This definition may be said to tackle the main purposes of contemporary advertising.

We can deduce from the above quoted passages that advertising is a form of communication that makes use of language in a creative way, so that it will grab the attention

of its perceivers. Advertising may aim at selling a product or a service, by the means of informing a target audience about it, with emphasis on the advantages it may offer, as it can have the objective of informing, warning, misinforming, worrying a group of people about a given issue. The ads containing advice for drivers to avoid road accidents may be an illustration of this kind of adverts. It is also worth mentioning that businessmen pay large sums of money having their products and services advertised.

Notably, despite the dominance of the linguistic medium in advertisements, one cannot exclude other elements such as images, music, colors etc. Which are used to support the linguistic component and attract more attention .Therefore, contemporary advertising makes an intensive use of multimedia resources.

1.5.1. The Language of Advertising

A challenge that advertisers meet in general is that of using a minimum of words to achieve maximum effect. If this may lead to something it will lead to a specific kind of language, different from the language people use in their daily lives. While designing ads copywriters, try to make their language catchy and easy to remember (Vasiloia, 2009: 1). This is mainly done in order to attract the attention of the target receivers of the message they want to convey and have it stuck in their memories. This usually results in a distinctive use of language characterized by the use of bizarre and controversial statements in unusual ways, deviations from the rules (ibid). This can be seen for instance in the use of incorrect spelling.

Notably, creativity is a key feature in the language of ads. Therefore copywriters often find themselves playing with words, manipulating their everyday meaning, use words out of their usual context or even create new ones (Vasiloia, 2009), to produce texts which are highly wrought as any piece of literature (Goddard, 1998). The French Creative Director Olivier Altmann, of the Agency Publicis Conseil asserts that: "*Advertising is one of the few ways you can be creative and make money at the same time*" (Cited in Tungate. 2007:4).

It is obvious that ads use language in a purposeful way, hence the frequency of a number of linguistic functions, which are: the appellative, the descriptive, the expressive, the poetic as well as the narrative. Vasiloia (2009) suggests the language of advertising needs to be defined regarding the functions it fulfills. She considers that the first and foremost function of this language is the appellative, which consists of the intention of creating a desire within the perceivers of the ad for a product or a service. This latter is named the *conative function* by Jakobson, which he defines as one which fulfilled when language is used to exert an effect

on people (Jakobson, 1960). This is reflected in the ads since they exert an effect on the target potential consumer. The descriptive function, she claims, is embedded in the descriptions of products in TV ads or on their packages. As for the expressive function, it is found in ads containing statements made by the company about their products, philosophy and visions. Another function expressed in ads, is the narrative function which is frequent in testimonial ads, showing consumers who tell others about their experiences with a service or a product.

Geofferey Leech (1966) in his part has outlined a set of features, the language of successful ads should respond to. He suggests that copywriters need to emphasize *attention value*, *readability*, *memorability* as well as *selling power* to better achieve the objectives of ads. He means by the attention value, the attractive character of ads which use a variety of linguistic devices to grab the attention of their readers, or listeners. Goddard (1998) notes in this respect that "*written advertisements have to compete with each other and with all sorts of other texts in our richly literate culture. So copywriters have to find ways to shout at us from the page*" (p.11). Correspondingly, besides the task of attracting the attention of people, copywriters, are also required to compete with other ads and genres as well. This explains the unusual way they tend to use the language.

By *readability*, Leech means the use of plain easy language lexis and structures, to meet people's desire of quick understanding with minimum efforts. In addition to being attractive and readable, ads need also to be memorable, that is: the expressions used in ads have to be amusing in a way that makes them stick into the memory of the target audience. To enhance this, copywriters usually resort to techniques such as repetition of some items (initial or ending sounds, grammatical structures, rhythmic pattern, brand names and slogans…). Moreover, the *selling power* is a frequent feature in ads; it is achieved mainly through the use of instruction. Imperatives and directives suit this function, thus copywriters tend to tell people what actions to take (cited in Vasiloia, 2009).

1.5.2. The Role of Advertising in Business

In today's Capitalist world, competitive fight in the field of business is the norm rather than the exception. Therefore, companies find themselves compelled to make known the qualities of their services and products, and give their would-be customers reasons to choose them among a wide variety of other competing businesses as well. According to Trehan and Trehan (2011) "*market is controlled by consumers so companies have to persuade and attract the consumers for selling their products and services*" (cited in Terkan, 2014:240).

Advertising is important for competition among businesses, as it is used frequently in this sphere to show how a product or a service *"has more benefits, or is more effective, than similar competitors"* (Greene, 2018). This makes it an integral part in business as it gives companies chances to make consumers aware of the existence as well as the qualities of their services and products in a way that helps them to improve their sales, in addition to being a competitive tool for them among their rivals (Terkan, 2014).

1.6. Linguistic landscape

The invention of the written word allowed language to be graphically represented on physical space, that is to say: thanks to writing one can see language on papers, books, walls… etc. The written language which is encountered in various outside settings from any teaching and learning context, contributes to shape what is called the linguistic landscape Landry and Bourhis, the pioneers of this research area, were the first to introduce this concept in their seminal work on Ethnolinguistic Vitality and Public Signage in Canada. Therefore, the definition they have attributed to it was cited in many works (Bakhaus, 2006; Ben-Rafael, Shohamy, Amara, and Trumper Hecht, 2006; Censoz and Gorter, 2006; Gorter, 2006a, 2006b; Huenber, 2006; Fodil, 2017, etc.). Their definition is the following:

> The language of public road signs, advertising billboards, street names, commercial shop sings, and public sings on government buildings combines to form the linguistic landscape of a given territory, or region or urban agglomeration .(1997, p.25)

This definition suggests that when conducting a LL research, there should be a specific geographic area under investigation. Any linguistic sing existing in that area outside of school, on road sings, wall graffiti, government buildings, commercial sings including brand names, companies' names, the language typed on packaging… all these forms of written language construct its LL. Therefore written language is the central element in LL. This point is emphasized by Gorter (2006) who holds that '*LL research is concerned with the use of language in its written form in the public sphere*' (2006:2). Notably, what LL can reveal a significant amount of information about the social and sociolinguistic situation in the area where it exists; this is especially true for multilingual areas.

According to Landry and Bourhis (1997) LL can function in two ways, it can have an informative as well as a symbolic function. It is informative in the sense that it provides information about the linguistic characteristics, territorial limits, and the language boundaries of a given territory (p. 25). It may also inform about commercial products or services in the case of ads displayed in public spaces (Fodil, 2017). The symbolic function of LL consists in its being an indicator of the power relationship between the languages coexisting in a

territory; the inclusion of a language in the LL of a given area especially concerning its use in government issued signs, reveals the high status the variety enjoys in the area, as well as the dominance of the community using it in that place. Conversely, the exclusion of a variety from the LL generates a feeling of marginalization within its speakers for it is deemed as a form of denial of their identity. Exclusion usually reveals a low status and limited use of a language in a community (Landry and Bourhis, 1997).

Furthermore, when it comes to the study of LL, a distinction between "top-down" and "*Bottom-up*" signs should be made." *Top-down*" signs are government issued signs whereas the "*Bottom-up*" signs are private issued signs (Ben-Rafael, et *al*., 2006).

It is also worth noting that, despite its being a branch of Sociolinguistics, the messages conveyed by LL are also of interest to a wide variety of other disciplines such as: geography, education, sociology, politics, environmental studies, semiotics, communication, architecture, urban planning, literacy, applied linguistics and economics (ibid).

1. 6.1. Written language in the linguistic landscape

Writing refers to the ability to represent language graphically, hence make it visible (Woods, 2010, p.15), thus it frees speech from time as well as spatial constraints (ibid). Therefore, in acts of communication where the sender and receiver of the message are spatially distant, the written medium becomes the most convenient means of communication (Bruthiaux, 1996). This explains the remarkable amount of written language displayed in public space by different people playing different roles in society. Linguistic landscapes are made of a large amount of written signs, which have different meanings and functions, however they share some features in common. In addition to their graphic nature, signs displayed in public space do not have a recognizable emitter and are not meant for special receivers (Backhaus, 2007). That is to say, one can be given information about the originator of the sign, by the nature of the sign itself, yet this originator cannot be referred to as a single recognizable individual, but as whole institutions, entities or groups (ibid). Moreover, despite the existence of some signs that seem to have a particular target audience such as commercial signs intending to sell cosmetic products for example appear to target exclusively the female audience, while in fact, even other people (those who can read of course) can read them because they are present in the public space, which allows "*anyone coming into appropriate distance*" to perceive them ,for once they become part of the Linguistic Landscape anyone in sight can have free access to them *(ibid)*.

1.7. The triadic Semiotic Peircean Sign

1.7.1. Defining the sign

Charles Sanders Peirce defines the sign as follows: *"a sign is something which stands to somebody for something in some respect or capacity"* (Peirce, 1931, cited in Fodil, 2017:3). First this means that a sign cannot be a sign, unless it is meaningful, that is it needs to make a sense for the person who perceives it (Chandler, 2002, cited in Backhaus, 2007). Second, a sign for Peirce always stands for something, in other words, the function of signs is only to represent rather that to replace what they are used to refer to. The last point in Peirce's definition is that signs are meaningful in some respect or capacity. This means that, a sign can have different interpretations in different contexts, cultures, languages, or may even be interpreted differently by different persons having lived different experiences, which gives this theory its pragmatic character.

1.7.2. The modes of being

Charles Sanders Peirce is one of the prominent figures in the field of Semiotics, and the discipline he founded considers not only linguistics signs like semiology, but all types of signs that are liable to be interpreted. In his famous theory he elaborated a triadic model of sings, consisting of a *Representamen*, an object, and an *Interpretant*. These three elements are closely related to the three modes of being Peirce has identified. The first mode of being labeled as Firstness is related to the object, *Secondness* is related to the *Representamen* and *Thirdness* to the *Interpretant* (Fodil, 2008).

Firstness for Peirce is a mode of being in which things exist but their existence is not yet manifested in any concrete objet. Elements from the realm of *Firstness* are generally a set of qualities, values, and emotions. Their existence is not influenced by any existing element in the world, more explicitly they exist independently from people's will or opinions. Besides, one is never able to perceive them unless they are manifested in elements from the realm of *Secondness* (ibid). For The sake of illustration, one can fancy the notion of sadness Before it is manifested in some fact, or event it cannot have a single definition, or have fixed features. Although its existence is recognized and is unaltered, yet it is not possible to perceive it without its presence in things like tears, dark clothes (this is only true in some societies), mourning, paleness... which are all elements belonging to *Secondness*.

Secondness in Peircian terms is the mode of being encompassing all the perceived objects of the world. They are the manifestation of an element or elements of *Firstness*. For

instance, in a white board the qualities of whiteness, flatness, and rectangularity are manifested. In different terms all the things perceived via one of the five senses, many or all of them, is said to belong to the world of *Secondness* (ibid). To establish a relationship between elements of *Firstness* and those of *Secondness*, acquaintance with elements of the third mode of being Peirce calls *Thirdnes* is required.

Thirdness is a mode of being that involves all the knowledge and experience individuals learn or acquire during their lifetime, thanks to different experiences. It allows them to make sense of different signs they are surrounded with, which makes the process of *Semiosis* occur (ibid). In other words, people use their knowledge and life experience to distinguish between things, identify reasons behind phenomena, attribute qualities to objects of the world, etc. Therefore, the larger is one's acquaintance with elements of *Thirdness*, that is, knowledge, the more is their ability to make sense of the world. For example, knowledge of the different rules governing the English language allows a person to understand English speakers, and any linguistic sign which is in this language.

1.7.3. The three facets of the Peircean Sign

Unlike Ferdinand De Saussure, who conceptualized a dyadic model for the linguistic sign, consisting of a *Signifier* and a *Signified*, the American thinker Charles Sanders Peirce is known for his triadic semiotic sign, which is the combination of a *Representamen*, an Object together with an *Interpretant* (Johansen, 1993).

The *Representamen* for Peirce is "*the form the sign takes*" or the "sign vehicle" (Chandler, 2007:29). That is to say, the sign can appear in different shapes, it can be a behavior, a color, a word (written or spoken), a smell, etc. As for the *Object*, it is "*something beyond the sign to which it refers*" (ibid). In other words, it stands for the object of the *Representamen* brings into the mind of its perceiver, for instance the word chocolate on a product package brings into customers' minds the idea that inside that package there is chocolate. What the *Representamen* refers to is always different from its object, this is why signs are always said to represent things rather than replace them. Last, the *Interpretant*, is defined as" *the sense made of the sign"* (ibid), or the way one makes sense of the sign. It is any knowledge about anything that makes the occurrence of *Semiosis* possible; this means that it acts as a medium which relates the *Representamen* to its Object. To illustrate, mastery of the English language, which is the knowledge one has about the linguistic rules which

permit the users of English to communicate effectively, acts as the third or medium which relates the word food to its concept: what people and animals eat in order to survive.

1.7.4. Icon, Index, and Symbol

Peirce distinguishes between an icon, an index and a symbol on the basis of the relationship the sign has with its object (the sign here refers to the *Representamen*) (Johansen, 1993). This relationship may be natural, conventional (arbitrary) as it may be a relationship of similarity between the sign and what it refers to. We speak of a natural relationship while dealing with indexes. *Indexes* are present to indicate something else they point for, for example footprints on the sand indicate that someone walked on that place. As for the arbitrary or conventional relationship, it is present mainly in the linguistic signs, this relationship is learned and acquired at school (as in the case of language) or acquired (as in the case of social norms) (Chandler, 2007), for instance the word *bee* was chosen by the English speaking community to refer to a species of insects, despite the absence of anything in that insect which indicates that it should be called so. As a result, different languages make use of different words to indicate the same concepts. Unlike indexes and symbols, the relationship which exists between the *Represenamen* and the *Object* of an *icon* is one of similarity. An *icon* is a sign used to represent something that exists in reality, through imitating some of its features (ibid). Pictures of people and objects, drawings of natural landscapes …fall under this category of signs.

1.8. The classified advertising register

1.8.1. Defining register

Language can perform an array of roles beside the propositional one. The different roles it plays, in different situations may give birth to a set of linguistic features (lexical and syntactic), which happen to characterize the linguistic variety used in that specific situation for a well determined function (Bruthiaux, 1996). Ferguson (1994) notes that "*a communication situation that occurs regularly in a society … will tend over time to develop identifying markers of language structure and language use, different from the language of other communication situations*" (Bruthiaux, 1996:26).From a linguistic perspective, these specific language varieties are referred to as registers. In the broadest sense, registers are defined as "*a language variety defined by a single functional characteristic*" (Besmier, 1980 quoted in Bruthiaux, 1996:8). In other words, registers, with their various features, are always associated with a specific communicative function they are intended to perform in specific

contexts. In the same context, Haliday and Hasan argue that what determines a register is the situation they are used in, by defining them as "*varieties according to use.*" (1989:41, quoted in Bruthiaux, 1996:8).

In the narrow sense, a register is defined as "*a restricted set of features correlating with a unique condition of use that offers little or no room for creativity, as in the narrowly focused and highly regulated register of air traffic*" (Fitzpatrick, Bachenko, & Hindle, 1986; Robertson, 1987, cited in Bruthiaux, 1996:8). Despite the key features of registers brought into light in the previously reviewed definitions, this latter applies more to the classified advertising register (CAR from now), being subject to many restrictions, and the language of names of brands and companies, We shall therefore focus on CAR as a general framework to describe the language of advertising.

1.8.1 CAR as a simple register

There are situations that require language users to adjust language, so that it copes with the context of use. These adjustments are a reason, among others, which results in linguistic simplicity. Lack of linguistic competence, space and time can give birth to simple registers labeled handicap registers or economy registers respectively. Baby talk, Foreigner talk, and pidgins fall under the first category. Whereas economy registers encompass telephone messages, personal diaries etc (Bruthiaux, 1996), and the language of instructions printed on packaging, (Ferguson, 1971 cited in Bruthiaux, 1996).

Linguistic simplicity can be perceived in many aspects of language, for example simplicity seekers can resort to limited syntactic elaboration and the use of nominal groups, frequent omission of articles, copulas, and auxiliaries (Bruthiaux, 1996). Ferguson (1982) enumerated a set of features frequent in simple registers: the use of short and general lexis, monomorphemic words, replacement of complex words by simpler ones, dominance of coordination at the expense of subordination, constant word order, low frequency of subordination, the presence of word stems with little or no inflections, in addition to the absence of function words, copula, and pronouns. (Cited in Bruthiaux, 1996)

Bruthiaux (1996) argues that "*spatial constraints boil language down to the bare essentials of linguistic structure*"(p. 15) .Thus, under the influence of severe spatial constraints CAR texts reflect many features of the ones listed by Ferguson, which makes it a simple register falling under the category of economy registers.

1.8.3. Features of CAR

As in any other instance of advertising language, CAR texts producers do not intend to receive immediate feedback for their messages. Because "*The language of advertising is by definition nonreciprocal*" (Lakoff, 1982, quoted in Bruthiaux, 1996:.24), this also applies to CAR which targets linguistically competent unknown readers, but who are unable to interact with the text producers through immediate feedback (Bruthiaux, 1996). Therefore, as a form of communication, CAR can be considered linear to some extent, as it does not allow for interaction between the generator and the reader of the text. "*Since the medium offers no second chance for clarification, the message of each ad must be explanatory*" (ibid:24). Consequently, the language of CAR needs to be clear, plain and free from ambiguities. Moreover, unlike oral registers which allow speakers to use various non-linguistic tools to attract the listeners' attention, or *headlinese* which relies on pictures to raise the readers' curiosity and interest, CAR texts can only invest in the language to do this. Correspondingly, CAR needs also to be attention grabbing to a large extent. However, CAR writers are not constrained by time limits; as a result they have sufficient planning time to edit their texts and make them fit with the requirements of this language variety (ibid, p.24), this may be said to be responsible for the face to face like language found in this register. Constraints are instead imposed on the space that should be occupied. Hence, much consideration should be given to the amount of language to be written, which varies from one newspaper to another. It is these spatial constraints which give CAR much of its distinctiveness (ibid: 15).

The effects of the limitations on the space available in CAR are marked in many of its features. First, being an economy register, the aim in CAR is "*to combine economy with maximum communicative effect*" (Bruthiaux, 1996:70). More explicitly, it intends to convey a maximum of meaning, using a minimum of lexis. This explains the predominance of content words at the expense of function words. Auxiliary verbs, prepositions, articles, conjunctions, and pronouns are seldom encountered, because syntactic elaboration is kept to a minimum in this type of texts.

Verbs, despite being content words, are also scarce, instead nouns and nominal and adjectival chains play a central role in CAR. These chains usually produce collocations, lexical compounds, and lexical coordination. Lexical coordination serves the objectives of CAR, for it is a means of integrating large amounts of information in little space, (Bruthiaux, 1996). Abbreviations too serve this objective which makes them a defining characteristic in this register.

The corpus of the present research consists in a number of company names and brand names, which are part of the language of advertising. According to Piller (2002) "*the brand name is arguably the most central linguistic item of an ad, it is what is all about*" (cited in Sidhoum, 2016:23). Then this type of language plays a key role in ads and in business thus it deserves to be the subject of scholarly attention.

Conclusion

This chapter has reviewed the main theoretical points relating to the main concepts of our research. In its eight sections, it explained the effect of language contact resulting from trade and military conquests on languages. Then it provided an overview about the current status of English in the world as a global language. After that, it presented the major historical factors which led to the present multilingual situation in our survey area: Algeria, and the position English occupies among other languages spoken in this area. It also explained the impact of the implementation of the Free Market Economy on business in Algeria. Besides, it introduced the concept of advertising, then the discipline of Linguistic Landscape, the Peircean Triadic Semiotic Sign, and last the theoretical framework: Bruthiaux's CAR model.

Chapter Two
Research Design

Introduction

This chapter is devoted to the research design. It introduces the methodology used to reach answers to the research questions. First, it provides a description of the context of investigation. Then, it lists the procedures followed for the data collection; the data is obtained in two ways: by capturing names of Algerian companies and brands written in English, which is is done either by taking pictures of the names, or by using the internet to search for them. The other way used to collect data consists in questionnaires administered to 50 company owners or managers from Tizi Ouzou, Boumerdes, and Algiers. The research uses a mixed method including both the quantitative and qualitative analyses. The quantitative study features the corpus, which is made up of the brand names and names of companies, and the qualitative analysis makes use of the Qualitative Content Analysis (QCA from now) to interpret the data. As it considers the results of the questionnaires and the corpus .The Peircean Triadic Theory of Signs and Bruthiaux's Discourse of Classified Advertising and Landry and Bourhis' Linguistic Landscape will serve this purpose.

2.1. Description of the survey area

This research is carried out in Algeria, a country where two languages enjoy an official and national status namely Arabic, and recently Tamazight. Additionally, the French language has a special position in the Algerian context; despite being deemed as the language of the colonizer, it is still the first foreign language both inside and outside of school (Fodil, 2017). As for English, despite the tendency of Algerians to use it and integrate into their LL, yet it is officially a second foreign language and is marginalized to some extent compared to French. Petroleum production in this territory attracted many foreign companies to invest in its large Sahara. Companies from France, Italy, China, Turkey, Korea, the United Kingdom, and the United States of America hire a large number of Algerian workers in addition to workers from different nationalities. As a result, the learning and use of English is encouraged in this sector of activity.

2.2. Procedures of data collection

In order to account for the presence of English in the Algerian LL, more precisely in the business sphere, research on the Internet about a wide variety of Algerian products and companies was made, and screenshots were captured when an English name was encountered. Moreover many shops were visited to collect pictures of the products holding an English name. Furthermore, questionnaires were distributed to a number of Algerian businessmen,

using English, for the purpose of knowing the motives urging them to choose English. The mixed method approach is adopted as a methodology for both collecting and analyzing the two types of data. This approach was favored for such a study: because it leads to a full grasp of the matter from the real life actors namely: businessmen, who are responsible for the sign creation and use.

2.2.1. Research on the internet

In order to obtain a list of the Algerian companies, two main web sites were relied on, which are: dz.kompass.com and Almouchir.com. These two sites enabled us to have access to a full list of Algerian companies classified either by field of activity, or by the region where they are located. They also give information about the companies such as the name of their owners, their address, phone number or e-mail. We examined the names of the companies one by one and selected those having an English name and those whose name include t least an English word to collect a corpus amounting to 1855 names. Internet research was also a helpful data collection tool for collecting the pictures containing Algerian brand names written in English. This was possible mainly through consulting the Facebook pages of some companies and through research n Google about Algerian products as well as Algerian ads. This research was conducted in the period between January, 2018, and April 2018.

2.2.2. Photography

Photography is an important data collection instrument, especially when the study in question is about LL, it becomes unavoidable. It is also useful in the sense that it minimizes the possibility of error as it keeps track and record of all the signs. In this study, photos of some products' packaging were taken between February, 2018 until April, 2018.

2.2.3. Limitations

It is worth mentioning a number of hardships that were encountered while working on this research. First there are some factors beyond the will of the researcher that shaped the choice of the data collection instruments. Interviews were to be used in order to elicit information from the owners or directors of companies. Yet, many participants we met have shown their preference to answer questionnaires rather than respond orally to questions of the interview. Some of them preferred questionnaires for they allow them to have time to reflect about their answers. Because we were unable to obtain interviews, we left the questionnaires to be answered.

Another factor that may affect the representativeness of the corpus is our reliance on web sites for collecting the names of companies, rather than on digital photography. This is mainly due to our large survey area, that is covering the 48 towns and cities of Algeria to take pictures of the displayed names of companies is beyond our reach. However, more than 1800 names of companies, from 42 Algerian cities were collected.

2.2.4. Questionnaires

Questionnaires are important data collection instruments, they consist in a set of questions or items, which allow researchers to elicit answers from their participants, thus to collect considerable amounts of data in a short period of time (Dorney, 2003). Furthermore, the nature of questionnaires allows respondents to reflect on their answers for they provide them with more time to reflect on their answers, especially that they answer in the written medium.

According to Brown (2001) questionnaires are a series of written questions or statements, to which respondents react either by answering in their own words, by yes or no, or by selecting from possibilities provided by the researcher. He adds that, they are of great efficiency to gather information at a large scale.

The questionnaire we have designed is made up of fourteen (14) questions arranged in three (3) sections. The first section is entitled profile of the participants; it includes eight (8) questions targeting information about the owners of the companies, their level in English, the companies and the brand names. As for the second section, it is called reasons behind the use of English to label brands and companies. The two (2) questions of this section intend to unveil Algerian businessmen's motives for naming their companies and brands in English. The third and last question is labeled attitudes of the Algerian businessmen towards English; it is made up of four (4) questions about the attitudes Algerian businessmen using English hold towards this language. Fifty (50) questionnaires were translated into French then administered between April and May, 2018. In order to analyze the gathered data we have relied on Microsoft Excel 2007 Programme to arrange it using tables and diagrams. We have proceeded to the calculation of the percentages by the rule of three.

2.4. Procedures of data analysis

2.4.1. The rule of three

The collected data in our work were used to generate numerical data. The labels of companies, the brand names as well as the participants' answers to the close-ended questionnaire questions, which explore their attitude towards English and their expectations concerning the future of this language in the Algerian business sphere. The signs are classified into different sign categories (the companies' sector of activity, regions, nature of the products), and the answers are transformed into percentages, using the rule of three, which is applied as follows:

$$X= \frac{Z \times 100}{y}$$

The symbol X is the calculated percentage, Z is the total number of the participants or the collected names, and the Z stands for the value of the category of similar answers or signs.

2.4.2. Qualitative Content Analysis

In the present research, results of the questionnaires and the names of brands and companies are analyzed with three main objectives in mind, first, in order to figure out the reasons behind the new linguistic practice, consisting in the use of English for naming products and companies. Second, to identify features shared between the language of CAR and our corpus. Last, to unveil the hidden messages the English signs vehicle. Therefore (QCA) is the most convenient method for interpreting the answers collected by the questionnaires in association with the corpus (the names of brands and companies). QCA received many definitions, among which we cite the following by Hsieh and Shanon who describe it as "*a research method for subjective interpretation of the content of the text data through systematic classification process of coding and identifying themes or patterns*" (2005, p.2). Notably, while applying QCA three approaches come into play, namely the conventional, the directed or the summative. All of the three approaches are useful for the interpretation of the interpretation of the content of text data. However, this research will rely on the directive content analysis. This approach implies the researcher's use of an existing theory or prior research findings, which can provide guidance for identifying key concepts as preliminary categories (Potter and Levine-Donnerstein, 1999). Accordingly, to analyze the collected signs consisting of brand and companies names we resorted to Bruthiaux's CAR model for the linguistic analysis which will allow the identification of shared features, if there are any, between the language of the corpus and the classified advertising register, Peirce's Triadic Semiotic Theory of the Sign for the semiotic analysis which permits to unveil the indirect messages conveyed by Algerian businessmen through the names written in English,

in addition to previous works in LL to account for the reasons behind Algerian businessmen's use of English for the labeling of their brands and companies.

Conclusion

This chapter has outlined the methodology employed in this study. First it has described the survey area. Then it has introduced the data collection procedures, which consist mainly in research on the Internet and taking photographs, in addition to the questionnaires. Moreover, it has laid out the techniques used for the analysis of the collected data, from the classification of the signs to the QCA of the questionnaires. These analysis methods allow for the interpretation of the reasons behind the use of English in the Algerian business sphere, the identification of similarities between CAR and the corpus and the interpretation of the deep meanings of the signs.

Chapter Three
Presentation of the Findings

Introduction

This chapter is empirical in nature. It is devoted to the analysis of the gathered data, which comprises companies' and brand names collected via photography and research on the internet, in addition to questionnaires. These two types of data were collected and administered respectively from January, 2018 to May 2018. The chapter comprises two sections: the first one presents the gathered corpus classified in tables and pie charts according to their lexicogenic processes, use or sector of activity and location. The second section presents the results of the questionnaires.

3.1. The corpus

A: companies situated in the center.

B: Companies situated in the Northeast.

C: Companies situated in the Northwest.

D: Companies situated in the South.
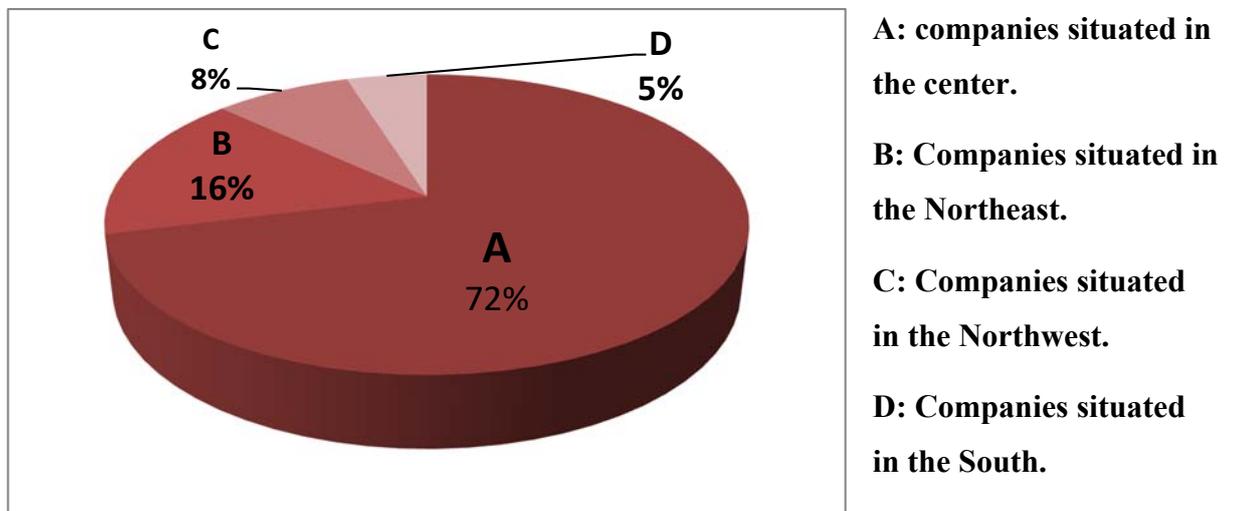
Diagram (1):The distribution of Algerian companies in four Algerian regions.

As it can be seen in diagram (1), the largest percentage of Algerian companies labeled in English, corresponding to (71.73 %), is situated in the center of Algeria where the capital Algiers and other important cities are situated.
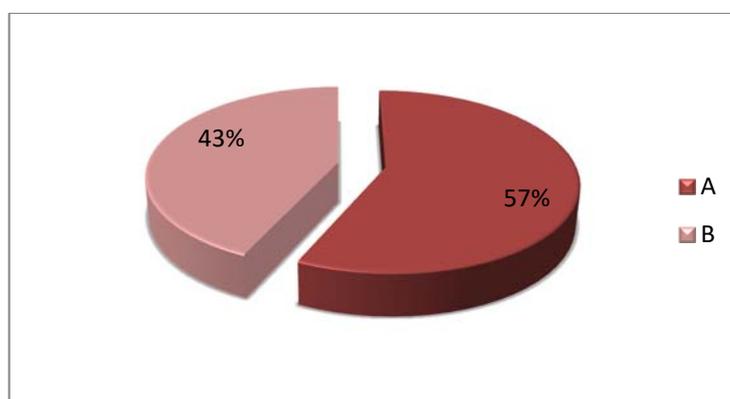
A: Companies situated in Algiers   B: Companies situated in other Algerian provinces

Diagram (2): The distribution of Algerian companies labeled in English.

Diagram (2) makes it clear that the Algerian province where the majority of Algerian companies named in English are located in :Algiers, the capital and largest city of the country, while the remaining 43% of the companies, are situated in the other 41 provinces considered in this study.

Sector of activity	Total number of companies	Number of companies whose names include English words	Percentage
Agriculture and food	2268	200	8.81%
Chemicals, pharmaceuticals and plastics	3817	162	4.24%
Construction	5824	196	3.36%
Energy and environment	970	146	15.05%
Education, training and organizations	816	108	11.13%
Computers and Internet	2417	368	15.22%
Leisure, culture, and tourism	828	163	19.68%
Electrical, electronic and Optical	2136	327	15.30%
Metals, machinery and engineering	2225	242	10.87%
Trading mass distribution and retailers	3086	244	7.90%
Paper, printing, publishing	1539	280	18.19%
Minerals	1652	192	11.62%

Business and services	4016	213	5.30%
Textiles, clothing, leather, washmachinery, jewellery	1018	135	13.26%
Transport and logistics	2685	243	9.05%

Table(1): The classification of Algerian companies labeled in English according to their sector of activity.

Remark: the percentages in this table are calculated in relation to the total number of companies in each field.

From the statistics displayed in the table above, one can see that the percentage of companies labeled in English or which include at least an English word in their names does not go beyond (20%). The sector of activity which makes use of English the most is the sectors of Leisure, culture, and tourism. Followed by the sector of Paper, printing, publishing with a percentage of (18.19%) of companies labeled in English. The third position is occupied by the sector trading in Electrical, electronic and optical equipments with (15.30%). Then comes the sector of Computers and Internet with (15.22%). As for the remaining sectors the percentages of companies labeled in English range from (15.05%) in the field of energy and environment to (3.36%) in the field of construction.

Types of products	Number	Percentage
Food stuffs	49	68.05%
Cosmetics	14	19.44%
Baby care	2	2.77%
Home appliances	2	2.77%
Detergents	11	15.27%
Electronic devices	1	1.38%
School articles	1	1.38%

Table (2): The classification of the brand names according to their thematic field.

The data displayed in table (2) clearly shows the dominance of signs standing for food stuffs in the corpus. More than half (68.05%) of the captured photographs include signs

relating to food stuffs. 19.44% of them include signs representing cosmetic products and 15.27 % represent detergents. The remaining (12 %) signs consist in the brands of school items, home appliances, electronic devices and baby care items.

Simple words	16	Phrases	396
Acronyms	656	Transliterations	56
Macaronic forms	200	Compounds and inflected words	25
Blends and clipped forms	168	Proper names and brands	237
Incorrect forms	29		

Table (3): Classification of the companies' names according to their lexicogenic processes.

Remark: The table containing the names is to be found in Apendix A.

Table (3) presents the results obtained from two internet sites: Dz. Kompass.com and elmouchir.caci.dz. A total number of 1783 companies' names, from 42 Algerian provinces, were found. In this table the names are categorized according to Tourniers's lexicogenic typology reported in Fodil's (2017) article these consist in: Simple words, Acronyms, Incorrect forms, Macaronic forms, Blends and Clipped forms, Phrases, Transliterations, Compounds and Inflected words, in addition to Proper names and brands. The above data show that the overwhelming majority of the signs which corresponds to 656 names fall under the category of acronyms. While 396 of them are phrases and 373 are brands and proper names with English words next to them. As for the remaining signs, they vary from macaronic forms (200), blends and clipped forms (168), transliterations (56), compounds And inflected words (25), incorrect forms (29), and simple words (16).

Simple words (18)	*Happy- Cross-Sun- She-Flash- Top- Shoot- Dream- Shark-cheesy-Speedo- Party- Score- Family- Twisty-Life- Fresh-Speedy- Test*
Incorrect forms (2)	*Sweety- Kool*
Macaronic Forms(2)	*Tarti Cheese- Vif Clean*
Blends and clipped forms(7)	*Maxi Top-Biscool- Choco Pillows- Dailmov Frech- Sweep Oxy- Test Matic- Diam's For Women*
Phrases(21)	*Gold Dates- Golden Smile -Happy Dry- Cheese House- Daily Joy-Fresh pop- Family Soft- Koolday- Very Good- Big Family-Tea*

	Time- Family Sharing- Stream Iron- Pure Love- Eden Star- Eden Flower- Eden Lovely-Men Expert- New Style- Master chips- Potato chips
Transliterations (2)	*Miss Wouroud- Koolday*
Proper names (15)	*Ramy Kids- Ramy Wild Buffalo-Sandy- Sidi Fredj Milk-Ramy Milk-Ramy up-Twisco- Sandy witch- Mini Sandy- Troy-Maxon- Amir Clean- Aya Beauty- Sofia Beauty- Simply Venus- Venus Nature Green-*
Compounds and inflected words(5)	*Milkospray- Smartbig- Starlight- SteamSystem- Paperline*

Table (4): The classification of the brand names according to their lexicogenetic processes.

In table (4) the names of (72) Algerian products are presented and categorized according to their lexicogenic processes. This categorization resulted in (21) phrases, (15) proper names, (18) simple words, (7) blends and clipped forms, (5) compounds and inflected words, and (2) names in each of transliterations, macaronic forms and incorrect forms.

Types of the product	Number	Percentage
Food stuffs	49	68.05%
Cosmetics	14	19.44%
Baby care	2	2.77%
Home appliance	2	2.77%
Detergents	11	15.27%
Electronic devices	1	1.38%
School articles	1	1.38%

Table (5): The classification of the brand names according to the uses of the products they represent.

Table (5) indicates an uneven distribution of the brand names written in English amongst the different commercial fields. Based on these results, the highest number of English brand names is used to represent food stuffs, with a majority of 49 signs corresponding to (68.05%), and cosmetics with a total number of 14 signs (19.44%). English brand names were also used to label products belonging to other thematic fields such as

detergents (15.27%), baby care, home appliance, electronic devices with a lower percentages comparing to food stuffs and cosmetics.

Prepositions (5)	On, beyond, to(3 times)
Articles (3)	The (3 times)
Conjunctions (52)	And (43 times), of(2 times), for (7 times)
Pronouns (5)	My (3 times), you (2 times)

Table(6) : The occurrence of function words in the corpus.

The above table presents the occurrence of a number of English function words in the corpus. It shows that the conjunctions "and, of, for" are included in (52) signs.   The prepositions: "on, beyond, to" were encountered (5) times, personal pronouns (5) times and the definite article "the" occurred (3) times.

Verbs (13)	**Fly** chemicals- max**win**- **win** adverts agency-**start** aviation- **go** wide world- **get** away travel-**print** well star- **come** back tours-**win**door- **go**fast- **Go** film-, Chihinez **rent** car- **Sweep** oxy
Modal verbs (4)	**can** hygiene- **must** voyages- **must** traiteur-world **could**

Table (7): The occurrence of verbs in the corpus

Table (7) is devoted to the presentation of the occurrence of English verbs in the corpus of this study. The numerical data it includes indicates that the obtained signs include a total number of (17) verbs. (13) of them are ordinary verbs, and (4) are modal verbs.

3.2. The results of the questionnaire profile questions

As mentioned earlier in this dissertation, questionnaires were administered to 50 Algerian businessmen, at the head of companies located in the provinces of Boumerdes, Tizi-Ouzou and Algiers. The questionnaire includes items and questions targeting the profile of our participants and their companies. The answers to these questions allowed us to elicit information of interest, mainly relating the gender of the participants, their level in English, the years their companies were founded, their sector of activity and their location.

3.2.1. The gender of the participants
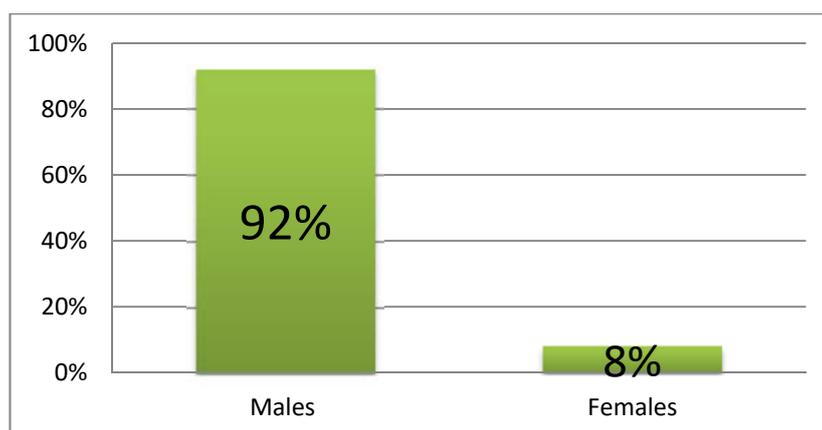
Diagram (3): The gender of the participants.

  Diagram three indicates the male dominance amongst the participants. Only 4 out of 50 participants are females, while a majority of 46 participants are males.

3.2.3. The location of the companies
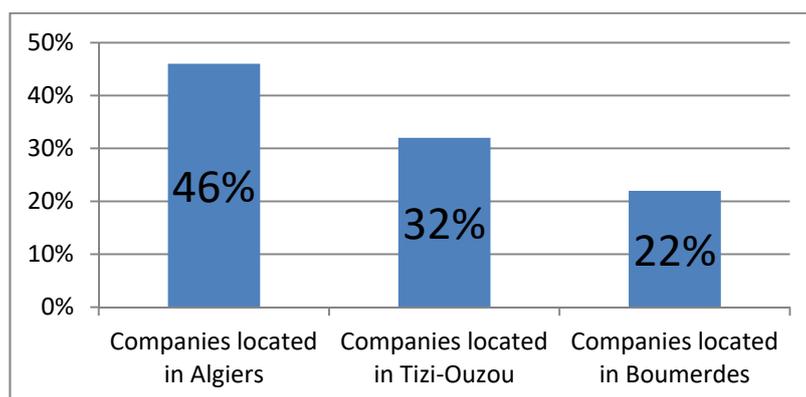
Diagram (4): The location of the sampled companies.

  From diagram (4) it is understood that nearly half of the sampled companies are located in the Algerian capital Algiers (46%).(32 %) of them are located in Tizi-ouzou and (22%) in the province of Boumerdes.

3.2.4. The companies' sectors of activity

Sector of activity	Total number of companies	Percentages
Industries	28 companies	**57.14%**
Printing and advertising	8 companies	**16.32%**

Services	7 companies	**14.28%**
Importation	5 companies	**10.20%**
Education	1 company	**2.04%**
Distribution	1 company	**2.04%**

Table (8): The classification of the sampled companies according to their sector of activity.

Remark: One participant did not answer this question.

It can be seen from table (5) that there is a remarkable inequality in the distribution of the sampled companies regarding their sector of activity. More than half (57.14%) of the companies belong to the sector of industry. (16.32) to the sector of services, (10.20%) to the field of importation and a minority of (4.08%) divided between the sectors of distribution and education.

3.2.5. What is your level in English?
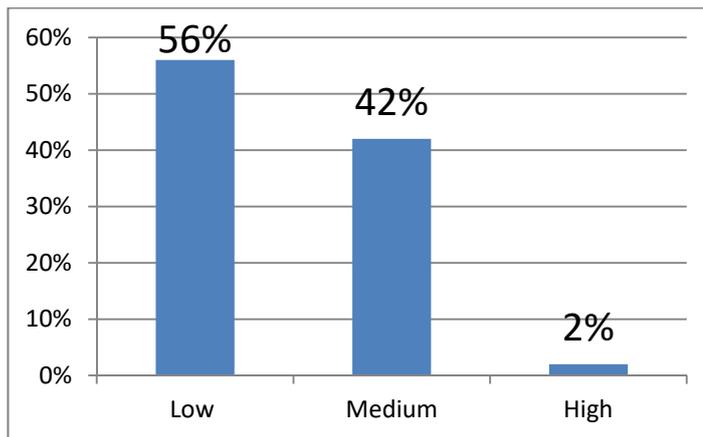
Diagram (5): The participants' level in English.

Diagram (5) is devoted to the representation of the participants' proficiency in English. A very high number (28) of the respondents evaluate their level English as weak. 21 of them evaluated their level as medium, and only one participant evaluates his/her level as excellent.

3.2.6. The years the companies were founded
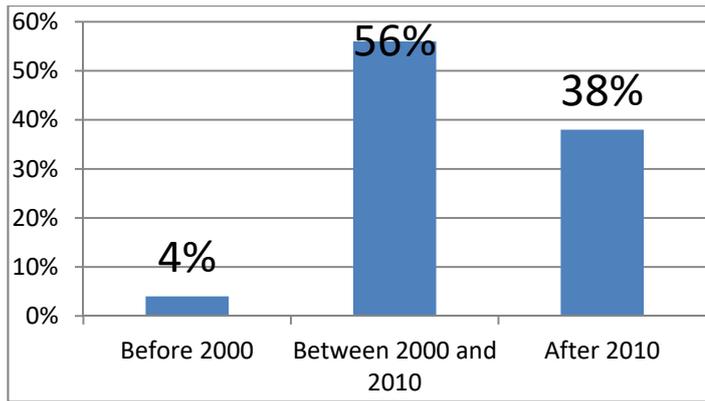
Diagram (6): The years of the foundation of the sampled companies.

Diagram (6) indicates that most of the sampled companies were recently founded. Only 2 companies were founded before the year 2000, while 28 corresponding to (56%) of them were founded in the decade between 2000 and 2010, and (38%) after the year 2010.

3.3. The results of the questionnaire close-ended questions

3.3.1. Is there any other message you want to convey through this name?
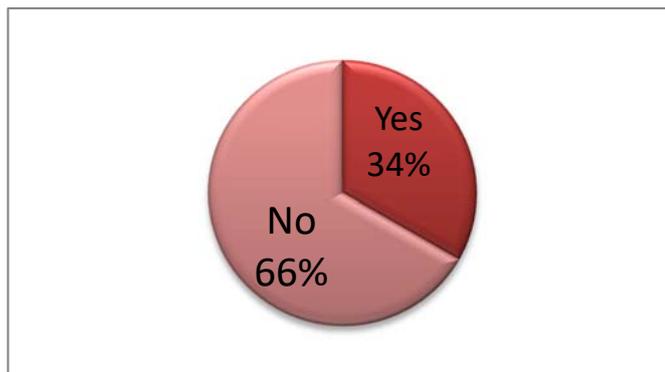
Diagram (7): The indirect messages the signs convey.

Diagram (4) indicates that most of the participants (68%) use the signs only for the purpose of labeling their shops, without seeking to convey any other message through them. Unlike the remaining (32%) participants who use the signs to convey a set of messages, other than the denotative meaning of the signs, that target their potential clients

3.3.2. Why did you choose English to label your company?

Randomly ☐   On purpose ☐

41
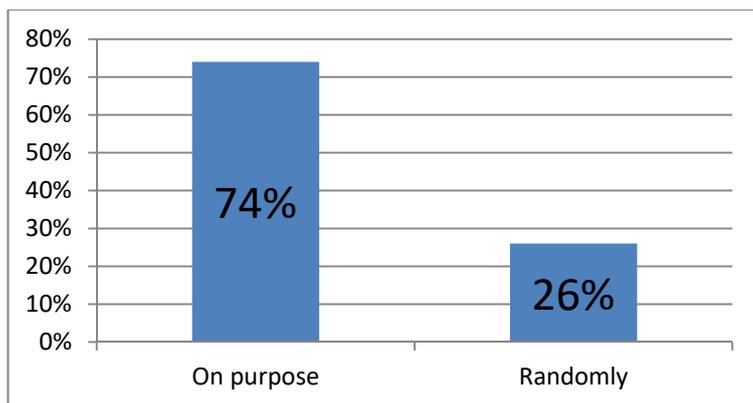
Diagram(8): The participants' motives for choosing English to name their companies.

It is shown in diagram (8) that the use of English for labeling companies amongst the participants is purposeful. 31 business owners out of 50 said that their use of English is thought for, while 19 corresponding to 38% said that their use of this language is not related to any purpose.

3.3.3. Do you think that mastery of English is one of the keys of success in business?
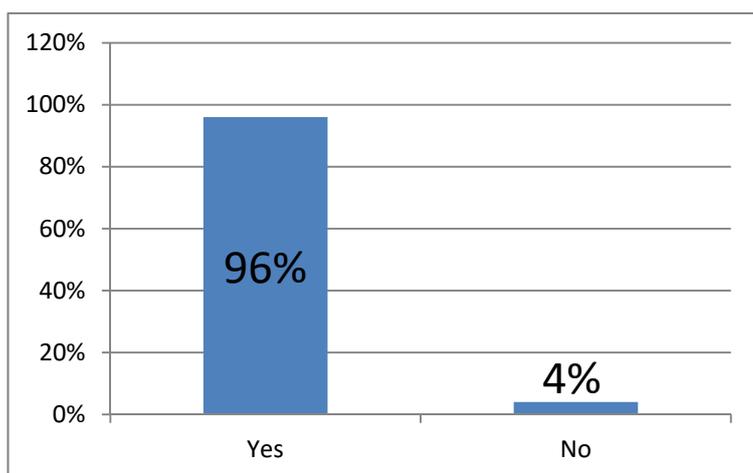
Diagram (9): The Participants' opinions about the importance of English in business.

The data in diagram (9) shows an awareness from the part of the participants of the importance of the mastery of English for a successful business. The overwhelming majority of company owners and managers think that mastering English is useful and helps one to prosper in their business.

3.3.4. Do you encourage your employees to learn English?

Yes ☐   No ☐   Some of them ☐
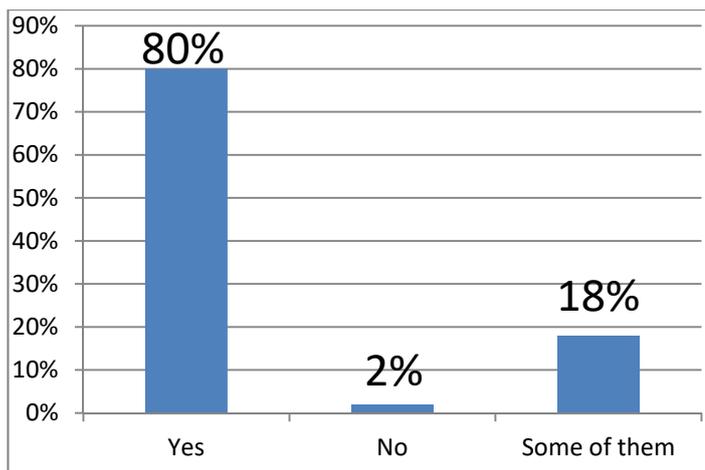
Diagram (10): Algerian businessmen's encouragement of their employees to learn English.

This histogram illustrates the high encouragement employees of the sampled companies receive from their bosses. Only one participant (2%) denied his encouragement to his workers to learn English. (80%) of the business owners said that they encourage all their workers to learn this language, whereas (18%) said that they encourage a precise category of workers to do.

3.3.5. Do you expect that newly emerging companies will increasingly use English to name their brands and companies?

Yes ☐   No ☐   Only those working at the international level ☐
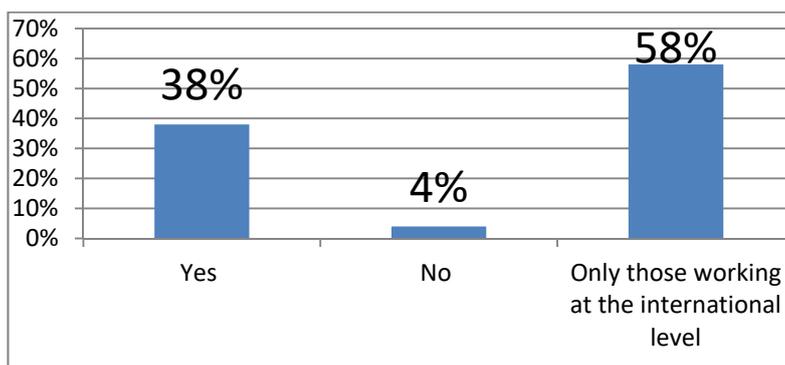
Diagram (11): The Participants' expectations about the use of English for labeling Algerian companies.

This diagram reveals very optimistic expectations concerning the future of English in the Algerian business sphere. More than half (58%) of the participants expect the newly emerging Algerian companies, who work at the international level to opt for English for their

labels.(38%) of them expect all the newly emerging companies to opt for English, and only (4%) do not expect these companies to choose English.

3.3.6. Do you think that English will replace, in the long run, French in the Algerian business sphere?
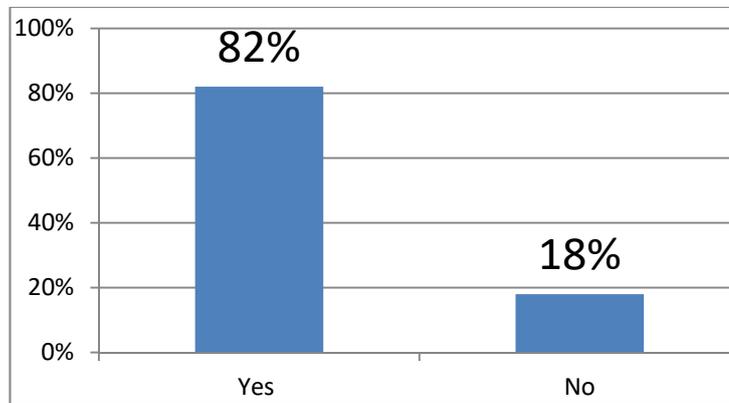
Diagram (12): The participants' expectations about the English replacement of French in the Algerian business sphere.

From diagram (12), it appears that the owners and managers of the companies are very optimistic in relation to the future of the English language in the Algerian business sphere. This can be seen in the high percentage (82%) of participants who expect English to replace French in the sphere of business, comparing to the low percentage (18%) of participants who expected the opposite.

3.4. The results of the questionnaires' open- ended questions

3.4.1. Is there a message you want to convey through this name?

(*The question was asked to those who said that they had indirect messages to convey through the names of their companies*)

Only seventeen (17) participants answered positively to this question .One (1) participant intends to convey a message relating to the location of his company. In contrast, sixteen (16) participants want to convey messages relating to the high quality of the products and services offered by their companies: two participants said that they wanted their potential clients to understand through the signs that they add a touch of creativity and originality to the services they offer to their clients. The owner of a company labeled "*Leader Meubles*" said that he wanted the sign readers to understand that his products "are the best ones" in the market.

3.4.2. Why did you use English to label your company?

(The question was asked to those who said that they used English for a purpose)

The participants' answers to this question vary from international communication purposes to mere linguistic preferences. A majority of twenty nine (29) participants explained their use of English by different aspects of the status English enjoys in the present era. Twelve (12) participants out of these twenty nine (29) named their companies in English in order to give them either an international or modern dimension or both. Seven (7) have chosen English for an easier access to the international market. Five (5) other participants justified their opting for English by their sector of activity, which requires them to makes exchanges with foreign companies, and by their ambitions to become companies with an international recognition, four (4) participants explained their choice by the nature of their companies which offer services in relation to information technology, thus for them English is most convenient for their company being a language of technology. While the reasons motivating the remaining seven (7) respondents to label their companies in English consist in mere linguistic preferences. One of the participants, whose company is called Delta Print, said that "*it is more beautiful and shorter to say Delta Print than to say Delta Impression* [in French]", another one said that he used English to name his company Icosium Food, to avoid using the French expression *"produits alimentaires"* and the Arabic expression "مواد غذائية". Notably, all the business owners who chose English to label their companies as the result of linguistic preferences did this as they find the English words as being shorter and they occupy less space, memorable and more frequent in the business sphere.

3.4.3. Why do you think that English is one of the keys of success in business?

(The question was addressed to those who answered by yes)

Nearly all the participants of this study agree on the high status English enjoys in our present era and its association with globalization. However, their answers range from those focusing only on the dominance of English in the business sphere, and those affirming the international status of English in general. Twenty three (23) participants out of forty eight (48) claimed that English contributes in the success of companies only for being an international language. One of the participants said that "*in few years the world will function in English, so the mastery of this language is necessary in all the fields not only business*". Fourteen (14) respondents see English important in this sphere as it opens the doors of international trade to companies that use it and four (4) explain its importance by its dominance in the

contemporary business sphere. While two (2) participants justified their answers by saying that "*it is the world's most spoken language*" and two (2) others just answered by "yes" without giving their arguments.

3.4.4. Who are the employees you encourage to learn English?

(*The question was asked to those who answered by some of them*)

The total number of participants who said that they encourage a specific category of employees to learn English amounts to nine (9) participants. The answers of these participants indicate that the workers encouraged by their bosses to learn English are the communication managers in the first position (5 answers), the receptionists and the companies' representatives in foreign countries (2 answers). The other two (2) participants said that their encouragement is directed towards administrators and the people working in laboratories.

Conclusion

The chapter has presented the findings of this research. First, it has presented the corpus consisting in names of companies and brands, classified according to a set of variables such as: the lexicogenic processes of the signs, the location of the companies and their sector of activity. Then, it introduced the participants' answers to the different questions of the questionnaires, including profile questions as well as attitudinal and behavioral questions intended mainly to unveil the reasons urging them to choose English for labeling their companies and their expectations about the use of this language in the Algerian business sphere, in the long run.

Chapter Four
Discussion of the Findings

Introduction

The present chapter is devoted to the discussion of the findings presented in the previous chapter. The findings stem from the collected names gathered via research on the Internet and the captured photographs, in addition to the results of the questionnaires administered to Algerian businessmen, who are responsible for the creation of the signs. The chapter also answers the questions asked in the General Introduction, and which are the following:

1- What are the reasons behind Algerian businessmen's use of English to label their brands and companies?

2- Does the advertising language, used to label companies and brands, share any linguistic features with CAR?

3- Are there any indirect messages Algerian businessmen want their target audience to understand from the English signs?

The chapter comprises three major parts with each providing an answer to one of the research questions; respectively it aims at checking the validity of the formulated hypotheses. The first section accounts for the reasons urging Algerian businessmen to opt for English among the variety of languages existing in Algeria, the second is devoted to the linguistic analysis of the corpus in relation to the linguistic features of CAR, the third section includes the semiotic analysis to account for the indirect messages the creators of the signs want to convey to their readers. Finally, the chapter concludes by offering some recommendations and suggestions for future LL research in Algeria.

4.1. The presence of English in the Algerian business sphere

History gives good reasons for the dominance of Arabic, French and Tamazight in the Algerian territory. However, the sneaking of English into this region remains curious and unexpected. Algerians seem to increasingly use English in different spheres of life, thus integrate it into the Algerian linguistic scene. The current dominance of English as a language of international business is unquestioned, and the data collected through this work shows that the Algerian business is no exception. Taking profit of the economic reforms promoting the creation of private businesses, freer international trade and foreign investments in Algeria, Algerian businessmen opt for English to achieve an array of purposes.

As presented in the previous chapter, a remarkable number of Algerian businessmen select English rather than French, Arabic or Tamazight to label their brands and companies. Notably, an uneven distribution of the companies and brands labeled in English was noticed,

in relation to their location, sectors of activity (for the companies) and use (for the products). The highest number of Algerian companies is located in the Algerian center, where the most important cities including the capital Algiers, are situated. Therefore, it is not surprising to find out that the largest portion of the collected English names of companies belong to companies situated in this region. This is mainly due to the fact that Algiers is the largest urban area of the country, with the highest number of public and private institutions. This city has always been the destination for people seeking life opportunities to make an income; this explains the preference of Algerian businessmen to choose it as a location for their economic investments. In addition, this distribution of companies in Algerian provinces bears witness of the fact that urban areas convey significant messages to the readers of the various signs making up their public signage for being "*myriad[s] of written messages on public display*" (Backhaus, 2007:1). As a result, capitals of the world just like Rome, Athens, Constantinople or modern metropolises like New York, London, Paris, or Tokyo have always been subject of numerous LL and Sociolinguistic studies (Backhaus, 2007).

As it was mentioned earlier, the frequency of English labeled companies and brands differs from one sector or use (for the brands) to another. The classification of the companies presented in the previous chapter indicates that the sector making most use of English is the sector of Leisure, culture, and tourism. 19.68% of the companies from this sector hold an English name. Notably, a large number of the business institutions belonging to this sector are travel agencies and hotels. It is obvious that this kind of business offers its services to Algerian as well as non-Algerian customers coming to Algeria from an array of countries, either as tourists or as workers. The second sector whose companies make a remarkable use of English, according to the findings, is the sector trading in Papers, printing and publishing. The majority of the companies working in this sector consist in printing houses and advertising agencies. This high percentage of companies labeled in English, in this sector precisely, reveals the infiltration of the English language into the Algerian advertising arena. The previously reached conclusions are not compatible with the results reached by Edelman after an LL study he conducted in the Netherlands, indicating that the largest amounts of English use were found in electronics and music sectors which are more linked to technology. They do not match with Sidhoum's (2017) either, which showed that English is a language of food and fashion in the province of Bouira. However, these latters match with results obtained from the photographs in this study. 68.05% of the collected product labels are used to represent food stuffs. The respondents, who own companies working in food industries,

justified their use of English in this sector by their ambitions to extend their business to other countries of the world or to give their company an international and modern dimension.

Despite the use of English by a remarkable number of Algerian businessmen, these latters do not seem to completely give up the French language. A total number of 202 macaronic forms made up of a mixture of English and French words were found in the corpus. This may be explained by the high status French enjoys in Algeria. However, this does not deny the fact that English is increasingly gaining ground in Algeria. A fact that is asserted by Fodil (2017), who notes that Algerian businessmen "*have a strong inclination to using English for the naming of their business, especially in the import/export sphere*".

The data obtained in this research, can be added to the studies of Sidhoum (2016), Fodil (2017), Kasdi (2017), affirming the intrusion of English into the Algerian public signage, shop signage and song lyrics respectively. The findings of these cited studies and those presented in the previous chapter validate the results of a report compiled by the global research organization Euromonitor International in 2012, showing that the popularity of English among Algerian youth, as they believe that it offers more opportunities and allows establishing personal relationships with foreigners (cited in Fodil, 2017). The same linguistic situation reigns in neighboring Tunisia, this led Daoud (2011) to expect its spread to continue in his country, to become a serious competitor for French.

4.2. The reasons behind the use of English in the Algerian business sphere

The participants' answers to the questionnaire questions have revealed that Algerian businessmen's use of English for the labeling of their companies and brands did not come out from nowhere, instead, it is thought for and intended to help its users to achieve different purposes relating to their business. There are four major motives leading Algerian businessmen to make this linguistic choice, which are: giving their companies a modern or international dimension, augmenting the chances of their companies to access the international market, satisfying the requirements of their sector of activity or mere linguistic preferences.

4.2.1. English as an indicator of modernity

The notion of modernity is one of many notions the English language is associated with in our present era, in many countries of the world including Algeria. As a result, the use of the English in different spheres happened to become an indicator of modernity. The data displayed in the previous chapter has proved that an important number of Algerian business owners choose English for labeling their companies, as a way of drawing a link between their company, the services and products they offer and the notion of modernity. From their

perspective, as businessmen they need to be up-to-date with the realities of the 21 Century, therefore they make use of English, which is the language of contemporary international communication, technology, fashion and most importantly the language of the global market. Consequently, their choice falls on this language as a medium for advertising their business through using its vocabulary for naming their companies and brands. The use of English as an indicator of modernity in the advertising sphere has also been attested by Jamie Shinhee Lee, in her study about English mixing in Korean ads. Her study affirmed the existence of the expression of modernity and the use of English in some categories of Korean commercial ads (Lee, 2006), and by Ross (1997) who asserts that "*an English name lends an aura of chic prestige to a business, suggesting that it is part of the international scene, following the latest trends, up-to-date with the newest ideas*" (cited in Fodil, 2017).

4.2.3. English as an indicator of international business

The emergence of English as today's *lingua franca* of international communication is beyond doubt (The American University, 2005). Thus, the word international nowadays is hardly dissociated from English. Many businessmen, though working only at the local level, explained their use of English to name their companies by their desire to be perceived as companies working at the international scale or whose business respects international standards. This means that their use of English is two faceted; it is used to name, hence represent the company, in addition to giving an international image of its business. For them the most important and biggest companies in the world are named in English, this is why they imitate them and choose English names to approach their image. Especially that they are aware of the importance of English in the current linguistic market in general and in the sphere of business in particular. According to Euromonitor (2012) English is deemed as an important language by 57% Algerians. In fact, 42 out of 50 participants in the present research, agree on the importance of the mastery of English for success in business either for its role as a medium of communication in international business contexts, or its emergence as a global language in countless domains. This positive language attitude leads many businessmen to use it indexically to mediate between the notion of *internationalness* and the quality of their offered products and services. It is also worth mentioning that our respondents do not only admit the usefulness of English, but they also expect it to be chosen by newly emerging Algerian companies, and even replace French in the Algerian business sphere.

4.2.4. English as a key of the global market

Any business owner in the world has ambitions to have a worldwide business. Algerian businessmen are no exception. Many participants explained their use of the English

vocabulary for the naming of their companies by their ambitions to integrate the global market. As English is the dominant language of contemporary business, it is mastered and used everywhere in the world, as a result instead of limiting the scope of their business only to Arabic speaking, French speaking or Tamazight speaking countries, Algerian businessmen prefer to use a language which has no owner in the 21 century and is likely to be understood by a large amount of people. For them this is one step a business owner makes in their way to international trade, and paves their way for an international career.

4.2.5. English as a requirement

In any international context, people speaking different languages resort to using English as a lingua franca for achieving successful communication. This is what usually happens in international business contexts. English is dominant in meetings, negotiations, e-mails and other instances of verbal exchanges. Many of our participants are aware of this fact. Therefore, they have explained their use of English for labeling their companies as one of the requirements imposed by the nature of their activity. That is; being at the head of companies working in the import/export sphere, their need of English is higher than other businessmen who work only at the national level. From their point of view being identified by an English name puts them in the same level with other important companies working at the international scale, and offers a global recognition to their business. This claim can be reinforced by the claims of Fodil (2017) who insists on the intimate relationship existing between Algerian businessmen's tendency to use English in the world of business and the globalization of commerce.

4.2.6. English as a linguistic preference

The different features of the language of advertising have been outlined in the first chapter. Seemingly, the participants who justified their use of English to label their companies by mere linguistic preferences have found these features in the English language rather than in French, Arabic or Tamazight. Seven (7) out of fifty (50) business owners preferred to use English words as they occupy less space, or they are more catchy, memorable or attractive. One of the participants has written that his/her choice has fallen on the word "food" in order to avoid its French equivalent "*produits alimentaires* " or Arabic equivalent "مواد غذائية" which are longerة thus occupy more space. Another one told us that he/she has chosen the label "New Graphic" for their company, to have a name that is short and easy to articulate. In fact, the feature of *memorability* attributed by Leech (1966) to the language of advertising and the spatial constraints shaping a set of registers, referred to by Bruthiaux (1996) provide theoretical justifications to the participants' answers. More explicitly, a number of English

words such as: food, print, graphic, electronic, electric… are more favored for the labeling of companies and brands, as they allow for the creation of short as well as memorable names, thus they are more recurrent in the corpus.

4.3. The linguistic analysis

Throughout this second section a number of linguistic features in the corpus will be explained in relation to Bruthiaux's CAR model, with the assumption that the language of the corpus has many features in common with the classified advertising register, whose main linguistic characteristics were reviewed in the first chapter. The dominance of content words over function words, the scarcity of verbs though being content words and the influence of spatial constraints, were all reflected in the corpus, this will be discussed with more details in the coming lines.

4.3.1. The occurrence of function words in the corpus

Function words are known as parts of speech which have little lexical meaning; they are present to express grammatical relationships among other words within a sentence. The English function words consist in: prepositions, pronouns, auxiliary verbs, conjunctions, grammatical articles or particles, and interjections (this only is true for some cases). Only few categories of function words were encountered in the corpus. Articles, conjunctions, pronouns, and prepositions are present in a number of the collected names. However, their presence is scarce; in a total number of **1855** names of products and companies, fifty two **(52)** conjunctions, five **(5)** prepositions, five **(5)** pronouns and three **(3)** articles were counted. Notably, the most recurrent conjunction is "*and*". It occurred as a coordinator between words, which formed lexical compounds. This can be seen in the following names: *Internet Global **and** formation, Industry **and** Trading Algeria, Business Management **and** Global Internet.*

The above mentioned description of the corpus reflects the features of CAR listed by Bruthiaux (1966). CAR texts are characterized with a "*minimal syntactic elaboration*". That is function words are kept to a minimum. Besides, few coordinators are used to form lexical compounds which allow for the integration of large amounts of information within a limited space (Bruthiaux, 1966). This makes their use convenient in a spatially constrained register as CAR. In sum, it can be seen that the occurrence of function words in the corpus of this research and in CAR texts indicates that these two types of language share the feature of minimal syntactic elaboration.

4.3.2. The occurrence of verbs in the corpus

Just like function words, verbs were rarely encountered in the corpus. A total number of seventeen (**17**) verbs were counted. Verbs are defined as words whose function is to describe an action or a state of being, in the active or passive voices the presence of verbs in an utterance requires the presence of a subject and sometimes an object, in the case of transitive verbs. Only when they are in the imperative mood English verbs can even stand alone in a sentence. Therefore, verbs in declarative sentences do not serve the purposes of the type of advertising language present in the corpus, which is highly descriptive and informative. As it is charged with the missions of representing products and companies, in addition to giving its readers an idea about the nature of what it represents within a limited space.

The verbs which occurred in the corpus were mainly used in the imperative mood to produce phrases as in ***Start*** *Aviation-* ***Go*** *Wide World,* ***Print*** *Well*, or blends as in *Max**Win**, Subli **Print**,* rather than full sentences, the imperative here addresses the audience directly giving it the impression that it's up to them to realize the actions of « starting », « going », etc. In fact, the use of imperatives and directives was referred to by Geofferey Leech (see Literature Rreview), who considers that the use of verbs in this form reflects one of the features of successful advertisement which is the *selling power*.

According to Bruthiaux (1966) the scarcity of verbs is also a recurrent feature in CAR texts. Which makes it another feature shared by our corpus and the language used in classified advertising.

4.3.3. Phrases

A large number amounting to three hundred ninety six (**396**) noun phrases using only English words, one hundred ninety five (**195**) noun phrases under the category of macaronic forms, which include a number of French words and two hundred thirty seven (**237**) noun phrases made up of proper names and brands with English words next to them were counted in the corpus. This gives a total number of eight hundred twenty eight (**839**) noun phrases.

According to the corpus, Algerian businessmen made use of an array of devices to form phrases which serve as labels for their brands and companies. Some of them resorted to syntactic simplifications or laconic phrases such as: *White Way, Algerian All Drinks, Blue Green Business*, etc. This is mainly done through the association of two or more English words. This is reflected in the following names: *Easy Travel, Arrow Motors Company, Super Five Group.*

Another recurrent device, is the use of proper names either referring to people, most of the time the first or last name of the company owner, this can be seen in: *Merouani Group Beverages, **Al Khaldi** Brothers Company, **Rabie** and Tayeb Motors, **Amina** Travel Services.* Or to places as in: ***Torino** Shoes, **Bejaia** Cosmetic, **Djurdjura** World Trading*. According to Fodil (2017), the purpose behind the employment of this device is to create a symbolic relationship between the names, the English language and the business.

In addition to the combination of English words with French words, giving birth to macaronic forms such as: ***Vitamine** Drink, New **Cosmétique**, Magic **Meubles***. This may be due to the permanent loyalty of Algerian businessmen towards the French language, which prevents them from completely excluding it from the signs, by their low level in the English language comparing to French, or by their assumptions about the level of Algerians in the English language. In fact, more than half of the respondents evaluate their level in English as being low. This goes in tune with the findings of Euromonitor (2012) indicating that only 7% of Algerians can speak English, while French is spoken by 60% of them.

It has been shown in the previous lines that a large portion of the corpus consists in noun phrases. Which are built using a variety of devices. CAR texts are also said to comprise a considerable amount of phrases made up of nominal and adjectival chains, permitting the transmission of large amounts of information without requiring much space. Therefore, the dominance of content words can be added to the list of characteristics shared between the corpus and CAR.

4.3.4. Spatial constraints

The language of the corpus of this study consists in names of brands and companies, which are part of the LL. These names are publicly displayed to inform a given target audience about the presence of a given product, service or company. The written brand names are usually present on the packaging of the products they stand for, or even on the products themselves such as chocolates and soap (Tungate, 2004), or on advertising billboards. As for the companies' labels, they are found on billboards attached to the fronts of buildings where the companies are located, or on billboards put on the sides of roads or other public spaces. Therefore, the sign creators do not expect to have a large space to occupy by their texts. If this is to lead to somewhere, it would lead to a spatially constrained variety of language.

Figure (01): A brand name on   Figure (2): A company label attached to a building.
 a product's packaging.

The spatial constraints in their part have an impact on language, which consists in the use of short words and expressions such as: abbreviations, acronyms and phrases. Notably, some participants' preference of words like: print, food, electronic, electric… etc, over their French equivalents: *impression*, *alimentation*, *éléctronique*, *éléctrique* … etc, is mainly due to the factor of spatial constraints. In fact they said that one of the reasons urging them to choose English words is the fact that they occupy less space than their equivalents in other languages used in Algeria.

The impact of spatial constraints on the corpus can also be perceived in the large number of acronyms. Six hundred fifty six (**656**) out of eighteen hundred fifty five (**1855**) signs consist in acronyms. Acronyms are made up of the initial letter or letters of a group of words they stand for. Therefore, they are a way of reducing long expressions into a group of letters uttered as a single word. To sum up, the spatial constraints shaping CAR texts are also present in the corpus of this study and exert a remarkable influence on it.

4.4. The semiotic analysis

Semiotic signs are defined as things which stand for something other than themselves. This can be applied to public signs, considered by Backhaus as a specific type of semiotic signs. Public signs, more precisely names of brands and companies are deemed as semiotic signs for they also stand for something other than themselves. For instance the name of a company attached to the front of a building, is made up of a meaningful word or a group of words in a given language, indicating that the company is located inside the building they are attached to. Therefore, the inscribed words are intended to indicate something other than themselves which is the company as a whole. In different terms, the name represents the company, namely its workers, managers, owners, and business (Chandler, 2002). This is also true for brand names which represent products and services. As a result, they can be analyzed by means of the Triadic Semiotic theory of Charles Sanders Peirce.

The collected signs consist in names which stand for companies and products having an array of sectors and uses. Most of the names of the companies consist in the labels of companies trading in culture, leisure and tourism or in paper printing and publishing. As for the brand names, most of them stand for food stuffs and cosmetic products.

From a semiotic perspective, Algerian businessmen use English to create a link between their business and the notions of modernity, to give an international image of their business or increase their chances of integrating the global market. A number of participants besides their purposeful use of English for labeling their shops, they intend through the English words, to convey indirect messages to their target audience. Most of the indirect messages our participants want to convey through the English names are related to the high quality of their services and products. The owner of a company labeled "*Leader Meubles*", said that he does not want this name only to represent the company, but also to communicate to its readers that his company is in the leading position comparing to its competitors from the same sector of activity, and that the furniture it produces is the best comparing to theirs. Another respondent, the owner of the company named "Add", told us that they want this name to tell its readers about the creative touch they add to their services, and distinguishes the company from others working in the same activity.

It is also interesting to note that most of the signs standing for companies are symbolic. They either make use of written language displayed on billboards or attached to buildings, or written language in addition to the logo of the company. Whereas many brand names are indexical, they contain non-linguistic elements to give their readers more chances to understand what kind of product they stand for.

Figure (3): An indexical sign on a product's packaging.   **Figure (4): A symbolic sign attached to a building.**

This fact may be interpreted by the assumptions the sign creators have about their target readers. In more explicit terms, products are found in shops and markets, in sight of different

categories of people, including literate and illiterate people. As a result, language alone cannot be a sufficient medium inform all of them about the products, this is why iconic signs such as images and drawings representing the products or relating to their use, are usually present on the packaging. Whereas, the signs including names of companies are only symbolic rather than indexical, because a precise category of people go to visit companies for the sake of benefiting from their services or buying their products. Generally, these persons, being business people or persons with pre-determined objectives in their minds, do not depend on the signs only to know about the company, instead they get informed about them and their services then decide whether to deal with them or not.

The three elements of the Peircean sign interact dynamically to allow the occurrence of the process known as *Semiosis*. In the case of our corpus the words combined together to form labels of brands and companies, play the role of the *Representamen*, defined by Peirce as the form the sign takes (see literature review). The objects the labels are intended to stand for are either products or companies. Notably, the symbolic signs (comprising only language) or the indexical signs (comprising language and iconic signs) are not used only in a denotative way to refer to their literal meaning instead they are intended to represent whole companies, or different products and services. For instance, the linguistic sign "party" is an English word meaning a social gathering of invited guests involving eating, drinking and social entertainment. However, once written in bold on a packaging, accompanied with an iconic sign, it becomes a brand name representing a commercial product consisting in an attractive snack.

The *Representamen* and the *Object* are both central in the Triadic Semiotic Theory, however the successful interpretation of these two is mainly dependent on what Peirce calls the *Interpretant*. The *interpretant* plays the role of a mediator between the form of the sign or what is perceived and *Object*: the meaning triggered by the *Interpretant*. As it consists in the knowledge which the sign perceiver has acquired in their lifetime allowing them to make meaning of objects of the word, hence they can be deemed as signs for them. Being written in English, the signs of our corpus highly depend on the mastery of the English lexis and syntax to be interpreted. In other words, the signs of our corpus cannot be signs for their perceivers unless these latters understand the English words they contain. In fact, Peirce reminds that a sign cannot be termed « sign » if there is no intelligence to consider it as such. Therefore, to facilitate the task of the sign readers whose knowledge of English is limited, the sign creators make use of Iconic signs (this is especially true for brand names). In sum, the process of

Semiosis, as far as the brand and companies names are concerned, starts with an individual's perception of the labels either on the packaging, buildings, billboards, etc; at this point the reader's mind selects any background knowledge relevant for the understanding of the sign, taking into account its context this leads them to reach their own interpretation of that sign, which may be similar or different from the interpretation other people may have of the same sign. Nevertheless, in the case of the previously mentioned example, the intention of the advertisers is to emotionally link a local brand to a foreign social activity where people meet to eat, drink and have fun.

To illustrate, the word "*happy*" is an English word referring to a state of being specific to the human species and which belongs to the realm of *Thirdness*. It is manifested in a number of elements belonging to the realm of *Secondness* such as: smiles, laughter, tears, expressive words, etc. The relationship between the elements of the two modes of being is established through acquaintance with those from *Thirdness*, which allow understanding of the different behaviors of the human species. Apart from its literal meaning, "*Happy*" is also used as a brand name representing diapers for babies. In this case, the word functions as a linguistic sign hence as a symbolic sign, whose *Representamen* is the graphic or acoustic representation image of the word. Its object in this commercial context is the happiness resulting from the comfort the supposed high quality of the diapers brings to children using them. As for the *Interpretant*, it consists in a basic mastery (at least) of the English language permitting the sign perceivers to make sense of the linguistic sign, in addition to knowledge about the way brand names are represented on packaging and about what kind of product the packaging on which the brand name is written includes.

4.5. Suggestions for further LL research

It was mentioned in the limitations of this work that interviews were to be relied on as data collection tools instead of questionnaires. However, a number of circumstances did not allow it. Thus, future LL researchers can work on the same issue using interviews instead of questionnaires with a larger number of participants. They can also address the issue from a different perspective. For instance they can work on the use of English in the Algerian business sphere from the standpoint of the sign readers rather than their creators. Moreover, LL studies can also be conducted in a completely different sphere on the Algerian territory, where English is gaining ground, such as written media, advertising, TV Shows etc.

Conclusion

This chapter has discussed the findings of the present research, for the sake of providing answers to the research questions. In the first section, we have discussed the presence of English in the Algerian business sphere and the major reasons behind its use for the naming of brands and companies. As for the second section, it was devoted to the linguistic analysis of the corpus in relation to Bruthiaux's CAR model, to identify the features shared between our corpus and this register. The third section included the semiotic analysis of the signs according to Peirce's theory of the Semiotic Sign to account for the indirect messages conveyed by our participants through the English signs. The chapter concluded by suggesting topics for further LL research on the Algerian territory.

General Conclusion

General conclusion

In its previous sections, the present work has addressed the issue of the presence of English in the Algerian Linguistic Landscape, focusing on its use in the business sphere, more precisely on the labeling of brands and companies in English. Three main objectives were set for this work to achieve. As a first objective, it aimed to unveil the reasons inciting Algerian businessmen to choose English among other much widely used languages existing in Algeria. As a second objective, it intended to identify the shared features between the language of the corpus and the classified advertising register. The third objective was to uncover the indirect messages Algerian businessmen want to convey through the signs written in English. To achieve these purposes the work of Landry and Bourhis about Linguistic Landscapes, Bruthiaux's Discourse of Classified Advertising and Peirce's theory of the Semiotic Sign were relied on respectively.

In the present work a total number of 1855 signs were analyzed. The signs consist in names of Algerian brands and companies written in English, which stem from two main data collection tools: research on the Internet in addition to photography. The names were classified according to a lexicogenic typology, the location sector of activity or the use of the companies and products they represent. These signs were supplemented with the data obtained through 50 questionnaires distributed to Algerian businessmen, who are responsible for the sign creation. The mixed methods approach was favored in this research to evaluate the validity of the suggested hypotheses and provide relevant answers to the research questions. The quantitative analysis was relied on to account for the numerical data obtained after the classifications of the collected signs, and the close-ended questionnaire questions, which were then, evaluated using the rule of three. As for the qualitative study, it includes the analysis of the open-ended interview questions, interpreted through our theoretical frameworks or previous studies on the same issue.

English, though being the recognized *lingua franca* of contemporary international communication, it is still marginalized to some extent in Algeria. However, this did not prevent certain categories of Algerians to show their enthusiasm and willingness to use this language, through displaying it in their LL. This fact has been proved in different occasions by different scholars namely Sidhoum(2016), Fodil (2017), Kasdi (2017).

In line with the previously mentioned studies, our research has shown that Algerian businessmen are increasingly using English, especially in the last two decades. Besides there

is a lack of balance in the distribution of the English labeled companies, according to the two variables of location and sector of activity. Interestingly, the factors resulting in Algerian businessmen's preference of English to label products and companies are directly related to the status assigned to this latter in today's globalized world.

On the basis of the outcomes reached in the two previous chapters (results and discussion). The present association of English with modernity is the major factor which influences Algerian business owners to opt for the previously mentioned linguistic choice. English is therefore used with the intention of communicating a modern image of companies, products or services. The English labels are also charged with the mission of indicating that a company works at the international scale and its business respects international standards, so that it will have more value and credibility. Due to the fact that the widely spread assumption in Algeria equates "*good*" with "*international*". The use of English in the Algerian business sphere results also from the belief shared by most of the participants that giving an English label to one's company increases its chances to easily integrate the global market.

Surprisingly, a number of companies were labeled in English by their owners as a result of mere linguistic preferences. A number of English words such as: *print, food, electronic, motors* etc, were favored at the expense of their equivalents in other languages used in Algeria, namely Arabic, French and Tamazight, either because of their being shorter, easier to remember and articulate, or more beautiful.

The language of signs was analyzed in relation to Bruthiaux's CAR model, in order to compare the two types of advertising language and find out which features they share. The results of the analysis have shown that the language used in classified ads and the one used for the labeling of companies and brands share a number of features. The occurrence of function words is kept to a minimum; while content words mainly nouns represent the central components of CAR and the corpus of this study. Moreover, the high number of acronyms, the use of short words in the corpus, and the surfaces the labels are written on (on billboards, packages, on buildings), have demonstrated that the language of the corpus is shaped by spatial constraints just like CAR.

From the semiotic analysis, it was concluded that the signs representing companies tend to be symbolic, whereas those representing products tend to be both symbolic and iconic. This was interpreted by the difference existing between the target audiences the signs are meant for. Additionally and most importantly, the semiotic analysis using the Peircean

Semiotic Triadic Theory permitted the identification of the deep meanings the sign creators want the labels to communicate to their readers. These meanings mainly consist in messages relating to the high quality of the services or products offered by the companies.

Generally speaking, this study has demonstrated the way English is making its way into the Algerian Linguistic Landscape, by means of English labeled companies and brands. In fact English which was once only a language Algerians heard in American songs, movies and TV shows is growing in popularity on the Algerian territory to become part of its LL.

The findings of this dissertation can be added to those of previous LL research centered on the new status English is acquiring in Algeria, to assert the fact that Algerians are aware of the importance of this language and the opportunities its mastery may offer. If this is to indicate something, it indicates that the present language policies in the country do not satisfy the preferences of its citizens. This kind of LL research invites, in a way or another, the Algerian authorities to reconsider the country's language policies as far as the English language is concerned.

Bibliography

Bibliography

- Akacem, K. (2004) 'Economic Reforms in Algeria: An Overview and Assessment', *The Journal of North African Studies* 9/2 (Summer 2004) pp.115-125.

- Ammi, C (ed.) (2007). Global Consumer Behavior. London: ISTE.

- Backhaus, P. (2007). Linguistic Landscapes, a Comparative Study of Urban Multilingualism in Tokyo. Clevedon: Multilingual Matters.

- Backhaus, P. (2007). Linguistic Landscapes, a Comparative Study of Urban Multilingualism in Tokyo. Clevedon: Multilingual Matters.

- Baghdad, K (2005). An overview of the Economic Transitions in Algeria. *The Magazine of Human Sciences.* University of Mohamed Khider Mascara. [Online] Available from: http://www.webreview.dz/IMG/pdf/__4.pdf.

- Baker, W. (2009) The Cultures of English as a Lingua Franca, Teachers of English to Speakers of Other Languages, No. 4 (December 2009), pp. 567-592 http://www.jstor.org/stable/27785045Accessed: 13-05-2018 22:47 UTC

- Baumgardner, R. J. (2008). The Use of English in Advertising in Mexican Print Media. *Journal of Creative Communications* 3:1 (2008): 23–48. DOI: 10.1177/097325860800300103.

- Belmihoub, K. (2012) *A Framework for the Study of the Spread of English in Algeria: a Peaceful Transition to a Better Linguistic Environment*. Ph.D Thesis. University of Toledo USA.

- Bendahmane, M , B. (2011). *Analyse Critique de Processus de Privatization des Enterprises Publiques en Algérie*. Magister Dissertation. Faculty of Economic Sciences and Management. Abou Bakr Belkaid University. Tlemcen. Algeria.

- Ben Rafael, E. 2009. A Sociological Approach to the Study of Linguistic Landscapes. In *Linguistic Landscape: Expanding the Scenery,* Edited by Elena Shohamy and Durk Gorter. Routledge.

- Bebrabah, M. (2007a). Language-in-Education planning in Algeria: historical development and current issues. Language Policy,6, pp. 225-52. Doi: 10.1007/s10993-9046-7

- Benrabah M. 2014. Competition between four "world" languages in Algeria. In *Journal of World Languages*, 1:1, 38-59, DOI: 10.1080/21698252.2014.893676

- Benrabah, M. (1995). *La langue Perdue*, Editions Esprit, No. 208 (1) (Janvier 1995), pp. 35-47http://www.jstor.org/stable/24276140 Accessed: 14-01-2018 22:41 UTC.

- Benrabah, M. (1999). *Langue et pouvoir en Algerie, Histoire d'un traumatisme linguistique*, Paris, Seguier Editions

- Benrabah, M. (2004). Language and Politics in Algeria. Nationalism and Ethnic Politics, 10, pp.59-78. DOL: 10.1080/13537110490450773.

- Benrabah, M. (2009) "Open" and "Closed" languages in the postcolonial era. International Journal of Francophone Studies. 12 (2 & 3), pp.253-369. Doi: 10.1386/ijfs.12.2&3.253/1.

- Benrabah, M. (2013) *Language Conflict in Algeria, from Colonialism to Post-Independence*, Multilingual Matters.

- Benrabah, M. 2007b. The Language Planning Situation in Algeria. In *Language Planning & Policy: Africa*, vol. 2 Algeria, Côte d'Ivoire, Nigeria and Tunisia, edited by R. B. Kaplan, and R. B. Baldauf Jr, 25–148. Clevedon: Multilingual Matters.

- Ben-Rafael, E., Shohamy, E., Amare, M. H. and Trumper-Hetch, N. (2006) Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel, *International Journal of Multilingualism*, 3(1), pp.7-30.

- Bhatia, T.K. (1987). *English in advertising: multiple mixing and media*. World Englishes 6(l):33-48. (1992). Discourse functions and pragmatics of mixing: advertising across cultures. World Englishes 2(l):195-215.

- Bougada, H. (2016) English Language Policies in Algeria. *English Lingua Journal.* [Online] Available from : https://www.academia.edu/ .

- Bouhadiba, F. (2006). Understanding Culture in EFL Learning[online]. Available from: http/.docfoc.com/understanding-culture-in-fl-learning-bouhadiba [Accessed: 15 January 2018]

- Brown, J, D. (2001). *Using Surveys in Language Programs*. Cambridge. UK. Cambridge University Press.

- Bruthiaux, P. (2000) *In a Nutshell: Persuasion in the Spatially Constrained Language of Advertising*. In Language and Communication 20 297-310

- Bruthiaux, P. 1996. *The Discourse of Classified Advertising*, Oxford University Press.

- Chandler, D. (2007) Semiotics: The Basics. London: Routledge. Available from:

- Chemami, M. A. (2011) Discussing Plurilingualism in Algeria: The Status of French and English Languages through the Educational Policy. *International Journal of Arts & Sciences,* ISSN: 1944-6934: 4(18):227–234 (2011).

- Ciprianová, E. and Vančo, M. (2010) English in the Age of Globalization: Changing ELT Models, Restructuring Relationships, *English in the Age of Globalization*, pp.133-135.

- Cook, G. (1992): *Discourse of Advertising*, London, Routledge.

- Corrêa de Almeida Pasinato, d. (2008) *The English Language and the Globalization*. [Online]. Available from: http://www.arcos.org.br/artigos/the-english-language-and-the-globalization/# sdfootnote8sym [Accessed 28 April 2018].

- Crystal, D. (2003). *English as a Global Language*, 2d edn (Cambridge, UK:

Cambridge University Press).

- Dahl, J. (2012) *The Marks of Early Writing*, Vol. 50 (2012), pp. 1-11 Taylor & Francis, Ltd. http://www.jstor.org/stable/24595835. Accessed: 13-05-2018 13:17 UTC.

- Deely, J. (1990). *Basics of Semiotics Advances in Semiotics*. Bloomington and Indianapolis: Indiana University Press. Available from: 9780585099743.

- Dorney, Z. (2003). *Questionnaire in Second Language Research*: Construction Administration and processing. London: Lawrence Erlbaum Associates.

- Edelman, L. (2009). *Linguistic Landscapes in the Netherlands: a Study of Multilingualism in Amesterdam and Friesland*. Ph.D thesis. Retrieved from: http/://dare.uva.nl/document/182709

- Ferguson, C.A. (1975). Towards a Characterization of English Foreigner Talk. *Anthropological Linguistics*, Vol. 17, No.1, 1-14.

- Fidrmuc, J and Fidrmuc, J. (2016) *Foreign Languages and Trade: Evidence from a Natural Experiment*, (2016) 50:31–49. DOI 10.1007/s00181-015-0999-7.

- Fodil, M. S. (2008). *A Lexico-Semiotic Approach to Cyber-English or How Technology Affects Language and Culture.* Ph.D thesis. University of Mouloud Mammeri Tizi-Ouzou.

- Fodil, M.S. 2014 : *Reconnaissance linguistique et construction identitaire en Algérie: ce que nous disent les enseignes commerciales en anglais à Tizi-ouzou.* Actes du Colloque International *Attitudes et représentations autour d'une langue en devenir : le cas de l'amazighe*, Rabat, Maroc, 20 et 21 Novembre 2014.

- Fodil, M.S. 2017. *English in the Algerian Street Today: the Naming of Shops*, Communication presented at the International Conference on Linguistic Landscaping, Shillong India.

- Gerritsen, M., Nickerson, C., Van Hooft, A., Van Meurs, F.,Nederstigt, U.,Starren, M., and Crijns, R. .(2007) English in product advertisements in Belgium, France, Germany, the Netherlands and Spain, *World Englishes* (2007) Vol. 26, No. 3, pp. 291–315.[Online] Available from: http://booksc.org/book/9500871/837718

- Gorter, D. (ed.). (2006) *Linguistic Landscape: A New Approach to Multilingualism.* Clevedon: Multilingual Matters.

- Graddol, D. (1997). *The Future of English? A Guide to Forecasting the Popularity of the English Language in the 21st Century*. London: The British Council.

- Greene, F.(2018) Importance of Advertising in Business. *Small Business - Chron.com*, http://smallbusiness.chron.com/importance-advertising-business-3260.html. 20 April 2018.

- Hsieh, H. F. and Shannon, S. E. (2005) Three Approaches to Qualitative Content Analysis, *Qualitative Health Research*, November, 15(9), pp.1277-1288.

- Holden, N. (2015). *A Brief History of the Language of Business in Three Standpoints*. Leeds University Business School. [Online] Available from : http://geml.eu/wp-content/uploads/2014/10/Holden-GEML-paper-FINAL-VERSION-2.pdf.

- Hudson, R.A. (1996). Sociolinguistics. Cambridge: Cambridge University Press.

- Hui, C. (2013). *English Advertising Language Features and Translation*. Harbin Engineering University, Harbin, China Sino-US English Teaching, ISSN 1539-8072 May 2013, Vol. 10, No. 5, 383-391.

   ISBN 0–203–01493–6.

- Jo, M. John, S. (1996) Business is Booming: Business English in the 1990s. 1, pp. 3 English for Specific Purposes, Vol. 15. No. 1, pp. 3-18, 1996-18. [Online] Available from :

- Johansen, J.D. (1993). Dialogic Semiosis: An Essay on Signs and Meaning. Bloomington and Indianapolis: Indiana University Press. Available from: ISBN 0-253-33099-8.

- Kasdi, R. 2016. *The Presence of English in some Maghrebi Songs: a Critical Discourse Analysis of some Lyrics.* Master Dissertation, Department of English, Mouloud Mammeri University of Tizi-ouzou, Algeria.

- Landry, R., &Bourhis, R. (1997).*Linguistic landscape and ethnolinguistic vitality: an empirical study*, Journal of language and Social Psychology, 16 (1), 23-49. http://dx.doi.org/10.1177/0261927X970161002

- Lee, J.S. (2006). Linguistic Constructions of Modernity: English Mixing in Korean Television Commercials. Language in Society, Vol. 35, No. 1 (Feb., 2006), pp. 59-91. http://www.jstor.org/stable/4169478. Accessed: 15-01-2018 23:11 UTC.

- Leech, Geoffrey (1966), *English in Advertising,* London, Longman.

- Malati, J. S. (1983) The Use of Seals and the Invention of Writing. *Journal of the Economic and Social History of the Orient*, Vol. 26, No. 2 (1983), pp.113-136.

- Martin, E. (2002) Mixing English in French Advertising. World Englishes, Vol. 21, No. 3, pp. 375±402, 2002. [Online] Available from:

  http://ar.booksc.org/s/?q=english+in+French+advertising+&t=0

- Mc Luhan, M. (1964). Understanding Media: The Extension of Man. New York: McGraw-Hill.

- Ouahmiche, G., Beddiaf, A., Beddiaf, A. (2017) Reflections on the Linguistic Landscape and the Prospects of English Language Teaching in Algeria. *International Journal of Language and Linguistics. Special Issue: New Trends in Arabic Sociolinguistics*, Vol. 5, No. 3-1, 2017, pp. 15-23. doi: 10.11648/j.ijll.s.2017050301.13.

- *Oxford Dictionary of English*, Oxford University Press, 2003. Ed. Catherine Soanes, Angus Stevenson. ISBN 0-19-861347-4, ISBN 978-0-19-861347-3.

- Peirce, C. S. *Collected Papers* Volumes I to VIII, Charles Hartshorne and Paul Weiss, Harvard University Press, (Electronic Version).

- Phillipson, R. 1992. *Linguistic Imperialism.* Oxford University Press

- Poggensee, A. (2016). The effects of globalization on English language learning: Perspectives from Senegal and the United States. *Honors These,.* Paper 2719.

- Potter, W. J. and Levine-Donnerstein, D. (1999). Rethinking Validity and Reliability in Content Analysis. Journal of Applied Communication Research, 27, pp.258-284.

- Rachid, B. N., Abed Ali Hattab, H. (2015) Special Issue Third Scientific Conference for the year (2015 --1,436). [Online] Available from: http://alustathiq.com/LionImages/News/2015-40

- Rao, C.P. (ed) (1989). Globalization Privatization and Free Market Economy.London: Quorum Books. Available from: ISBN 1–56720–075–3

- Schleppgrel, M. and Royster, L. (1990) Business English: An International Survey, *English for Specific Purposes, Vol. 9, pp.* 3-16. 1990.[Online] Available from: booksc.org/book/24236443/0fd0c6.

- Shohamy E., and Gorter, D. 2009b. *Linguistic Landscape: Expanding the Scenery.* Routledge

- Short, L.T. (2007). Peirce's Theory of Signs. Cambridge: Cambridge University Press. Available from: ISBN-13 978-0-511-27364-3.

- Skorupa, P. and Duboviciene, T. (2015). Linguistic Characteristics of Commercial and Social Advertising Slogans. *Journal of Philology and Educology*, 23(2): pp 108–118.

- Spolsky , B. (2009). Language Management. Cambridge: Cambridge University Press. Available From: ISBN-13 978-0-511-71932-5.

- Spolsky, B. (2004). Language Policy. Cambridge: Cambridge University Press. Available from: ISBN 0 80461 2.

- Spolsky, B. 2009b. Prolegomena to a Sociolinguistic Theory of Public Signage. *Linguistic Landscape: Expanding the Scenery*. Edited by Elana Shohamy and Durk Gorter, Routledge.

- Steger, B.M. (2003). Globalization: *A Very Short Introduction*. Oxford: Oxford University Press. Available from: ISBN 13: 978-0-19-280359-7.

- Terkan, R. (2014) Importance of Creative Advertising and Marketing According to University Students' Perspective, *International Review of Management and Marketing*. Vol. 4, No. 3, 2014, pp.239-246. ISSN: 2146-4405.

- The American University. (2005) English as a Lingua Franca in International Business Contexts. Elsevier LTD English for Specific Purposes 24 (2005) 367–380. [Online] Available from : www.sciecedirect.com

- Tungate, M. (2007). Ad Land: A Global History of Advertising. Philadelphia: Kogan Page. Available from: ISBN-13: 978-0-7494-4837-0.

- Vasiloaia, M. (2009). *Linguistic features of the language of advertising* Economy Trandisciplinarity Cognition. No.1. Bacau: George Bacovia University. [Online]. Available from: http://www.ugb.ro/etc/etc2009no1/s0804%20%282%29.pdf.

- Walter, O. (1982). Orality and Literacy: the technologizing of the word. London: Methuen.

- Woods, C. (ed) (2010). Visible Language: Inventions of Writing in the Ancient Middle East and Beyond. Chicago: the Oriental Institute of the University of Chicago. Available from: ISBN-10: 1-885923-76-7.

- Zabeeh, F. (1968). What is in a Name?: An Inquiry Into the Semantics and Pragmatics of Proper Names. Netherlands: Martinus Nijhof. Available from: ISBN 978-94-015-1094-3

- Zanola, A. (2012). *Global English in International Business*. Bedfordshire: Bright Pen. ISBN 9780755215041.

- Zayman, S and Brott, A. (2002). *The End of Advertising As We Know It*. New Jersey: Blackwell. Available from: ISBN 0-471-22581-9.

Appendices

Appendix A
The Table of the Companies' Names

Simple words (16)

PROGRESS – Galaxy – Majestic- The Cleaner- Publicity- Stapler- HONOR – DRESSER-Feedback- The Magic-Tenders- CRADLE- OPEN-Hardware- Creative- INSIGHT-Exterminator

Acronyms (656)

Psycom Agency-S and H Cosmed Safe and Healthy-HCPR Hygiène Chemicals-ARM Ways-ECT ALU Weld-NTW Trading Branch-AL Consulting -GEMSID The Best Security-TEKRON Trade-FCT Energy Company-ASD(Analytical Systems and Diagnostics)-FAWNESS Computer Import Export-ITICIS(International Trade Customs and Invest Services)- SR Management-KBF Steel – DZtenders.com – SMT (Merad Trade)- NASHCO (National Shipping Company)- SIM Sanders – SMAY Trade - EAIA (Electrical Engineering) – GS Tractor – AGP (Amimer Power Generation) – SCS (Soumam Computer System) – GSI (Global Service Industry) – IWS (Informatique World Soft) – CRC (Cap Rent a Car)- AF Consulting – SPC Soumam Power Company Bejaia – CMT Consulting – AMS (Algerian Maritime Service)- GINY Partner-MIDEP Packaging- AWT (Algeria Wide Trade)- RH International Communication – SM Design- DPR Company- MAEVA International Building Company- ISSA(International Services and Shipping Agency)- TMF Logistics- GESTS(Global Engineering Safety Training Services)- SUDACO(Sud Dattes Compagny)- Nolis Agency-ABB Power and Productivity- Alum Pack- MANYL Machinery- IBM(International Business Machines)- ASSLY Tools- IKOS Wear- MF Power-HTC(Hassani Technopole Computers)- BH Advisory- 3S Medical Industries- ALL Building Service- AS Travel(All Seasons Travel)- DZ Reads- KH Selling Limited-URPSI(Universal Researchs and Professional Studies Institute)- ICP Consulting- RSC Design- DIGIUS Link- TGP (Techo Graph Plus)- IMA Networks- MATMEDCO Advanced Medical- Pro AMP- GES Engineering- EPH Parker- ITC(Inter Trade Contact)- KGTC(Kraytem General Trade Contracting- UMOIP(Universal Messaging Over Representant IP Brick)- GES(General Equipment Systems)- SHEC (Safety Health Environment Consulting)- ACSM (Apply Computer of System Magic)-CREA Glass- COSYS(Computer Synergy Service Sollutions Informatiques)- ACT (Algerian Concrete Technologies)- GM Trade-DEFAK Motors Algérie- ALC Arab Leasing Corporation- AHC(Ali Harbi Consulting)- APE(Automation and Power and Engineering)- HWD(Hamma Water Désalinistaion)- BBM Strategy Conseil et Création en Communication- MLA(Maghreb Leasing Algérie)- AK Events-MB Voyages and Events- ACM Algeria Consulting and Management- SG Software(Sollution Globale)- TEC(Top Ingineering Consult)- COSIDER Ingineering- FMC Ferah Motors Company- NOVIDIS Food- MCC(Al Mansour Commercial Center)-TEKRON Trade- ICO(Imprimerie Technico Color)- ROTO Industry- RELTEC System Algérie- STC(Sadaoui Trading Corporation)- SOFREL Cobra Electronics- BMS Electric-ALEXO Algérie Extrusion- CAPEDES Agency- 2M Expert Algeria- NAFCO North African Company- OVALIS Enginnering- GEM Entertainment- GL Events Algérie- MADSEA(Mad Development and Supply Algeria)- SHM Events Algérie- PS Graphic- SISE Technology-Proximity PR- SOGEXPO International Exhibition Company- VELCOE Traiteur Catering-CONSET(Construction et Ingineering)- SIT International- ASMOS Consulting-EOCA(Orange Catering Algérie)- Food EX-MPS Magic Power Safety- ITS(IT Solutions and Security)-TEC Energy Company- BDT Business Digital Technologie- FAWS House-ALEXTE(Algeria Extract and Evironment)- AD Motors- KCS Garden Services- RH Partners- MAD Difusion Services-GMR Events Algeria- KREADIS Event-PS(Tractors Parts Services) – ATS African Travel Service- GFT (Global Freight) Transit-AMS(Algerian Maritime Service)- SHICO Shipping and Trading-MLSS(Mici Line Shipping and Service)- FMI (FOS Maritime Internatonal Algérie)- BAL Travel- Smart PC- WTCA(World Trade

Center Algeria)-BEG Consulting Group-MB Soft(Mediterranean Business Soft Algérie)-PLC Algeria- HDE Motors-Clean AM-NOVA Design-Skyline SCP-NASCO National Shipping Compagny-SIS Contracting-SIDEM Engineering-WRR Technology-WM Electric-SBL(Solutions in Business and Language)-NCC(National Contracting Company)-SM Trading-NCS(Net Call Services Adventure Communication)-CAREP Energy Services-HFS(Hygiene Food Safety)- CINO Parts-TTT(Terminal Networking Technology)-MPS(Metal Processing System)- AAS(Algeria Aaudits Security Servics)- MS Protect-CLS(Centrale Logistic Service)- GMP(General Medical Provider)- OCEAN Center Culture and Business-HARO Print-BELESSEL Algeria-AAMT(Algerian Advanced Medical Technology)-AJZ Engineering Algérie-GETT(Global Engineering Trusted Team)-ALSE(Algerian Structure Engineering)-STADLER Algérie-SB Trading-ORBIT Food International- HI Travel-IMMO Castle Promotion-ACG(Associated Capsule Group)-PF Labelers Maghreb-SMTA(Swedish Machinery and Trucks Algérie)-EMS Champion Post-DIVINDUS Trading Company-DEM Equipment Algeria-DCS Consulting- AGM(Algeria Global Markets)-BSM System-LUCOBIT Algeria-ALAC Partner—AMACOVET Algeria Company—GNS(GREAT Networks Solutions)-OCS(Optimized Computer Solutions)-ATC(Arz Trading Center)-DP World Djazair- GEELY Algeria- IRMA Global Services-MCCG(Maghreb Consolidated Contractors Group)-SABEL Team Logistics-TT Rent Car-AB (Algeria Bovines)-AC Graphic-MAMM Furniture(Mediterranean Algeria Medical Furniture)- BWC (Beni Saf Water Company)-MTC(Meta Training et Cnsultancy)-RBS(Retal Banking Services)-TTA (Thiziri Travel Agency)-KIMI Cars- NAD(North Africa Drilling)-CBS(Complete Business Solution)-PE Center(Professional Equipment Center)-STIWEL Business-MBS(Mawads Building Solutions)-ATE(Algerian Trading Equipment)-CHERO Piping- MCAL(Measurement and Control Algeria)-AMC(Auto Machines Center)-GWDC(Great Wall Drilling Company)-ESLI(Engineering and Scientific Laboratory Instrument)-SKM AIR Conditioning-LLC- -CTC(CHEFA Trade Company)-JINK Smart Choice-IGN Clean-WLS(World Lifts Services)-UGS(Universal Gamme Stationery)-GIC(Graphic Interface Concept)-SAI(Software Associates International)- D One- Y Design- IBER Food- Graphic AG- EGLO Algerian Loft- AVS Audio Video Systems-EATON Manufacturing- NOVA Trailer- LG International Corp- K2 Steel- ABC(Air Brake Center)-GMS(Global Management Services)-CLYO Systems-LSH Building-DMAC(Décor Masters and Construction)-MLA Communication Group- NEW ATE SBI-BADI Car Service- TM Agency- BM(Build More)-MTN Print-CEDRE Print- AZ Hotel Palm Beach- BREX Clean-RC Design-HTS(High Tech Systems)- RAM Cold-CIT Universal- INNOVA Soft Algérie-NFC(Neon Flash Company)-SAI(Software Associates International)- TM(Tassili Motors)-BH Power Company - Forsal Trading-PPA(Plast Preform Algérie)-ICCP(Industrial Cooling Compressors Parts)-NOVO Cars-SHG(Hbach Graphi)-ACS(Advanced Construction System)- BET Zeraga Engineering-ADS Print- ALS Technology-AGB(Algeria Gulf Bank)- ANADARKO Petroleum Corporation- AEC(Algerian Energy Company)-BSC Algerie(Business Solutions Center)- DCS Contractors- TCA(Touring Club d'Algérie)-FWT(Four Winds Travel)-CM Consulting- VODA Systems-NTCS(New Technologies Computing and Services)-IFTA Computer-TSIN (télesurveillance Internatioale Network)-SLOMAN- NEPTUN Algeria- CHIDOW International Real Estate-ARTIS Trading ALG- AGS(Ahlan Global Service)-SYNPED(System Networking Priductivité Education et Developpement)-ECT-ALU Weld-AR Building- KCC(Kenza Call Center)- CCC(Consolidated Contractors Cmpany)-APMC(Aigle Paper Manufacturing Company)-IBEST Color- IBCP(AInternational Business Company Power)-COSMO Graphic- EP Star- WMCSAT(Wireless Multimedia Communications par Satelite)-CISCO Systems Algérie- JAB Company-ABD(Algerian Business Development Multimedia)-RBC(Rafidain Business Center)- NTC(New Technology Control)- ALCAD Works-

SANISTAR- ASTRA Motors Algérie- AI Design- ETKA Power Company-EVENSYS Systems Algérie- CHEF Trading-ALGENCY Events-GMC Giant (Motors Company), CIMA Motors-JAC Motors- BMA(Bavaria Motors Automobile)-SOGEPRA Motors- MM Computer-FAREX Group-IB News- ASKY Print Algérie- ASC(Algerian Solar Company)-Apple Center ADMAC-DATSI Computer- APC(ALGERIAN Procurement Company)-AB Consulting-VIPM Security Transport- AGE(Arabian General Engineering)-CLC(Camp Logistic Compagny)- ALMITECH Electronics Engineering- SANY Heavy Industry North Africa-ISO Wind- ADEX Technology- EMECA Engineering- GTS(Global Telecom Systems)- GPC DZ (Geo Project Center)-AFC(Accounting and Financial Consulting)- ALTUS Consulting International- IB Software- EMC(Euro Maghreb Consulting)- CLC(Camp Logistic Compagny)- REM Steel- HP (High Pack)- AIRNES(Air Conditioning Services)-GLOM(Global Mapping Technologies)-IMT Training Solutions- IT Network Group-KADD(Sony Professional Solutions)- NOVISOFT- OTEK Consulting- SLC(Smart Link Communication)- TFC(Taiba Food Company)- BA Saving Energy- SAMA Marketing-BET Building Team- IT Market- LIS Industry- TEC Group- AXSON Industry- CEPRO(Cellulose Processing)-AMD(Algerian Medical Device)-NEAL(New Energy Algeria)-BRCC(Business Relations and Consulting Company)-AGSIT(Algerian Global Services Information Technology)-RCM(Rafik Consulting et Management)- NATCO(National Consulting)- RAMD Food- GM Events- ARCOFINA Holding- ELIT(El Djazair Information Technology)- ATD Company- SLR(Sanitary Luxe Robinetterie) – IPSEN(Innovation for Patient Care)-XL Travel- Hardware DZ- AGM(Algerian Graphic Machinery)- HHM(Home Help Medical)- ACS(Algerian Corporate Service)-ADT (Arlan Data Technologies)- AZLY Printing- VSA High Tech- MAPECO(Maghreb Petro Chemical Company)- TUNMONT Algeria- Z Link- CYPRESS Diagnostics Algérie-PMA Trading- ALC(Algerian Learning Centers) – SSD Technology- HUPPE(High Universal Professional Partner Equipment)-NBT (New Tools Bey)-NOD Construction Systems-AFLT(Algeria Facility Logistics and Transport)- CHB(Computer Hard Business)- STA(Savoyages Tours Agency)- YES(Your Energy Solutions) -LIFAN Motors- ZY System- NCS(National Service Company)-PWC(Price Waterhouse Coopers Advisory)- AMF Exhibit- AIDA Agency- BF(Boukhari Family Communication)-IBL(International Beauty Line)-ACROW DZ Company- ONTEX Algeria- BASF Algeria- CETA Consulting-ITCOM(Information Technology Company)-NASALINK- ATD(Automatic Data Collect)-CM(Clean Medical)- BKLSOFT-ACASHEQC(Algerian Consulting Agriculture Heath Environment Quality Control)-CM Energy and Oil- TCS(Tiger Computer Services)-IBC (Investment Building Corporation Algiers)-IMC(Invest Management Consult)- HBNMS(Houssou Building New Metalic System)- GZ (Geek Zone)-SNL (Société Nationale de Leasing)-DK Partners-BIWATER Algeria-KMD Motors- BK Call Center- FITCOM(Future Information Technology Company)- FIJEK(Engineering and Consulting)- NASYAS Consulting- MMIPS Industry-BHC(Body Health et Confort)- MFG(Mediterranean Float Glass)- GULER Glass- INOVIA Group-NMC(New Marbre Continental)- SIM Sanders Algérie-SMS (Safar Motors Service)-PPSCO(Poly Plast and Services Company)- BIT Electronics- MAS Color- SM Quality-SAPA(Saidani Auto Parts and Accessoires)-SER Aluminum Built System- FERFERA Swatch Stores-AGHLEN Paradise- GTI(Ghardaia Technology Informatique)-123 Travel Algeria- ENERSUD- ENERGRENN-LDS(Local Development Strategies)-UPAC Electronics- LYNX Parts-VECAS Lighting- TWG(Techno Works Groupe)- SENREX Electronics- DIA Star Electronics- ABC(Algerian Bags Company)-AS Motors- ILAY White Horse Company- LORN Chemicals- TOGIE Parts- CCM(Computer Centre El Marifa)-IABC(International Algerian Business Consulting)- Steel SITA- BN Dental Professional-ALLUCO Future- DERMOUZA International Academy-MSC(Mediterranean Consult and Services Company)- LGA(Lord Glass Accesoires)- QMS(Quality Management Services)-

WBS(World Bee Seeds)- PH Color- PROTID Glass-IPP(Industry Plastic Polistirene)-MMC(Mediterranean Mills Company)-GEMSID The Best Security-BIP Trading-DP World-ALDI Oil Lubrifiant- AHE(Algeria Heavy Equipment)-MDI Soft- FWO(Future World's Oil)- GSK (Glaxo Smith Kline Pharmaceuticals)- ILINK- ATCA(Alliance Trading Company Algeria)- FIO Tools-ELESCOPE Global Solutions-CENTEL Center Electronics-ALPROS(Algerian Production Systems)- CEC(Consulting Engineering and Computer)-ENTEC(Engineering Technics)-BEOG Consulting- MONDO Truck-TSM Steel-AAHP(Algerian Animal Health Product)- DS Motors (Djerbelou Sons Motors)-NORMENE Carbonate Trading- APU(Algerian Pharmaceuticals Union)- EOS Energy-STS Travel- ASAG Auto Rent- ASTRA Metal (Algerian Society Trading Metal)- Green NACIRALE- BSBI (Small Business International)-HS Print- MYR Agri Business- NETIS Net Work- BCS(Basmala Computer System)- PMA Trading- EMPT(Euro Maghreb Trading Parts)- ETAN Fast-ATC(Algerian Tractors Company)-VF Security-WAM Food-IIS(International Industry Services)-GMH Parts-DY Spare Parts- ISB Center-MFI (Merdia First Industry)- ALCYMO(Algerian Cycles and Motorcycles)-ADS(Algeria Diving Services)- ADWAN Chemicals Company Algeria- CACEG Consulting- ADIC(Analyses Diagnostics Comptabilité)-CIVENCO(Civil Engineering)-BYA Electronic-LMTS (Liners Mondial Trans Ship)-IAS(International Aluminum System)-GSD Ghozlane Soft Drinks-PAC(Process Automation Company)- AWD(Auto West Diesel)-HYPROC Shipping Company- OR Weight-WALSHIP(Worms Algeria Shipping)-NC(New Cosmétique)-Clean BH-TW(Tools and Welding)-WEIP(Welding Equipments and Individual Protection)-NDO(New Design Office)-AGROHYD Group-AEC Print- STP Avenir Building-FEROB Metal Group- TS (Test Services)CIEPAL Catering-GMS(GLOBAL Matériel South)-NBS(Nuts and Bolts Supplies)-DLE(Desert Lifting Equipment)- MBC(Melliah Brother's Company)-SIAGH Auto Trucks- DC TECH(Deya Computer Technology)-GTS (Global Tassili Services)- BCTECH(Best Computer Technology)- AS(Safety Etablissement)-LTD-AESP(Algeria Environment Services au Puits)-TTS(Tout Trajet Soft)- AFRO Master Service- WILLDA Group- ZED International Services- MDG Motors-KOB Safety-WINBEL Catering- HPS(Hassi Prestations Services)- USC(Union Shipping Company)-ALCOM Computers- RMG Consulting- ARBEN Travel- TOBA Sign- SP(Speed Protection)-OM Steel- PV ALU Glass-OGT(Ouari Group Trading)-SATAM Auto Truck- TAY Red Trading- CECI(Computer Equipment Corporation)- A2M Electronics- GRI(Green Revolution Industry)- SBC(Setifis Botling Compagny)- ISMO Dental Industries- NOVA Business Company- INNOSOFT- EEV Ever Famous Cable-SMAS Events- MPC(Maghreb Plast Company)-GP(GALAXY Pneumatque)- SONO Galaxy- EDI(Expert Dental Industry)-DEK Computer Center- LM Machinery- AMTRA Trading-ALCEE(Algerian Company for Electrical Engineering)- BATI Leader- GHS News- C Logic- KANDO Adventure- A and B Industry- MPS (Mondial Print Service)- SES(Seel Export Service)- BP Soft -ALTA Medical Solution- ETHFOR Company- GAM Motors- MPP(Millennium Papers Products)-SMS(Soumam Medical System) ALGRE-KOR(Algerian Korean Blankets)-UP(Universal Protectio)-NOVAPHARM Trading- HYPRO(Hygienic Product)- ALFAW Motors-HTS(Housing Technology Service)-BEOG Consulting-HSI(High System Informatique)- AM Graphics- WSWD(Works and Services Well Done)- IRLI Building- SES(Software Edition Society)- SMATECH School of Management and Technology- STTA(Sarl Tamgout Trading Azazga)- ISO Windoor- FANA Print- BMKS Motors- AM Medical Equipments- COMIRA Building- Hard Motors - AS Electronics- ESACORP(Electronic Service Agency Corporation)- Co and Co Trading- FLS(First Line School)- FOXNAS Design- TB International Freight Forwarder-PROMACOLD- AS Travel- KAPS Electronics-ADD(Architecture Design and Development)- MLS School- ACML(Algerian Center For Modern Language) SOMM(Sarl Ouest Maitenance Motors)- DALMA Energy- BAYAT

Catering- MACTA Building- KSEL NET ISP(Internet Service Provider)- HEX Static-EBAYA Parts- ACS(Advansed Construction System)- Connect SS- DZ Ticket- MUSTMEX GS Trade- A TO A Consulting and Training - S to S Travel- More and CO Algérie-SOLARAL Clean Energies- NEUROMED Medical System- L and M Industry-TMT Technology - M and C Business- SIRIUS Star Travel-PROMEDAL- LIT Star-KLM-GK Engineering et Commercial-Algerian PV Company

Incorrect forms (29)

Dental Idustrys-King Literie Moderne-Arte Construction System -Setifis Botling Compagny- Khalifa Mobilier Compagny -West Mod's- -International Drinks Compagny-Hany Export Palm Hony- Khemiche Partener- Sud Dattes Compagny- Nouar Compagny-Master Burotic- Mediterranée Shipping Compagnie Algeria- YOU'S Pack- Alice Event's-NASCO National Shipping Compagny- Perfects Cleans- Advanced Business Computers-Kreative Kommunikation – Quik Tour- Digital Compagny-Hardwars Technology Service-Absolut Sound and Light- Wellcom Editions- Famili Shop- Melliah Brother's Company-Wellcom Advertising- Advansed Construction System- West Mod's

Macaronic forms (200)

Top Secours et Assistance-Vitamine Drink -Laiterie Sweetle-Hope Glace-High System Informatique -Universel Color-Taiko Partners-Univers Computer-Tout Trajet Soft -Algeria Environment Services au Puits -Safety Etablissement -New Cosmétique-Galaxy Chemical Algérie-Hotel Eden Phoenix-Best Western Colombe Hotel-Lady Cuisine-Touring Voyages-Winding Industrie-Best Assurance-Sahara Oil and Gaz-Pet Food Algérie-Afrique Du Nord Steel- Le Camèlion Print-Golden Peint Algérie-New Shoes Industrie- Miss Diamant-Qualité Consulting Management- Twix Jus-Géant Electronics-Globe Technology Informatique-Magic Meubles-Cars Algérie-SIM Sanders Algérie -New Marbre Continental-Produits Tri Stars- Body Health et Confort - Global Elevage-Le Royal Palm-Can Hygiène-Must Traiteur-Discovery Informatique-Hygiène Chemicals Production-Agence Trio Travel-SLR(Sanitary Luxe Robinetterie) -RCM(Rafik Consulting et Management)-ASKY Print Algérie -Algérie Motors-Road Side Assist Algérie-Inter Partner Assistance Algérie-Mondial Shipping Company-Speed Outils-Mega Cooling Algérie-Imprimerie CAP Color-Frame Métal-Office et Computer-Leader Office Bureautique et Informatique-Algeria Pièces-Design Menage Company-Garden Aménagement- Avenir Travel-Le Nouveau Leader-Foot Affichage-Synergie Energy-Assembly Pool Algérie-Discovery Voyage-Groupement Shell Algérie-Algérie Ferries-HFS(Hygiene Food Safety)-Trust Assurance Algérie-Fun Voyages -Enduit Fast Algérie -ICO(Imprimerie Technico Color) -MB Voyages and Events -Strategy Conseil et Création en Communication -Touring Voyages Algérie - Sun Solar Algérie– Cabinet Conseil Total Auditing - Hotel le Majestic – Strategika Consulting – Big Informatique – Tudor Algérie – Amethyste Travel – Général Industry Manufacturing Algeria – Welding Soudage – Seascope Logistics et Transport – Miller Graphics Algérie – Imprimerie Computer Paper – Espadon Boats Algérie- Pacific Bois – Good Glaces –Look Cuisine- Seven Seas Algérie- Pasta World- Assalo Business - Firm Industrie- Est Color- Mills Grande en Algérie- Pur Oasis Trading- Doulani Lighting Electricité- Master Publicité- Maghreb Trailer Industrie- Global Cabine- International Networks Algérie- Kaizen Egineering- Take Décor- Star et Star- Select Dattes- More and CO Algerie- - Case Algérie- Falcon Motors- Mirage Computer- SKYREACH Algérie-Siniora Food Industries- COSYS(Computer Synergy Service Sollutions Informatiques)- Big Engins- DEFAK Motors Algérie- Global Batteries Enégie- Rail Link Algérie- -Restau Rail-Bull Algérie- HWD(Hamma Water Désalinistaion)- Méditerranée Shipping Compagnie Algeria- Groupe Palc Chemical- Data Tools Informatique- Galaxy Informatique- Feeder

Frame Algérie- Editons Alpha Design-Best Traiteur- Alger Tours Travel- Super Five Goupe-Fromagerie Super Star-Master Pain-Smart Water Traitement- Green Algérie - Rapide Car- -Must Voyage-Queen Voyage- La Redoute Car Company-Security Electronic Systeme- German Parts et Equipements- Imprimerie Ads Print- Imprimerie Ableprint-Idurar Print- Correct Tourisme et Voyages-Tera Nova Travel- Smile Dent- Financial Business Algérie- Safclimatisation Trading- Brothers Traiteur- Universal Chauffage-Daily Meuble- Flash Boissons- Genisoft Informatique- Star Route - Crown Travel et Tours- Alfa Building- Quick Décor- Imagine Partners Algérie- Sky Immobilière- Trust Voyage- Dattes Coffee – Look Cuisine- Groupe Leather Industry-Agence Leader Tours and Golden Gate Tours – Process Systems Algérie- Enterpose Mills Algérie-Global Emballage- Touring Voyages- Star Peinture-Leadership Conseil Assistance- Soft Batiment- King's Matelas-Matador Energy- Imprimerie Ideal Tube- Smart Groupe-Flash Route-Paradis Travel Service- Presse Communication- Smart Technologie- Food Industrie- Caravane Food-Always Beauté- New Annonce- Building- Ouest Avenir Building- Style Case Meuble-Cosmétique Trading- Speed Béton- Alliance Parts- Khalifa Mobilier Compagny- Mini Prix Computer- Timidoua Travel- Timtar Expedition- Company Mimoune Boissons-Analysis Algérie-

Blends and clipped forms (168)

Electrossell-Agroearth-Bullparts-Batiscale-Autotrade-Medicare-WorldLab-MaxWin Pack-West Agro-DETER Clean Industry -Subli Print-Jet Pub and Print-Univert Milk-Aluminum Technic System-Technic Sytstem-ALGREEN- Star Impex-New TechPharm- Leader Expo-20Techni Sun-TechnoStar Tools- EcoBuilding International-UniLab Pharmaceuticals-Poweld Equipments- Steel Trans-Protec Color- BatLight Trade- Euro Cool LMG-Civi Soft-G-Tech Security -Pro Advances-COMPNET(Computing and Networking Solutions)-Etrading(Electro Technical Trading Company-MED SEA Shipping-Trading Bel- Elite North African High Tech-Light Pub-Net Skills-DECOCLEAN- Restau Rail -Inter Partner Assistance Algérie -First Tech-Bio Therapy Distribution-Techno Stationery-Neurone Advertising-ALSHIPLINK (Algerian Shipping Link)- Aivpro Security – Walship Béjaia-MAXIPOWER – Propack- Info Tools Sollutions- Fturex Security System- Selected Pub-Prophex Sollution Group- Approdesk- Top Invset- Hartech (Hardware Technology)-DECOWALL- SKYREACH Algerie- High Tech Center- Atlanteam Logistics- INPROTECH Algérie- Life Clim- Purepox Coating- OPTEAM- ALLTRUCK- Djanitech Security-INTERWOOD- AGROSEED- Equip Stores- Elsecom Motors Ford- MASTERCOM-FUNCOM-EXPOSTAR-ULTIMART Agency-Publix Event- Cevital Minerals- TRASFAST Languages- Easy Telecom- All Sat- Open Xnet-Techno Cast- Powerement Algeria- Team Expo- Newfrost Service Industries- Comples(Comuter et Electronique Service)- Auto West Diesel- Foire Expo Dream-Etiq Color- Atlas Pack- Flair Import-Eurofor Group- Magi Car- Partex Algeria- STATOIL Algeria-World Lab-Cosme Company-Auto Parts-Electrochemicals-Pink Tech Filtration-ALGOFOOD-Infinity Pub-Giga Box- Computrade-Auto Glass-Inter Brakes Algérie- Korex Auto Parts- Afric Bosses- Glad Invest-Promo Invest Holding – Forecast Vision High Tech-ABCOLOR-Eprint Algérie-Airagon Industry-Auto Star- Destifood Company- Time Transit- Green Coop Agriculture-Info Star Computer- EcoTechnics-SATLINKER- Intercold Boulanache –CREA Box-Poly Isolation-Genisoft Informatique – Interfood Algeria- Crea Glass – Rail Pub- BUILINGOP(Building Operation Maghreb)-BUILDMART- Hydro Tools Algérie- Time Com- Key Tech Mag-Filphone- Technopole Computers- Max Computer-King Invest- Diam Grain- Cetrade(Central Trading)- Techo Stuff(Import/Export)- Color Set- Comtech Networking- High Tech Shop- Family Tech- Meta System Algeria-Pro Events Entertainment- Inter Glass-BiscoStar- Creative Invest- Pharma Access- PolyStar- Techno Glass- New Invest Service-ARCHIBEST-HydroSeal-Stores Tech- East Tyres Imp/Exp- Elecstar-SteriClean- Clean

Net-Past Paper –Algerian Pharm-Tech Trade- Energy Hydro Agro- Agro Film Packaging-Techsun- - Log and Lean Consulting-HygiMasters-Naturiland

Phrases (396)

Alternate Solar Energy- Mediterranean Consult Company-Future World's Oil-Information Technology Company- Business Management and Global Internet-Mechanical Engineering Design-Eden Palaces-Good Manufactured Printing-International Goods and Services-Eden Cool(Import/Export)-Algerian Texturing Ingredients-Third Millennium School- White Way-Universal Catering Services-Industry and Trading Algeria-Algerian All Drinks-Beauty Face-Algerian Containers Service- Algerian Tobacco Company-Internet Global and formation -Delta Print-Feat Advance-First Tours-OPTICAL Services-Algiers Tours Travels-Blue Green Business-New Graphic-Fast Mail-Financial Management-Tractors World- General Biomedical Services- Start Aviation-Sky Concept- King Diagnostics-Orbital Technology-Road Star Motors-Bottling Technology-City Plaza-Sun Fruit-Algerian Vending Company-Algeria Meat-Over Target Sign- Home and Cook- Master Door- Golden Coral-Triumph Gold-Best Brand-Visa Travel- Sunshine Travel -Globe Transactions-Oil Field and Supply Services-Range System Group-Algerian Catering Services- Catering North Africa Services-International Multiple Trade-Lighting Signal-Line Events-Win Advents Agency-Vital Energy-Assure Foods-Easy Travel- Master of Paints-Electric Experts-First Pack-Algeria Warehouse Company-Oasis Bottles -Smart Print-Trust Services-Golden Future- Eureka Advertising-Computer Next Wave-Advanced Design Service-Bridge Travel Services-City Link Construction- Event For You-Standing Promotion-Garden Clean-Mineral Services-Global Geophysical Services- -Brand Arena -Maintenance Center-Tiny Tours- Computer Prospective-Green House- Extra Wood-Nestle Waters Algeria- Ideal News- Best Cable- Total Animal Food- Icon Technology-Dynamic Contractor-Challenge Electronics- Arc Group-Wood Play-Dynamic Fountain-Arrow Motors Company-Eve Beauty-Metal Security-Privilege Coach Consulting-Advanced Office-Air Express Algeria-Data News-My Guide Travel and Tours- Security Electronic System-Standing Plus-Algeria Filtring systems -Green Sky-Car Expert-Palace Events- Trade Transit-Garden Travel-Good Halls-Dual Office Computer-Good Halls -Algerian Gold Vision- -Safe Soft- Gamma Energy-Olympic Ice-Heavy Clouds- Media Technology-Transit New Peace- Campus Print-Nomadic Computer-Seamount International Trading- Algerian Cement Company-Packaging Machinery-Vision System Plus-Sunny Drink-Media Graphic Hub -Phone Magazine-Smart Sprint- Ever Team Algeria-Power Light-Algerian Chemistry- Computer Network Algeria-Motors Magazine-Digital Touch-For Base-Flash Graphic-Cameron Flow Control-Central Trading-Energy Solutions- Mediterranean Sea Door- Reflex Graphic-Universal Micro System- Intelligent Builders-Web Services Technology- Construction Town-Services Soft-Power Concept-Turbo Center-Petroleum Industry Communication-Modern Ceramics- Housing Bank Algeria-Condor Electronics-Total Logistic-Modern Door-Turbo Star-Carbon Green-Arabian Travel-New Planet Stationery- Real Estate-Lotus for Engineering Services-Prime Tools-New Sun Travel- Fun Tourists Partner-My Travel- Sun Summer Travel-Get Away Travel- Go Wide World- Oriental Business Park-Gift Shop(Import Export)-Natural Swedish Cosmetics-Paper One-Continental Electronic-Algerian Business Laptop-Toys Planet-Shield Equipments-Magic Design-Global Cold-Business Wise-Nine Consulting-Networking Product Systems-Seven Pillars -Algeria Services Company-Dream Sun-New Rubber- Anywhere Tours- -Fuels Branch- Water Law-Top Engineering consult- Air Well-Super Five Group-Metal Mind-Fan Advertising-Gains Trade-Maxim Industrial Services-Speedy Laundry-Print Skills-The Arab Contractors-- Flamingo Print Event -Arch Print-Clean Azure-Office Company -Finger Print -All Graphic-Top Works-Palace Apart Hotel-Globe Power –Olympic Travel-Leader Tours-Universal Transit-Top Tours-South Star

Travel-North Africa Maritime Services-Universal Transit-Central Handling and Equipment-General Electronics Information-Access International-Sweet Event-Joy Food-New Graphic-Numeric Design-Magic Sound-Easy Road-Art Tea-Axed Event- Alpha Computers- All Stores-King Line Computer- Baby Junior- Red Apple Catering- Big Image-Universal Test Automobile- Rail Logistic- Next Step Consulting-Wood Group - Clement Design - Arab Real Estate – Aquarium Travel Services – Infinity Travel-Symphony Travel-International Transit Transport – Sky One Travel – Algerian All Trading - Auto House – East Wolf Business – Globe Energy – Trust Bank Algeria – Key Tours – Universal Food import/ export – Soft Dream – Global Braking Systems- Maritimes Links Services- Concept Print- Universe Professional Industry- Evasion Graphics- Algerian Communication- Green Palm- Auto Shift Company- Only Design- Golden Palm- General Tools Distribution- Focus Distribution Algeria- Ad Display- Global Motors Industries- Digital Mega Store- Dune Professional Tools- Positive Door Algeria- General Petroleum- All Electric- Electric Service- Smooth Technology- Octet Plus Computer- Intelligent Network- North Africa International Removal- Metropole Print- Properties Management- Mineral Stores Aluminum- Cyber Security Specialist- Universal Catering Services- Link Studio- Connect Next Generation Services- Master Trade- Maghreb Press Edition- Associated Car and Tuck Specialist- Fly Chemicals Production- Business to Business Company- Noble Castle-Maghreb Truck Company- Better Business- Process Technologies- Imaging Technology-Star Links- Seven Team- Cube Events- Check Tour Events- Stand All- Go Print-Peace Space- Educational Travel Services (Weldt)- Top Budget- New Born-Big Solution-City Lights Travel- Star Shine- Realistic Security- Zoom Travel-Print Well-Star Flacon Machinery- Guest Travel Services- Global Soft-Digital Ways- Just Easy Travel-Magic Concept- Algeria Activity- Desk Plaza-World Could-Insight Beyond Markets- Sublime Travel- New Toys(import export)- Great Way-Power Ring- Leader Aluminum- Valley of Travel- Desk for Sales and Placement- Eden Rock- World Equipment- Star Brands- Global Events Algeria- All Ways Travel- Golden Seed- Twins Multimedia- New Agency-Golden Field- Sequoia Events- On Time Travel-Oracle Systems-Anywhere Tours-Algerian Chemicals-Garden Center-Fly Well Travel-Global Office-Commerce Focus Consult- Icon Software- Arc Trucks-King Lighting- United Metal- Graphic Arts- The Best Energy- Star Black- Fast Click- Graphic Dreams - Office Line-Unix and Network Computer Services-Safety Glass- Graphics Studio- Marine Survey Algeria- Expertise Marine- Big Fish- One Computer System- Maxi Power-Black Stone-Class Pack- Metal Concept- Challenge Auto Services-Master Trade- Good Medical- Blue Castle- Lotus Travel-Globe Electronics- Star Auto Service-whirl Machine- Globe Trotter Service- Arab Metals- Smart House-Advantage Car Rental -Globe Consulting- Gold Food-Come Back Tours- My House Decoration-Extra Voice-Green Oil- Red Sea Housing Services- Office City Center- Smart Security Systems-Top Signs- Standing Properties- Happy Tours and Events-Art and Color-Elite Car- Golden Sand and Project- General Electric and Engineering Systems- One and One Comfort -Batimental Engineering and Construction- Algerian Engineering and Construction- One and One- Shipping and Brokerage Company-Chemical Algerian Company-

Transliterations (56)

Al Wihda Trucking Company-Ihtirafi Media System-Al Weessem Travel-Chourouk Clean-Ibdaa Media Center-Al Madar For Paper – Samha Home Appliance- Rayhan Best- Djazair News- El Madina Cars- Dima Connect- Al Wessal Travel- El Mawhoob Sweet Florentine-Al Rissala Club Travel- At Tawfik Print- Leader Alluminium Gherb- Wadah Line-Adyar News- Dialy Food Industriel- Al Azzema Travel- DP World Djazair-Essafa Group- Ezouar Travel- Arzak Trade- Al Hambra Design- Al Amanat Computer- Al Ihsane International Trading-BAYANE UFUK Trading-Ilaf Travel Agency- Tattwir Picador- Badr Travel Services-Wataniya Travel- Flash Dey- TFC(Taiba Food Company)- ELIT(El Djazair Information Technology)- Idjaza Travel- Jumeirah Building-Al Maraai Food Industries and General Trade- Al Salam Bank Algeria-Stores Rahma-Al Djarissi Motors Company- Al Aquaria Building- Doyouf Errahmane Travel Agency- Rahma Trading- Najah Travel- Afak Academy For Energy-Al Madar Electronics- Jil Electronics-Sahat Atoute Travel- Al Hayat Tenders-Oilworks Al Djazair-Badr Travel- El Moudal Electronic-Alfina Trade International- Al Chahama Packaging- Darkoum Building

Compounds and inflected words (25)

Freeway-Easyfarma-KEEWAY- Sylight- ZOOMLION- Bullpower- Cowstar -Stand Buy-Able PrintMore Food-WINDOOR –DeltaSign–AADDISPLAY-IMPACTWAY-SOFTART-STONESOFT- GOFAST Freight Forwarding-SMARTEX- Cleanak-BULLDOZEN-STARSOUF-GLOBALSOFT- Designs Ceramica – Windoor-RealSoft Multimedia

Proper Names and brands (237)

Icosium Foods-Belkahla Construction Company-Oubraham Global Foods-Toufouti Computer-Group Bey Glass-Allioua Malek Egineering-Birtouta Food-Mike Chicken-Merouani Group Beverages-Msostefaoui Trading-Company Mimoune Boissons-Pomaria Travel-Tachfine Travel-Burgan International -Saiki Nouredine Group-Hotel Azeffoune Beach-Nissou Motors-Chimipose Building Solutions-Makhloufi Shoes-Abboud Trading-Roxton Sound-Setif Foods-Malaizia- Khalifa Mobilier Compagny-Saket Errom Travel-Oran Car- Noor Food Trading-Maghreb Dental Industry-Amimeur Catering-Hamda Company-Tetra Pack Services Algérie -Laraoui Environmental and Safety Solutions-Al Khaldi Brothers Company-Nedjmo Speed Motorcycle-Noor West-Maria Food-My House Decoration Benkarma Mourad-Mezara Manpower Supply and Industrial Construction-Bahia Consulting-AFIA International Algeria-Bouchra Consulting-Med Company-ALFATRON Electronic Industries- Raja Food Industrie-Murad's Truck- Touraf Agency-Zakaria Water- Zerrifi Agency-Djemaoui Catering- Raymon Catering- Haddana et fils Auto Motors-Belarus Motors Algérie-Rabie and Tayeb Motors-Raouane Shoes Benrekia-Team Business Aladin- Taizhou Shoes Algérie- Bara Auto Center-Star Souf-Legmairi Servicing-Abounasro Trading Company-Souf Elecstar-Bouras King Space Professional-News Cirta Presse Communication-Constantine Travel-Racim Home-Investment Benaceur Company-Soft Fakhari-Toufouti Computer-Badro Packaging-Azizi House Industry-Steel Tidjelabine-Tools Abdo-Atmane Shipping and Ports Services- Bouraoui Services Shipping-Haniche Hydro Systems-Kaoua Food-Bordi Machinery- Kalama Energy-Baya For Ever-Fahim Travel- Kenzy Company -Legande Clear Vision-Belazoug Trade-Bordj Steel- Allab Group-Touil Electronics-Lotfi Electronics-Ziad Frères Motors-Miss Flowers Paris-Mebarkia and Cie Electronics-Ines Cosmetics-Ghardaia Motors-Ababou Electronics-Lyna Leader- Roumani Color-Blida Electric-Carl World-Catering Riad Korniche Al Kala-Chabane Motors-Algero Pack-Aliola Papers-Amiri Consulting-Hertz Car Online-Maghreb Trading Business-GOBLIN Technologies-Titi Energy-Ticket Maghreb-Zenati Advanced-Cesar Travel- Technology- Lomar Holding- Tiziri Motors Algérie-Guellati Glass-Gani International Services-PICTURA- Globo Modular- Traras Company-Ahras Industry-Chebli Group Agro-YOP Milk-Tassili Airlines- Bejaoui Mounir Landmark Prefal Engineering-Boufares Archi Building- Zina Sanitary Ware-Talaoubrid Stainlines- Hamani

Travel Services- Hidouche Machinery-Vivarea Food-Attar Home-Hamoudi Trading-Gherbi Travels-Hamou Print-Nano Graphic-Lebeik Travel and Tourism-Atlas Access-Bali Building-Gold Finish Graziela-Essalem Gold- Kifan Cars-Sadi Investments and Trade Center-Mozy Telecom Center-Boukamel Travel Services-Oussama Publishing- Bertling Logistics Algeria-Bali Group-Rhino King- ALFAW Motors -Goumidi Trading-Wilhelmsen Ships Service Algeria-Medjdoub Travel-Boudissa Technology- Chinhinez Rent Car- Amina Travel Services-Safi Machinery-The Abou Samra Brothers-Atlas Building- Tlemcen Electronic-Eden Cool-Atlas Staff-Chafia Travel- Hydra Travel Algeria-Mark Bric Display Algérie-Bomare Company-Wilson's Services- Hotel Necib Beach- Batonia Travel-Lina Travel Group-Aladin Holidays-Essalem Electronics-Rebatek Company-Atlas Mecanics-Talaoubrid Trading- FMC Ferah Motors Company -Hassani Technopole Computers-Didou Trading -Adal Cars – Bouna Travel Services – Bourouba Travel - Services -Toumi Travel Services - Amy Consult and Events- Bergan Energy – Moussa Noutics Industry – Numidia Travel Service – Nouba Travel Services- Sidra Food- Bella Work- Ibn Batuta Travel Service – Menaa Fast/ Export – Doriane Beach Club – Djurdjura World Trading – Lahneche Optical – Bejaia Cosmetic- Mahmoudi Agency- Adel Computers- Lalam Clean Services- Saldae Trucks Equipment- Firm Kherbouche- Soumam Mineral Water- Houassi Cap Motors- Béjaia Catering- Zibane Garden- Melkmi Trefle Agency- Azhari Travel-Ghezzal Dates- Hany Export Palm Hony- Khemiche Partener- Doulani Lighting Electricité- Nouar Compagny- Hamid Autos Parts- Zine Food- Yemboul Group- Ramy Milk Company- Lydia Tech Trade Company- Herhar Trading- Hakim Electronic Algeria-Electric Center Kahlat- Kouba Computer- Cesar Motors- Darya Shipping Agency- Meksa Consulting- Intercold Boulanache- Phonie Motors Algérie- Abdeddaim Travel Group-Mira Cards Edition-Amiral Food- Bouarfa Business Trade- Habri Sports Trading-Ben Technologies Power Solutions-Attia Electronics- AMAR Clean- Numidia Travel-Foton Motors- Regha Steel- POLYMA Industry- Ikram Catering- Baci Services Petroleum-Syphax Travel- Torino Shoes

Appendix B
The Questionnaire

Questionnaire :

The questionnaire is part of a research which seeks to investigate the use of English by Algerian businessmen, for the naming of their companies and brands. In order to achieve this academic purpose, you are kindly requested to answer the questions bellow. We promise that the data to be collected from this questionnaire will be used **only** for academic purposes and will be kept anonymous.

Section 1: profile of the participants.

1-Name of the company/brand

…………………………………………………………………………………………………
………………………………………………………………………………………………….

2-Gender of the owner of the company: Male   ☐   Female   ☐

3- What is your level in English?

…………………………………………………………………………………………………
…………………………………………………………………………………………………

4- Date of the foundation of the foundation of the company …………………………………

5- Region ……………………………………………………………………………………….

6-What does the name of the company/ brand mean?

…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………

Section 2: Reasons of the use of English to label brands and companies.

1- Is there any message you want to convey through this name?

                    Yes   ☐   No   ☐

-If yes, then what is it?

…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………

2-Why was the English language chosen to name the company/product?

Randomly ☐   On purpose   ☐

-If the use of English was purposeful then what is its purpose?

………

…………………………………………………8…………………………………………………………………

………

………

Section 3: Attitudes of Algerian businessmen/ women towards English.

1-Do you think that knowledge of the English language is one of the keys of success in business?

Yes ☐   No   ☐

- Why?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

2-Do you encourage your workers to learn English?

Yes ☐   No   ☐   Some of them ☐

- If your answer is some of them, would you please specify which ones?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

3- Do you expect that newly emerging companies will increasingly use English to name their brands and companies?

Yes ☐   No ☐   Only those working at the international level   ☐

4- Do you think that English will replace in the long run French in the Algerian business sphere?

Yes ☐   No   ☐

Thank you very much for your cooperation!

Appendix C
Samples of the Captured Photographs