

# PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

Ministry of Higher Education and Scientific Research

University of Tlemcen



Faculty of Letters and Languages

Department of English

**Persuasive Language Use of Online Advertising in Algeria:  
The Case of Tlemcen Community.**

Dissertation submitted to the Department of English as a partial fulfilment of the requirements for the degree of Master in Language Sciences

**PRESENTED BY:**

Zakaria ZIANE

**SUPERVISED BY:**

Dr. Fatma KHERBACHE

**BOARD OF EXAMINERS**

Mr. Zoubir DENDANE	(Prof) Chairman	Tlemcen university
Dr. Fatma KHERBACHE	(MCA) Supervisor	Tlemcen University
Dr. Khedidja HAMMOUDI	(MCB) Examiner	Tlemcen University
Dr. Amina BENGUEDDA	(MCA) Examiner	Tlemcen University

**Academic Year: 2021-2022**

# Declaration of Originality

I, ZIANE Zakaria declare that I am the sole author of this dissertation. It does not contain any content that has been previously published or authored by another person, nor does it contain any material that has been accepted for the qualification of any other university or other institution's degree or certificate.

I certify that, to the best of my knowledge, my work titled “Persuasive Language Use of Advertising in Algeria: the Case of Tlemcen Speech Community” does not infringe on anyone's copyright or violate any proprietary rights, and that any ideas, techniques, quotations, or other material from other people's work included in my dissertation, whether published or unpublished, is fully acknowledged in accordance with standard referencing practices.

ZIANE Zakaria

Date: 15/06/2022

Signature:

# Dedication

I dedicate this work to my parents who raised me and gave me a loving home.

To my siblings and friends who gave me joy in this life.

And to everyone who helped me along my academic journey.

# Acknowledgments

My dissertation would not exist if it had not been for the help and the support I have got from many people.

First and foremost, I would like to express my deepest gratitude to my supervisor, Dr. Fatma Kherbache, for her constructive advice, insightful remarks, and assistance in completing this project. I am grateful for all of the time she spent looking through my work and for the helpful comments she made, which have significantly improved my dissertation.

Then, I would like to extend my gratitude to the board of examiners, Prof. Zoubir Dendane, Dr. Khedidja Hammoudi, and Dr. Amina Benguedda for their corrections, criticism, recommendations, and evaluation.

I am also grateful to all of the experts and researchers from whom I have benefited greatly from their books and articles.

And finally, I would like to offer my heartfelt appreciation to everyone who has contributed to this study and without whom it would not have been possible.

# Abstract

Over the past few years, Algeria has witnessed a drastic development in its e-commerce market. The rise of social media and internet usage, in general, has led companies to change their advertising strategies. This shift towards digital advertising presented new challenges, in particular, how to stand out from the competition and capture the attention and persuade customers towards certain products. This present research work aims to investigate the ways in which companies and businesses in Algeria use persuasive language techniques to entice the consumer to their services. It will examine the use of language in digital advertising and identify the linguistic and rhetorical strategies. The research work will also explore the perceptions of the Algerians towards the different languages used in digital advertising and identify the most appealing language and the most persuasive techniques. For this purpose, a case study of 63 participants from Tlemcen speech community was undertaken. Multiple research tools (questionnaire, interview, corpus ad analysis) were employed to gather the data concerning the use of language in advertising. The results of this research work revealed that Algerians, on average, prefer the use of Algerian Arabic and Modern Standard Arabic over French in advertising. Furthermore, they had positive attitudes towards the use of rhetorical and linguistic techniques. The most appealing and persuasive techniques were rhyming and the use of reason and logic (logos). In addition, the ad analysis of three major Algerian companies showed that the use of Algerian Arabic and Modern Standard Arabic has been increasing over the years while the use of French has decreased. It also showed that the use of rhetorical and linguistic techniques has become more common. From these results, the research concludes that language in advertising is always adapting to the attitudes, and to language perceptions to attract customers and make their advertisements more appealing.

# Table of Content

Declaration of Originality .....	I
Dedication .....	II
Acknowledgments .....	III
Abstract .....	IV
Table of Content .....	V
List of Tables .....	VIII
List of figures .....	IX
List of Arabic Phonetic Symbols .....	XI
List of Acronyms & Abbreviations .....	XII
General Introduction .....	1
CHAPTER ONE .....	4
Chapter One: Review of Literature .....	5
1.1 Introduction .....	6
1.2 Advertising as a Means of Communication .....	6
1.2.1 Advertisement Defined .....	6
1.2.2 Types of Advertisement .....	7
1.2.2.1 Digital VS Traditional Advertising .....	7
1.2.2.2 Commercial VS Non-Commercial Advertising .....	9
1.2.3 The Effect of Advertising (AIDA model) .....	9
1.3 Sociolinguistic Situation in Algeria .....	10
1.3.1 Diglossia in Algeria .....	10
1.3.2 Bilingualism in Algeria .....	11
1.4 Persuasion Defined .....	12
1.4.1 Persuasion in Advertising .....	12
1.4.2 Persuasive Advertising Techniques .....	14
1.4.2.1 Pathos .....	14
1.4.2.2 Ethos .....	15
1.4.2.3 Logos .....	16
1.5 Persuasive Linguistic Techniques .....	17
1.5.1 Wordplay and Puns .....	17
1.5.2 Slogans .....	20
1.5.3 Rhetorical Questions .....	22

1.5.4 Rhymes.....	24
1.5.5 Code Switching.....	25
1.6 Social Media Marketing.....	28
1.7 Conclusion.....	29
CHAPTER TWO.....	30
2.1 Introduction.....	32
2.2 Research objective.....	32
2.3 Methodology of the Research Work.....	32
2.3.1 The Sample.....	32
2.3.2 Research Instruments.....	33
2.3.2.1 Questionnaire.....	33
2.3.2.2 Interview.....	34
2.4 Data Analysis.....	35
2.4.1 The Questionnaire Analysis.....	35
2.4.2 The Interview Analysis.....	51
2.4.3 Analysis of the Advertisements.....	56
2.4.3.1 Hamoud Boualem Ad Analysis.....	56
2.4.3.2 Djezzy Ad Analysis.....	59
2.4.3.3 Aroma Cafe Ad Analysis.....	61
2.5 Data Interpretation.....	64
2.5.1 Result Interpretation of the Questionnaire.....	64
2.5.1.1 The Results of the First Rubric.....	64
2.5.1.2 The Results of the Second Rubric.....	65
2.5.1.3 The Results of the Third Rubric.....	65
2.5.2 Result Interpretation of Ads Corpus.....	66
2.5.2.1 The Results of Diachronic Analysis of Language Use.....	66
2.5.2.2 The Results of Diachronic Analysis of Linguistic and Rhetorical Techniques.....	67
2.5.3 Result Interpretation of the Semi-Structured Interview.....	67
2.5.3.1 The Perceptions of Language Use in Ads.....	67
2.5.3.2 Recommendations and Suggestions for Improving Online Ads in Algeria.....	68
2.6 Conclusion.....	69
General Conclusion.....	70
Bibliography.....	74
I. Books.....	75
II. Articles.....	76

III. Theses .....	79
IV. Webliography .....	79
Appendices.....	80
Appendix I: English Questionnaire .....	81
Appendix II: French Questionnaire .....	85
Appendix III: Arabic Questionnaire .....	89



# List of Tables

<b>Table 2.1</b>	Time spent browsing the internet.....	36
<b>Table 2.2</b>	Participants' perception of how many ads they see per day.....	36
<b>Table 2.3</b>	Social media sites that persuaded participants to buy a product.....	39
<b>Table 2.4</b>	Participants' general attitudes towards online advertising.....	40
<b>Table 2.5</b>	The use of Adblock by the participants.....	40
<b>Table 2.6</b>	Participants' perception of the most common language in advertising vs. their preferred language in advertising.....	41
<b>Table 2.7</b>	Participants' perception of the most common language in advertising vs. their perception of representation.....	42
<b>Table 2.8</b>	Participants' examples of slogans they recall.....	43
<b>Table 2.9</b>	Participants' justification for their preferred advertisement.....	47
<b>Table 2.10</b>	Participants' justification for the Ad they picked.....	48
<b>Table 2.11</b>	Participants' choice between Ad "A" and Ad "B". .....	49
<b>Table 2.12</b>	Participants' choice between Ad "B" and Ad "C".....	50
<b>Table 2.13</b>	Participants' choice between Ad "A" and Ad "C". .....	51
<b>Table 2.14</b>	Interviewees' descriptions on the Ads which left a lasting impression.....	54
<b>Table 2.15</b>	Interviewees suggestions and recommendations.....	56

## List of figures

<b>Figure 1.1</b> Advertisement N1.....	19
<b>Figure 1.2:</b> Model of Rhetorical Question Effects .....	23
<b>Figure 1.3</b> Advertisement N2.....	27
<b>Figure 1.4</b> Advertisement N3.....	27
<b>Figure 2.1</b> Participants' age & gender.....	35
<b>Figure 2.2</b> The most visited social media websites by the participants.....	37
<b>Figure 2.3</b> Participant's opinion on the most effective site in terms of advertising.....	38
<b>Figure 2.4</b> The Frequency of Purchase Due to Online Ads According to Participants....	38
<b>Figure 2.5</b> Participant's opinion on the most effective site in terms of advertising. ....	42
<b>Figure 2.6</b> Advertisements N4 and N5.....	44
<b>Figure 2.7</b> Advertisement that is more eyes catching.....	44
<b>Figure 2.8</b> Advertisements N6 and N7.....	45
<b>Figure 2.9</b> Participants' answers on which advertisement is more representative.....	45
<b>Figure 2.10</b> Advertisements N8 and N9.....	46
<b>Figure 2.11</b> Participants' preference between two advertisements.....	46
<b>Figure 2.12</b> Advertisements N10 and N11.....	47
<b>Figure 2.13</b> Participants' preference between two advertisements.....	48
<b>Figure 2.14</b> Advertisements N12 and N13.....	49
<b>Figure 2.15</b> Advertisements N14 and N15.....	50
<b>Figure 2.16</b> Advertisements N16 and N17.....	51
<b>Figure 2.17</b> Advertisement N18.....	57
<b>Figure 2.18</b> Language distributions of Hamoud Boualem ads (2014-2022).....	57
<b>Figure 2.19</b> The development of writing systems of AA in Hamoud Boualem ads (2014-2022).....	58

<b>Figure 2.20</b> The development of language use in Hamoud Boualem Ads (2014-2022).....	59
<b>Figure 2.21</b> Comparison between the distributions of ads in the two time periods.....	60
<b>Figure 2.22</b> Comparison between the uses of rhetorical techniques in Djezzy ads between the two time periods.....	61
<b>Figure 2.23</b> The development of language use in Aroma Ads (2018-2022).....	62
<b>Figure 2.24</b> The use of linguistic techniques in Aroma Ads (2018-2022).....	63
<b>Figure 2.25</b> The distribution of linguistic tools in Aroma ads (2018-2022).....	63
<b>Figure 2.26</b> Diagram of the general attitudes toward Digital Ads .....	64

# List of Arabic Phonetic Symbols

## Arabic Vowels

Short Vowels		Long Vowels	
اَ	[α /æ /a]	[a:]	اَ
اِ	[i]	[i:]	اِي
اُ	[u]	[u:]	اُو

## Arabic Consonants

Consonants	Symbols	Consonants	Symbols
ء / ؤ	[ʔ]	ض	[d]
ب	[b]	ط	[t]
ت	[t]	ظ	[ð]
ث	[θ]	ع	[ʕ]
ج	[ʒ, dʒ]	غ	[Y]
ح	[ħ]	ف	[f]
خ	[χ]	ق	[q]
د	[d]	ك	[k]
ذ	[ð]	ل	[l]
ر	[r]	م	[m]
ز	[z]	ن	[n]
ش	[ʃ]	هـ	[h]
س	[s]	و	[w]
ص	[s̰]	ي	[j]

# List of Acronyms and Abbreviations

AA: Algerian Arabic

Ad: Advertisement.

AIDA: Attention, Interest, Desire and Action.

CS: Code Switching

CTR: click-through rate.

H variety: High variety.

ICT: Information and Communications Technology.

L variety: Low variety.

MSA: Modern Standard Arabic

# **General Introduction**

Language is a vital part of human interaction. It shapes the way people think and behave. It has a powerful effect on our ability to form opinions and make decisions. This fact has spurred the interests of advertisers and marketing researchers to explore the phenomenon. Understanding the way language influences behaviour is essential for any business to succeed. As a result, advertisers employ different persuasive language techniques to push consumers to consider and buy their products. In recent years, the advance of social media has caused advertisers and marketing agencies to switch their focus away from traditional printed advertising to online advertising. Social media present great marketing opportunities for businesses of all sizes, as they are used for promoting the name of brands and businesses, informing consumers about their goods and services, finding out what customers think of their business, and attracting new customers while building stronger relationships with existing clients.

The Algerian e-commerce market is expanding rapidly but it is still in its initial stage and lags behind other countries' markets. To effectively do business in Algeria, an enterprise must be able to deliver messages to its target audiences in a language that is persuasive and can be accurately and plainly understood. Advertising agencies in Algeria have a unique situation since Algeria is a multi-ethnic, therefore a multilingual country with diverse speech communities. Languages such as Arabic, French, Berber, and recently even English are all used by Algerians to various extensions. In this regard, companies and advertising agencies are presented with the special task of deciding which language to use, in which context, and what sort of linguistic tools work best in a multilingual society.

This research will try to examine how digital advertisers use language to communicate their products to the Algerian consumer, and how to persuade them to consider their services. Algeria still trails behind in marketing research. Oftentimes, local Algerian companies glance over the language in their advertising strategies, even though it is one of the most necessary elements for a successful advertisement (henceforth ad) campaign. This research work aims not only to demonstrate the significance and the impact of language in promotional materials on the consumer but also to illustrate the effectiveness of various linguistic and rhetorical techniques that are

## General Introduction

---

used to compel buyers to purchase goods and services. In addition, this research will also examine the attitude of Algerian consumers towards the current online advertising strategies that they are exposed to. Lastly, it will give some suggestions and general guidelines to improve the language of advertising in Algeria based on the findings of this investigation.

The questions that this research will seek to answer are the following:

- 1- What preferences do Algerians have towards the use of language in online advertising?
- 2- What are the most persuasive linguistic and rhetorical techniques that are used in online advertisements in Algeria?
- 3- How has language use in online advertisements change over time?

To answer these questions, the researcher put forth the following hypotheses:

- 1- Algerians prefer the use of Algerian Arabic (AA) and Modern Standard Arabic (MSA) in online advertisements.
- 2- The most persuasive linguistic and rhetorical techniques in online advertisements are rhymes and logos respectively.
- 3- The use of Algerian Arabic and Modern Standard Arabic in online advertisements has increased over time while the use of French is decreasing.

To substantiate the above mentioned hypotheses, this research follows a descriptive case study of Algerian internet users in Tlemcen. The sample population is roughly around 60 people randomly selected from various backgrounds. These participants are given a questionnaire where they are asked about the attitudes and perceptions they have towards the language of marketing. They are also presented with examples of advertisements in Algeria that use different types of linguistic and rhetorical techniques and then they are asked to choose the most appealing advert. This research work will also interviews some online buyers using a semi-structured interview to collect qualitative data about the studied subjects.

The work consists of two chapters. The first chapter is the literature review, which will seek to describe the current use of language in advertisements. In this chapter, concepts such as persuasive language, linguistic features, and marketing strategies will all be explored and further explained and analyzed in the Algerian context. It is divided



## General Introduction

---

into two sections. The first section gives an introduction to the field of marketing and advertising and set the framework that the present research will work on, while the second part focuses on the way ads are persuasive. It will tackle the linguistic and rhetorical techniques. This chapter provides the necessary background information needed to understand the findings of this research.

The second chapter will go over the details and the results of the investigation. One part will be devoted to explaining how the data are gathered and which methodology is used. It will go over the limitations while also explaining the reasons why the sample was picked, along with the research instruments. The second part will interpret the results. It will discuss the significance of the findings and confirm or disprove the hypotheses. Based on the information that will be gathered, some suggestions and solutions on how we can improve the language in advertising will be provided. At the end of the chapter, a conclusion will be drawn summarizing all the results.

# **CHAPTER ONE**

## **Review of the Literature**

## Chapter One: Review of Literature

1.1 Introduction .....	6
1.2 Advertising as a Means of Communication.. .....	6
1.2.1 Advertisement Defined .....	6
1.2.2 Types of Advertisement.....	7
1.2.2.1 Digital VS Traditional Advertising.....	7
1.2.2.2 Commercial VS Non-Commercial Advertising.....	9
1.2.3 The Effect of Advertising (AIDA model).....	9
1.3 Socio-linguistic Situation in Algeria.....	10
1.3.1 Diglossia in Algeria.....	10
1.3.2 Bilingualism in Algeria.....	11
1.4 Persuasion Defined.....	12
1.4.1 Persuasion in Advertising .....	12
1.4.2 Persuasive Advertising Techniques.....	14
1.4.2.1 Pathos.....	14
1.4.2.2 Logos.....	15
1.4.2.3 Ethos.....	16
1.5 Persuasive Linguistic Techniques.....	17
1.5.1 Wordplay and Puns.....	17
1.5.2 Slogans.....	20
1.5.3 Rhetorical Questions.....	22
1.5.4 Rhymes .....	24
1.5.5 Code Switching.....	25
1.6 Social Media Marketing.....	28
1.7 Conclusion.....	29

## 1.1 Introduction

Advertising is a form of marketing communication. It is something that we are all exposed to on daily basis; it affects us in various ways without even realizing. It draws theories from several fields such as psychology, sociology and linguistics and then employs these theories to effectively influence consumers to the point of purchase. One of the most powerful tools advertisers use in their promotional materials is persuasive language. This chapter will go over how this tool is being used, and which persuasive techniques are being implemented; as well as the perception of Algerian consumer towards its current usage.

## 1.2 Advertising as a Means of Communication

Advertising is a global phenomenon that has been shaping people's ways of perceiving things around them for decades. Understanding how advertising works, helps us understand how human behaviour is influenced and shaped.

### 1.2.1 Advertisement Defined

Advertising is often defined as “any paid, non-personal communications through various media by an identified company, non-profit organization or individual” (De Pelsmacker et al., 2013: 201). In other words, it is the publicizing of a product, brand or service to a general or specific audience in order to attract interest, involvement and sales. Advertisements also referred to as (adverts or ads) come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the marketplace. However, this definition is not universal and many scholars disagree on a clear definition of what is and what is not an advert. As Guy Cook (1992) stated in his book *the discourse of advertising*:

*“With the advent of TV advertising in the 1950s, advertising was transformed in character, and became much more various than this simple definition suggests. The fact that such definition will encompass everything from a market ticket offering good for sales[ ...]to a pulsing “pop-up” window on the World Wide Web, indicates that our vocabulary has not kept pace with the change”* (ibid,1992:9)

Advertising has always existed throughout history, although in different forms. In the Middle Ages back when technology was limited, advertising was conducted mostly by word of mouth. The initial act toward contemporary advertising came with the development of the printing machine in the 15<sup>th</sup> century. It was not long after that, until weekly newspapers in London began to distribute advertisements, and it was from that point where advertising started flourishing. In the 19<sup>th</sup> century, there were major developments in business and manufacturing which was also

accompanied by rapid growth in the marketing industry. During this century, modern advertising started taking its form as we see it now with the industrial revolution and the overproduction of goods through new manufacturing procedures (Brantson and Stafford, 1999). This led for consumer goods companies to stimulate demand through the use of advertising.

The term marketing and advertising are often used interchangeably, though they mean separate things. The former encompasses the latter, that is, marketing includes all the activities that help expand and promote your business. Advertising is only one component of that, other activities that are also part of marketing are social media events, direct mail, public relations. Any successful marketing campaign has to rely on all of those methods, and each of those methods has their own advantages and drawbacks. For example, for small business owners that do not have large capital, direct mail might be more appropriate than investing in large ad campaigns. For large businesses however, advertisement is one of the best ways to reach the consumers. For an effective ad campaign, a company first needs to go through market research, which is the phase of gathering the information about the target market, i.e., customers. Through surveys, companies look into their customers' preferences, attitudes and interests. Market research relies heavily on mathematical modeling since it usually deals with large scale population. Sampling, scaling, data collection and data analysis are all parts of marketing research methods. In short, marketing is an umbrella term; it is the process of pinpointing customer needs, predicting their purchase behavior and figuring out the ideal way to meet those needs. In contrast, advertising is the practical part, as stated before, it deals with promoting products or services through paid channels.

### **1.2.2 Types of Advertisement**

Businesses today have access to a large selection of advertising options. There are many types and classifications of advertisements. For the purpose of this research, it was narrowed to be based only on medium and classification.

#### **1.2.2.1 Digital VS Traditional Advertising**

The major difference between digital and traditional advertising is the medium through which consumers see the Advertisements. Janoschka (2004) classifies two general categories of advertising:

The first is traditional advertising. It uses traditional media like newspapers, magazines, TV, radio, brochures, leaflets, and many other forms. Even though it is not relatively used as it was before the advent of the internet, it has been the cornerstone of all marketing for the last decades.

In fact, Traditional adverts are still effective in certain markets, for example, older generations who are not too familiar with the online landscape are the ideal target audience. Thus, newspapers, billboards, and direct mail are still efficient in reaching these types of consumers. Printed ads also have the advantage of being more memorable and impactful since they are usually permanent. For instance, an ad on the cover of a magazine will stay there until the magazine is thrown.

The second type is digital advertising. This type of advert operates on digital media, such as social media apps or websites. Most internet users are familiar with pop-up ads and banners that appear on the side of the screen when they browse through the internet. These types of display ads are notorious for being irritating and disruptive, but they are not the only form of digital advertising. In fact, there are ads that are less disruptive like search ads which appear when you search something on Google, or native ads which match the form and the function of the website upon which they appear. Online advertising has many advantages over traditional advertising, for example, its relatively lower advertising expenses. In fact, any small business can now open a Facebook page and promote their products, while by traditional means; he would have to pay a massive fee to get featured in a TV commercial or on a billboard. Another advantage it has over traditional media is the ability to get feedback from the audience. A company that has its products fixed on a billboard will have no way of knowing how it is being received until it sees the sales outcomes, while if an advertiser used a sponsored post he can quickly see the audience feedback from the comments and the likes, and adjust his strategy accordingly. This flexibility is another feature unique to online advertising. The low cost is also paired with the ability to reach a wider and more diverse audience. Online services, in particular, enjoy this feature, since they are not restricted by geography. For example, a company can promote their service on an Instagram post and it can be seen by an Algerian, an Indian, and an American at the same time. Traditional means fail to reach the scope that online media offer. Although this relative ease to use makes it a very competitive market, where each company fights for the attention of internet users. With a low entry bar, anyone with an internet connection can make their own ads, which will inevitably create an oversaturation of the market. This in turn has made online ads appear to be more annoying and more disruptive than traditional ads.

In short, both digital and traditional advertising have their benefits and drawbacks. Any company looking to expand their brand awareness should opt for both, as they work in conjunction with each other. However, this research work is exclusively centered on the analysis of the language used in online advertising. The rationale for this is that accounting for every type

of advert is an almost impossible task. To ensure the quality of data the scope of this investigation will be narrowed to only digital media.

### **1.2.2.2 Commercial VS Non-Commercial Advertising**

Commercial and non-commercial advertising both share a common goal of generating consumer interest. They are carefully designed strategies which aim to reach the audience, catch their attention and push them to be aware of the subject matter, but that is where their similarities end. The two forms of advertising focus on different types of products.

Commercial adverts deal with selling products and services while non-commercial adverts care more about informing the general public about a certain problem or issue. There are also instances where the line between the two is blurred. For example, an ad campaign can mix both approaches, those being, to inform and to persuade consumers to buy their products based on the information presented in the Ad. The major difference between the two types is the purpose of the advertisements, with commercial advertising, the primary goal is to sell the product and increase sales. For instance, advertisements for electronics, food products and online services all fall under commercial advertising. In contrast, non-commercial adverts are a little bit more complex and broader than that. The primary goal is to promote an idea for the sake of informing. In particular, a public announcement to raise awareness for certain social cause, or to gather funds for charity for diseases or to even change habits, like anti-smoking ads. In these instances, information is being shared and spread, but the primary goal is not monetary nor is it to increase brand awareness or sales. But, it can also be used for self-serving reasons like in political ads, where the primary goal is to spread an ideology or to motivate people to take action in voting a certain political candidate. The present research work, however, will focus on commercial advertising only. The reason behind this is that the underlying persuasive techniques differ between the two forms. So, a clear separation must be established.

### **1.2.3 The Effect of Advertising (AIDA model)**

To understand how advertising works, several models were suggested to explain the purchasing process consumers go through. These market models focus on the way consumers travel through the communicative channels to reach the action of purchasing a particular product or service. To help measure the effectiveness of advertising messages, different classes of theoretical models were given, in particular, hierarchical models.

Prior literature unveiled several hierarchies of effects models (Barry, 1987), namely, the Attention, Interest, Desire, and Action (AIDA) model. It was first developed in 1898 by the American businessman Elias St. Elmo Lewis. It is regarded as one of the most recognized models

that are still being used now, but since its initial introduction, there have been several modifications. The original purpose of Lewis's AIDA model was to optimize sale calls, especially between seller and buyer. The basic premise of his theory is that consumers go through a series of steps when making a purchasing decision. He identified four steps (attention, interest, desire, and action).

The first stage in the AIDA model is attention. In this phase, the consumer becomes aware of the product, and the advertisement needs to be able to capture the attention of the viewer and leave a positive memorable mark on the product. The second stage is interest; the consumer's curiosity about the product or service grows as he learns about the product. While the first stage is about capturing the attention, the second stage is about maintaining it. The next phase is desire. The goal is to change "I like it" to "I want it" by developing a favorable view and establishing trust in the brand. The final stage is action. In this phase, the consumer chooses to act on his desire and purchases the product.

The AIDA model is indeed a useful tool for advertising agencies, but it still has its flaws. A major criticism of the model is that it does not account for post-purchase effects such as satisfaction. It also simplifies the process and presents it as a linear effect while in reality; it is more complicated than that. One of the ways the AIDA model tries to adjust for it is by expanding and adding modifications to it. Several models added extra stages like AIDAS but every hierarchy of effects models follows the exact same sequence of "Cognition- Affect- Behaviour".

### **1.3 Sociolinguistic Situation in Algeria**

The sociolinguistic situation of Algeria is complex as it is the product of the historical presence of many languages. This unique case gave birth to different phenomena such as diglossia and bilingualism.

#### **1.3.1 Diglossia in Algeria**

Diglossia is a fundamental sociolinguistic concept that is used in literature with varying definitions; the most widely recognized definition is that of Ferguson. He argued that diglossia is the co-existence of two varieties of the same language used for different purposes in a particular speech community (Ferguson, 1972). The term specifically refers to languages with definite high and low varieties such as the case of Arabic in the Arab-speaking world.

Algeria is a clear case of a classical diglossic situation. In the Algerian society, there are two varieties of the same language that are present in the country. Modern Standard Arabic, MSA for



short, is the high variety while Algerian Arabic (AA) which represents several mutually intelligible regional dialects is the low variety. MSA is regarded as the superposed variety. It is used in formal settings and it is recognized by the government as the only official language of the country up to 2016 when berber was included as well. MSA is also used in news broadcasts and official documents, and it is viewed as a prestige-correct form of language. MSA's connection to Quran elevates it in the eyes of the general public as they view the texts and language as sacred and holy. In contrast, AA is the variety used in casual speech. It is found in radio broadcasts, folk literature, and any informal setting. AA is viewed as inferior to MSA, lacking in vocabulary which necessitates to code-switch to either MSA or French. In fact, extended diglossia also applies since Algeria is a multilingual society with at least three active languages (Arabic, French, and Berber). The term extended diglossia was first brought about by Fishman in 1967; he argued that a diglossic situation does not have to be always between genetically related languages. In Algeria for example, French is accepted as an H variety used in academia and formal settings while AA or any regional Berber dialect serve as the L variety.

The advertising language in Algeria reflects the sociolinguistic situation in it. The attitudes that are held towards the languages in Algeria are used by advertising agencies to reinforce and cement their messaging. An ad that tries to sell a product as foreign, exotic and prestigious like an expensive perfume for example, will often utilize French as it also carries those same attitudes and beliefs. By the same logic, an ad that tries to push for a product as authentic and traditional will opt for AA as it is viewed as the language of the people and will resonate more with its target audience. The same also applies to MSA, for instance, an ad selling a religious garment will be more effective in its messaging when it uses MSA as it is closely related to religion.

### **1.3.2 Bilingualism in Algeria**

Bilingualism is a fascinating linguistic phenomenon that has become the norm in many parts of the world. It has changed the way we communicate and broke language barriers between nations. Algeria is an interesting case of bilingualism as it is the result of a complex colonial history.

Bilingualism has had many definitions; some are stricter than others. Bloomfield for example defines it as “the native-like control of two languages” (Bloomfield, 1935: 56) while Macnamara (1967) had a more lenient view. He argued that for a person to be considered bilingual he needs to have at least minimal competency in another language in one of the four language skills (speaking, reading, writing, and listening). For the past few decades, bilingualism and multilingualism have become a widespread phenomenon as they are the product of extensive

language contact. The rise of globalism, as well as mass immigration, has helped spread languages throughout the world. Algeria in that regard is no exception, due to its long history of French colonization; the country has become distinctly bilingual. The society at that time was deeply influenced linguistically. Today, 60 years after the independence; the French language still plays an important role in the Algerian community. However, this role is being challenged more and more each year as English and MSA are starting to replace French in education and administration.

Advertisers understand that the Algerian society is mostly bilingual; this fact becomes more apparent when we take a look at the types of adverts that get presented to the Algerian audience. For instance, many local ads are translated into several versions, including French, Arabic, and sometimes English too. It is done to match the linguistic profile of the targeted speech community and it is a crucial method for establishing customer's trust to reflect and familiarize the commercials to the audience via the use of language. Another good example is code-switching. Many Algerian adverts code switch from French to Arabic and in some rare cases from English to Arabic too. All of these examples base their approach on the "familiarity principle" of advertising. The underlying premise of this principle is that we grow to like the things that we are familiar with, be it ideas, people, or languages. Marketing agencies take advantage and use this cognitive effect to make their brands and their advertisements more persuasive by presenting them in a familiar fashion.

## **1.4 Persuasion Defined**

Persuasion is usually defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976: 21). Persuasion is studied in many disciplines and has sprung various theories to explain how it functions and influences behaviour. In psychology for example, it is viewed through the lens of individual behaviour. In neuroscience it deals with the brain activity and decision making. In political science and history it studies the way it shapes historical events through the use of propaganda. This research work deals with persuasion in advertising; in particular, the use of persuasive language in online commercial advertisements.

### **1.4.1 Persuasion in Advertising**

Early work on this domain can be traced to the American psychologist Carl I. Hovland. In the 1940s, he conducted several studies where he undertook the first systematic research study on attitude and learning. He and his colleagues, Wilbur Schramm, Martin Fishbein, Icek Ajzen, and Milton Rosenberg are often accredited with being the first to study the effect of persuasion.

Hovland's work, *Message Learning Theory*, concludes the more people learn and remember from an ad, the more persuasive it is. His work has focused on various features linked to learning and memory. For example, he sought to discover the ideal number of times a person needs to see a message to trigger desirable effects, or where to ideally place an argument of the product within the advertisement. Hovland has also found that who delivers the information in the ad plays an important role in persuading the audience. He identified two independent characteristics. The first one is the degree to which the presenter is perceived to be an expert on the matter being advertised and the second one is the degree of trust. Message learning theory also investigated the characteristics of the communication channels, from TV, radio, billboards, newspapers, and magazines. Several conclusions were drawn from the study, for example, it found that advertising through radio was by far the least effective, as it is hard to convey the message through audio-only. The core finding of this theory was the degree of persuasion was heavily associated with the degree to which the audience remembers and learns from the advert. (Hovland et al, 1953).

Persuasion in advertising necessitates the use of the knowledge on how the human mind works to develop techniques for marketing services and products. In the case of online commerce, these techniques can range from which colour to use in text, to the size of fonts and to the placement of the display ads. Many studies have investigated how to best frame your text in an ad to get the ideal click-through rate <sup>1</sup>(CTR), small changes like spacing between lines and the width of each line can make a lot of difference. For example, a 2002 study was carried out by Michael Bernard at the Software Usability and Research Laboratory to compare which size and font are more legible. It found that Arial, Courier, and Verdana are the most legible to the participants while 12 points size fonts were more easily read than 10 points fonts. Another study looked at the impact of colour on CTR in advertisements. An online survey was sent consisting of various pairs of ads that differ in colour, hue, and size. It found that highly-saturated advertisements were significantly favoured over the low-saturated advertisements, while warm colours were preferred slightly over cool colours. (Fiore et al., 2020).

In conclusion, the core premise of persuasion in advertising is that humans –more often than not- act on emotions and feelings rather than logic; people like to think that they are rational agents capable of acting on reason to make decisions, but the previously mentioned studies show how insignificant things like the size, font or even the color of an ad influence our behaviour.

---

<sup>1</sup> CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR. For example, if you had 5 clicks and 100 impressions, then the CTR would be 5%

### 1.4.2 Persuasive Advertising Techniques

Pathos, logos, and ethos are three modes of persuasion that appeal to the audience, the message the speaker respectively. First coined by The Greek philosopher Aristotle 2000 years ago, these rhetorical appeals are found in all forms of communication, and especially in advertising

#### 1.4.2.1 Pathos

Pathos is a rhetorical and psychological appeal that plays on the audience's emotions. Demirdogen (2010) has argued that pathos is categorized as a psychological appeal that relies on the audience's emotions. In other words, for pathos to have its intended effect, it is crucial for an advertiser to understand his audience's values as well as their beliefs. Understanding how to evoke an emotional response from audience, allows the advertiser to better know what type of appeal will elicit the emotions he intends. If not, an advertiser runs the risk of eliciting an emotion contrary to the one he wished, having unintended effects brought back upon them. Typically, this can come in the form of an anecdote to provoke happy or sad feelings within an audience. However, pathos is not limited to two emotions but a broad scope of emotions. A recent study in 2015 by a business scholar Paolo Antonetti and his colleagues on the effectiveness of negative emotional appeals revealed some interesting results. For example, they found that emotions do not necessitate instinctive reactions, but rather are infused with various behavioural patterns that affect the audience down the road. For instance, they claim that an antismoking advertisement will more often than not, cause guilt and fear so when the opportunity to smoke arises, those feelings of guilt and fear resurface, having a more long-term effect (Antonetti et al., 2015).

In the Algerian society, one of the biggest platforms on which people can advertise themselves is social media, particularly Facebook. In such websites the use of Pathos as means of persuading is very common. Typically, users are mostly connected with the people they know and care about, like friends and family, this fact makes it an ideal medium for emotional appeals. For example, Facebook labels the users connected to each other as "friends". Posts on someone's wall or onto the newsfeed are typically pushing out feelings like happiness, sadness, and anger which are then reinforced through interaction with friends through a "like" or a comment underlining the sentiment already provided by the original poster (Berlanga et al., 132). Facebook's use of the term "friend" creates a greater sense of pathos within other users. By referring to someone as a friend, it creates a deeper intrinsic connection and a higher propensity for trust because of the perceived relationship.

One of the ways advertisers utilize this mode of persuasion is by connecting the product with religion or with the Algerian identity. For instance, since the Algerian society is deeply religious, many adverts appeal to religion and use religious language and terminology to elicit a feeling of trust and respect derived from religion. By drawing these connections from religion to their product they easily gain approval from the general public. Such connections are often achieved through the use of language, but that is not always the case as they can be done through imagery and symbols. Another example is by relating to the Algerian history and identity. Indeed, many adverts use national holidays or other significant events in Algeria like Independence Day to advertise their products and services and eliciting a sense of solidarity and pride to the Algerian consumers. For this case, language is a great tool to relate these notions to the advertiser's products. Such tactics are very effective in giving positive impressions of the company and the product which will help increase sales and good brand recognition.

#### **1.4.2.2 Ethos**

Ethos is a very common rhetorical appeal. It represents the credibility of the speaker and the rationale of why the audience should trust the content of the advertisement. Often we see advertisers use someone along with their product. The person can be a celebrity, a public figure, or an expert. This strategy relies on the use of that credible figure to endorse their products which will make their advertisement more appealing and persuasive. Crowley and Hawhee (2004) assert that building ethos is a very long and tedious process thence why most advertisements use a figure that is already well known and respected. Edinger (2013) demonstrated the use of ethos by giving the example of leaders who have strong levels of character and integrity that persuade the audience and make them believe that the leader knows more than they, the audience, do. In such case, these traits become so credible that they cannot be rationally doubted by the audience. Advertisements should not always be viewed individually; sometimes it is very useful to look at the whole ad campaign to determine the effectiveness of each advert. Experts, celebrities often reappear in related ads, and endorse the same product in separate occasions. This strategy is used to raise the familiarity of the person and build a strong association with the public figure and the product or service. For example, the Algerian mobile Service Company "Djezzy" pays a great deal to the famous Algerian football player Riyad Mahrez, and in return they get to have the endorsement of one of the most beloved and respected figures in Algeria. Repeated appearance in those ads builds a strong connection between the person and the brand, and the credibility of the person advertising will implicitly carry over to the product or service. Another example is when companies use experts. Instead of listing statistics and graphs they bring a dentist to advertise a particular toothbrush or a doctor to endorse a new medicine or a food supplement. Using

authority is a great strategy to cut to a short path and reach their goal which is persuading people through brand trust. The use of ethos differs depending on the scale of the company; for small business owners, they may rely on customer testimonials and their own users' feedback, while for large companies they use famous public figures or experts to express their endorsement.

The use of language is also very important to establish Ethos. According to Michael Maslansky (2011) to build trust with your audience, the speaker must apply the four basic principles of language, or as he referred to them "the four Ps" be plainspoken, be plausible, be positive and be personal. For example, in Maslansky's book "the language of trust" he talks about how to achieve the four Ps. For instance, he argued against the usage of acronyms in advertising. To be plainspoken and simple is not to be short. He asserted "Too many people make this mistake. They try to simplify language by reducing the number of words. But simple just doesn't always mean short. It is always better to use five words to tell a clear story than use two and leave people confused." (Michael Maslansky, 2011: 59). He also argued for plausibility. The advert should treat the audience as reasonable skeptics. For example, plausible language avoids superlatives adjectives such as: the tallest, the smallest, the fastest, and the highest. Instead of using "insane prices" use "fair prices". Positivity is built around the words you use, and words that invoke fear are triggers that destroy it. If you want to communicate with skeptics, you need a different approach; one that focuses less on what the salesperson wants to sell and more on what the customer or client wants to hear. The last principle is personalization; Michael Maslansky argues that the advert should always center the audience. The usage of pronouns in this instance becomes very important. Personal pronouns such as "we", "I", and "you" play a large part in building personal connections.

### 1.4.2.3 Logos

Logos is the final mode of rhetorical appeal put forth by Aristotle; it is applied more subconsciously than ethos and pathos. This mode of persuasion relies on the use of graphs, facts, statistics, reason, and science to convince the audience of a product. In fact, Aristotle believed it was the most important mode to master as it is essential for an argument to make sense. Edinger (2013) also argues without logos, the two other modes of persuasion will not work as well, because the audience needs to know what is advertised to even start considering it. Furthermore, using logic will make the person advertising seem more knowledgeable and credible which would also enhance his ethos (Garver, 2004). This mode of persuasion fails if the advertisers are not successful in their attempt to compose their argument in a logical manner that the audience can understand. An example of the use of logos can be seen in companies competing with each other. Often they would employ counterarguments for why the consumer should pick their

products over the others and it can be demonstrated through the use of facts or statistics. (Carlsson & Koppfeldt, 2008).

Language is incredibly essential when using logos. This mode of persuasion demands clarity; if the audience does not understand the argument or the data they will not be convinced. For example, word choice is an important aspect when constructing an argument for a particular audience. Using the right vocabulary to make the argument coherent and clear is just as important as the validity of the argument. In addition, advertisers are also required to know to what extent their targeted population can interpret the data or read a certain graph. Signposting or connectors are also required to make the viewer follow the line of reasoning logically. They indicate to the targeted audience the structure of the argument.

Logos, as a rhetorical strategy, is not very common on social media; it is rare to see the use of statistics and graphs to advertise since this type of medium is more suited for the other two modes of persuasion (Berlanga et al., 2013). Even though humans like to think of ourselves as rational beings that mostly make rational decisions, we are far from it. We more often than not act on emotions and impulses, the validity of the argument or the truthfulness of statistics becomes irrelevant or trivial, for what is essential in each micro-network is the fact that the audience can trust the source by making it come from a familiar place. In this sense, logos tend to not be favored by advertisers, especially in social media where there is an overstimulation of our senses. As a result, the user does not spend a lot of time thinking about the logic or the validity of a digital advert.

In conclusion, rhetorical strategies should not be viewed as incompatible with each other. In fact, for an effective advertising campaign, all modes of persuasion should be used. The ethos of the speaker is always increased with good logos. It does not matter how credible the presenter is if the message is illogical and does not make sense. Meanwhile, pathos makes sure the message of the advertisement resonates with the audience and leaves a lasting positive impression.

## **1.5 Persuasive Linguistic Techniques**

A persuasive strategy is a set of language skills used to influence people's minds and elicit responses without directly pushing ideas on them. Persuasive strategies are used in advertising to establish rapport and boost brand recognition rather than to generate sales.

### **1.5.1 Wordplay and Puns**

Wordplay is built on a range of linguistic components. As Leppihalme (1997) points out, pronunciation, spelling, lexicon, morphology, and syntax are examples of these characteristics.

Wordplay can take several forms; this includes puns, ambiguous verbal wit, word sounds, and other linguistic aspects. It is also worth noting that context is crucial for the actualization of wordplay, as its pragmatic role (most commonly comedic, satirical, etc.) is fulfilled and actualized in a certain context. Like many linguistic terms, there is no uniform definition of wordplay or pun. The difficulties posed by the intricacy of wordplay and its numerous categories are generated by the complexity of the wordplay itself. However, most scholars consider puns to be a variety of wordplay, whereas wordplay is a broad term that encompasses all subcategories.

A pun is a joke exploiting the different possible meanings of a word or the fact that there are words which sound alike but have different meanings. For example “Always trust a glue salesman. They tend to stick to their word” or “New Study of Obesity Looks for a Large Test Group”. In both examples, the two words “stick” and “large” denote two separate meanings. The humorous aspect derives from this ambiguity and the double meaning.

Several scholars offered a different classification of puns. For example, Delabastita (1996) categorized puns into four types: Homophony (different spellings but identical sounds); Homonymy (identical spelling and sounds); Paronymy (slight differences in both sound and spelling); Homography (different spelling but identical sounds); Homonymy (identical spelling and sounds).

One of the most popular types of speech play is punning. It is, nonetheless, considered one of the lowest types of wit (Augarde 1984). Today's puns, according to Sherzer, are "most typically judged to be comic in intent, unsuited for serious conversation but very acceptable for advertising" (Sherzer, 1985: 215). When Redfern (1984) wrote to twenty of the world's leading advertising firms to inquire about the state of wordplay in advertising, the most prevalent response was that it was out of date to use puns in ads. His interpretation is that the agencies were expressing the long-standing shame associated with puns while also preserving claims to the profession's dignity. There have been few attempts to look at them in a formal academic setting. The work of Redfern, which contains a chapter on advertising puns, is one of the rare exceptions. The value of puns in advertising, according to Redfern, is as follows:

*“Advertising spaces are costly. Economy is essential, and puns are highly economical (two meaning for the price of one word or phrase). And are in fact much more of a labour-saving device than many of the products they seek to promote.”* (Redfern, 1984: 130)

Advertisements are intended to encourage customers to purchase a specific item. Advertisers seem to assume that puns may assist them to achieve this aim. Meyers-Levy and Malaviya (1999) conducted a review of the empirical evidence on what makes a convincing commercial. They came to the conclusion that one of the most successful methods of advertising is persuading



the audiences by providing them with a pleasurable and memorable experience. The customer may correlate the pleasure they felt while digesting the advertisement with the promoted goods, resulting in a more positive attitude about the product. Puns may deliver this enjoyable experience in a number of ways.

A pun is, first and foremost, a witty device. A pleasant experience for the audience might be provided by a hilarious message. A pun can also be seen as a puzzle. Solving a riddle is a satisfying experience since it demonstrates to the audience that they possess the necessary information to solve the challenge. Phillips (2000), for example, found that participants appreciated the riddle of a visual metaphor more when they were able to come up with a relevant interpretation on their own, as opposed to participants who were given the visual metaphor along with a headline that stated the intended interpretation. The audience and the communicator can build rapport by solving a puzzle (Norrick, 2003). A proper answer shows that the communicator and their audiences are on the same page. Puns are also a type of figurative communication in which a statement has at least two interpretations. Puns, according to McQuarrie and Mick (1996), are one of the more sophisticated kinds of rhetoric since they demand more processing work than communications that employ basic forms of rhetoric, such as rhyme or alliteration.

Puns are used in digital advertising in Algeria, albeit to a lesser extent. The main reason for this is the cultural difference, Algerians' sense of humour is deeply different from that of USA or UK as they generally do not rely a lot on puns but when it is used in advertising it becomes a very effective tool to provide a memorable and pleasurable experience. For example:



**Figure 1.1:** Advertisement N1 (Hammoud Boualem and all get close).

This form of pun is known as a recursive pun. This type is made up of two components. The second half of the pun is meaningless until the first half is understood. The first half refers to the prior knowledge of the popular Algerian revolution slogan “[jætɲæħħæw gæʃ]” meaning “They will all be removed” which refers to the corrupt politicians. The second half is the play on word,

“yed’ danaou” which means in Algerian dialect move aside or step back. So in this context it means everyone “steps away” from “Hamoud Boualem”, in other words, everyone respects them.

### 1.5.2 Slogans

Slogans are undeniably one of the best strategic tools for conveying information as quickly as possible and with high precision in order to persuade others to adapt or change an act or behaviour. A slogan is defined as a small statement that marks and strikes its target by its illocutionary effects and by its original and creative character. It is a concise and expressive formula, easy to remember, used in advertising and propaganda campaigns to launch a product, a brand, or to win over certain political or social ideas.

Companies identify themselves, their services, and products through advertising slogans and promotional techniques like catchphrases. To be effective in introducing a firm or a company, an advertising slogan should be clearly understood by consumers and connected with a certain brand (Stewart and Clark, 2007). A brand name, together with logos<sup>2</sup> and advertising slogan are three fundamental components of brand identification that form a good organization that is connected with the target consumers (Kohli et al, 2007). Each of these components serves a distinct purpose. A brand name serves as a product identifier as well as a brand image defender, and it is tough to change. Logos-graphic designs that include the trade name plays a significant part in the expansion and globalization of brand recognition across various languages and cultures. Meanwhile, Logos are rarely changed significantly, although they can be improved from time to time to stay current. Advertising slogans are critical in preserving brand identification. A trade name is generally no more than one or two words long and cannot be read literally for example the largest Algerian company “Cevital”. This holds true for logos as well. Through brand association, these brand identity features create a captivating image over time. These components, however, are confined to the picture and lack the potential to provide further information about the goods. As a result, the majority of the duty is shifted to long-term advertising. (Abdia and Irandoustb, 2013)

Advertising slogans are often brief, easily memorable phrases that are used in marketing campaigns. They are said to be the most efficient way of calling attention to one or more features of a product. Its objective is to emphasize a phrase that the corporation wants audiences to recognize and remember. Some slogans are created specifically for particular campaigns for a limited time; others such as corporate slogans are intended to be used for an extended period of

---

<sup>2</sup> Logos (singular, logo) are images, texts, shapes, or a combination of the three that depict the name and purpose of a business.

time; some slogans begin as the former and end up as the latter because they catch on with the public, and some are memorable many years after their use is discontinued. Slogans can be affixed to supports of several forms: leaflets, banners, or tattoos on the skin. However, it goes without saying that the poster is unquestionably the appropriate place for the slogan. Moreover, with the development of Information and Communications Technology (ICT), social networks have contributed massively to the production and circulation of slogans, but above all, the use of hashtags which allows the mobilization of the community.

Advertising slogans are frequently used in the interactions of competitive firms. A successful slogan has various features. First, it explains the primary advantages of the product or brand to the target user or consumer. Second, it signifies a contrast between it and the products of other companies. Third, it provides a straightforward, direct, and succinct point. Fourth, it develops its own particular “personality”. Fifth, it creates a trustworthy perception of a brand or product. And lastly, it is remembered, especially if it is accompanied by mnemonic devices<sup>3</sup> such as jingles, ditties<sup>4</sup>, images, or video. Some earlier academic research has documented the properties of slogans, but few have examined their efficacy or relationships with other dimensions (e.g. Miller and Toman, 2015; Reece et al., 1994). This is especially true if slogans are employed regularly throughout time and space, as such consistency and repetition boost phrase memorability among individuals. As a result, it is appropriate to utilize slogan memorability as one of the available techniques to analyze the usefulness of slogans, as various prior studies have done (Briggs and Janakiraman, 2017). Most empirical research on slogan memorability has relied on the intrinsic properties of the slogan to explain slogan recall and/or recognition. These research studies leave open the possibility of additional plausible explanations for what makes slogans memorable, namely external factors other than the fundamental properties of slogans. For example, factors that characterize and create the strength of a slogan, in terms of content, such as the degree of humour, twists of meaning, irony, proverbs, puns, allusions to knowledge, and values shared by the community.

Major companies in Algeria commonly use advertising slogans to differentiate themselves and develop brand awareness. French and Algerian Arabic are the most commonly used languages for these slogans. For example, Djazzy's “La vie vous appelle” and Ooredoo's “Dima maakoum”. Code-switching between French and Algerian dialects is also quite common like Djazzy other slogans, E.g, “عيش la vie”. MSA is also used but to a lesser extent such as in Cevital “رضاكم أولويتنا”. English slogans are very rare but they exist. For instance, the national airline of Algeria

---

<sup>3</sup> A mnemonic device, or memory device, is any learning technique that aids information retention or retrieval in the human memory for better understanding.

<sup>4</sup> A ditty is a short or light-hearted song or poem.

Air Algérie is known for its English slogan “always caring for you”. In Algeria, the syntax of slogans in advertisements may include a variety of sentence forms, everyday expressions, repetition, idiomatic expressions, and, to a lesser extent, other rhetorical devices. Overall, noun phrases are far more common in advertisements than verb phrases. Often, the advertising text does not contain any verb; it consists only of noun phrases, for instance, Le berbère "Mon Fromage". Adjectives are used mostly in conjunction with nouns or used independently, often in segments, such as "أبيض و ناعم" for capital's product "Skor". If verbs are included, the phrase may be exclamatory, though it is most often imperative like Ooredoo "عيش الانترنت" Aside from imperative, the most common verb forms are present simple tense, mainly in the third-person singular, and gerunds.

### 1.5.3 Rhetorical Questions

A question is considered rhetorical when the answer is implicit in the question. Advertisers, for instance, are interested in the outcomes of these rhetorical strategies. These questions are just one type of rhetorical device that advertisers employ; others include (catchphrases, puns, slogans, rhymes, etc...).

Questions have been used in persuasive situations since the 1800s. Many issues concerning the effectiveness of rhetorical questions remain unsolved. For example, when the inclusion of rhetorical questions in commercial presentations makes the adverts more persuasive, and when the usage of rhetorical questions is appropriate or when they should be avoided. McQuarrie and Mick (1996) conducted a study of the effects of using rhetorical devices in adverts and found that rhetorical figures imply a creative divergence in the form or structure of the message, and hence constitute a violation of expectations. People tend to react to such variations in a number of ways.

According to Ahluwalia and Burnkrant (2004), the consumers' response is influenced by how prominent or visible the rhetorical style is. They discover in two trials that if the format is not too noticeable or obvious (e.g., light use of questions, simply a rhetorical headline), respondents exposed to commercials with a rhetorical question simply respond to the question. Answering questions draw attention to the message's substance. As a result, if the messaging reasons are compelling, the inclusion of a rhetorical headline boosts persuasion. However, if there are certain gaps in the arguments for the product then having a rhetorical header is likely to highlight them to the audience which leads to a reduction in persuasion, whereas, if the rhetorical style is prominent or visible (e.g., excessive use of questions in the main text), the audience's attention is drawn to the message source and the methods employed, rather than the message content itself.

As a result, the following persuasion in this scenario is more dependent on the audience's past attitude toward the source (e.g., company, salesman, candidate, ad execution) than on the strength of the message arguments itself. The use of rhetorical questions in a trusted source communicates the idea of transparency, a less pressing approach that allows users to "decide," and therefore improves persuasion. If the source is disliked, the same use of questions will be viewed as "pressuring" or "aggressive," making the listener more averse to the message. The following diagram was put forward by Ahluwalia and Burnkrant (2004) summarizing their research results:

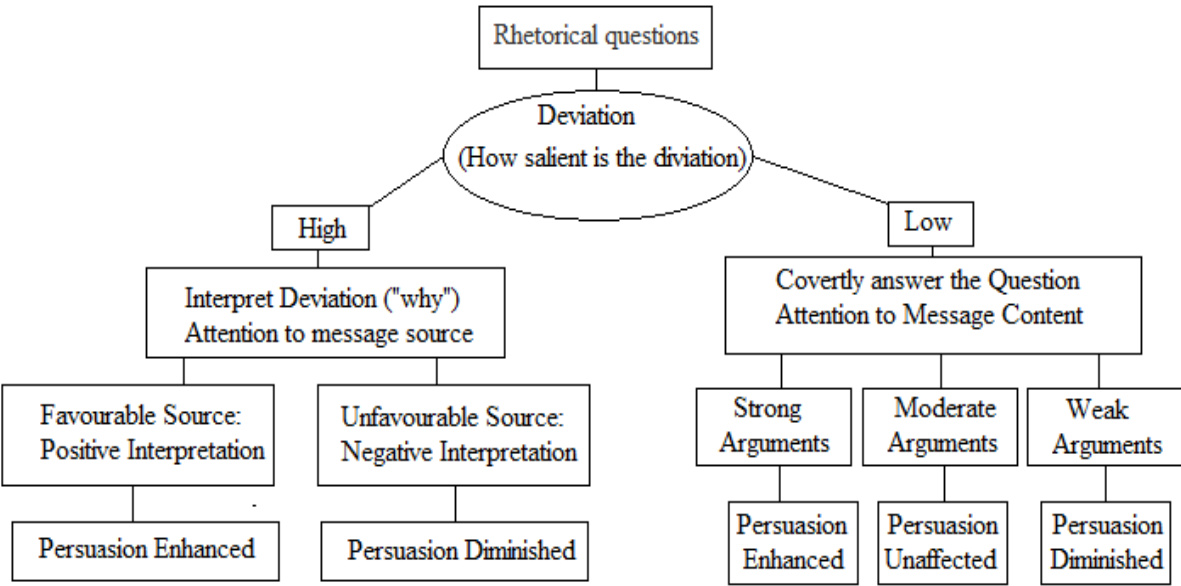


Figure 1.2: Model of Rhetorical Question Effects

Following Ahluwalia and Burnkrant's research, the usage of rhetorical questions is dependent on the strength of the arguments in the advertisements and on the audience's attitude toward the company or brand. Using a lot of rhetorical questions in the message might backfire if the goal is to bring over customers who have a negative attitude towards the company or brand. In this case, rhetorical devices can improve persuasion only if employed appropriately (for example, as a headline) in a message with very powerful arguments. Under all other circumstances, the use of questions is problematic for these skeptical consumers. If the consumer has a good attitude about the message source, then a significant use of rhetorical questions can boost the advertisement's persuasive power, even if the arguments are not particularly appealing. Using fewer questions (e.g., only headlines) is preferable if the arguments are powerful. In contrast, if the arguments for the products are weaker, then it is more preferable to use more rhetorical devices. If the audience has a neutral attitude towards the message source, the impact of rhetorical questions could be dependent on how the message is delivered. The use of rhetorical questions in the text of the

message is likely to boost persuasion with executions that normally elicit favorable source impressions, for example, comedy. When the message implementation is likely to result in unfavorable source impressions, such as negative advertising or terror appeals, rhetorical devices are not suggested.

#### 1.5.4 Rhymes

Advertisers are always trying to generate interest in the products they produce. In order to do so, they employ a variety of sophisticated tactics. They might satisfy our want to be seen as healthy, attractive, energetic, popular, stylish, and successful. They can also aim to draw attention to the advertisements by using a creative or humourous design. The use of rhyme is one approach to make commercial ads more persuasive.

At the turn of the century, rhyming ads became very popular (Watkins, 1959). To this day, companies still use rhymes in their advertisements and slogans. The "rhyme-as-reason effect" was discovered by McGlone and Tofighbakhsh (2000), who found that rhyming aphorisms<sup>5</sup> are deemed to be more correct than non-rhyming aphorisms. The "rhyme-as-reason effect" is a psychological phenomenon in which people are more likely to trust claims that rhyme than those that don't, despite the fact that they all denote approximately the same thing. For example, people perceive the phrase "Anger restrained is wisdom gained." as more correct than the statements "Anger restrained is wisdom acquired" and "Anger held back is wisdom gained." just because the initial phrase contains a rhyme (i.e., the words "restrained" and "gained" end with the same tone). Rhyming can also impact individuals in ways other truthfulness of a claim, such as increasing their likelihood to enjoy, recall, and repeat statements. These effects may be used in aphorisms, and commercial slogans, among other things. Understanding this cognitive bias is crucial as it can be used to construct more persuasive advertising messages, and accounting for how others use it can help assess information more rationally.

Rhyming fluency may also be seen as an example of a phrase where the ending gives a joyful stimulation since consumers could anticipate the final word accurately. In fact, self-generation of words was reported to have a favorable influence on word memorization (Slamecka & Graf, 1978). Alternatively, the recipients of a phrase may be delightfully thrilled by the rhyming end, similar to how people love a surprisingly amusing ending to a story.

This psychological effect can be attributed to three cognitive mechanisms. The first one is the Keats cognitive bias. This bias was discovered by Matthew McGlone and Jessica Tofighbakhsh

---

<sup>5</sup> Aphorisms are short, concise, iconic, or memorable statements that represent a broad truth or concept. Tradition frequently passes them down to future generations.

(2000). According to their research, the aesthetics of statements can be improved through rhyming. In essence, rhyming may make statements appear more appealing to listeners, making them more likely to trust them. This is linked to the Keats heuristic, which is a mental shortcut that causes individuals to judge a statement's validity or correctness based on its aesthetic aspects. Secondly is the availability bias; statements may be made more fluent by rhyming them. In essence, rhyming can make statements simpler to process, increasing the likelihood that others would trust them and assigning greater weight to the information they contain. This is related to the availability heuristics, which indicate that individuals are more inclined to depend on the information that is simple to process and recall. And lastly, the familiarity bias which asserts that statements that rhymes increase familiarity. Since rhyming makes individuals more willing to repeat words than phrases that are more catchy and appealing, leads to higher exposure and familiarity. As a result, individuals are more inclined to assume certain claims as true.

In Algeria, rhymes are a very common tool of persuasion in advertising. Companies like Cevital and Hamoud Boualem repeatedly use rhymes in their slogans and ads. For example, “رضاكم أولويتنا و رأيكم يهمننا” is a slogan for the former, and “حمود بوعلام حكاية ألف عام” for the latter. A recent 2013 study that was published in the Scandinavian Journal of Psychology, compared between advertisements that used rhymes and those that did not. The researchers concluded that rhyming slogans were seen as more trustworthy and compelling than their non-rhyming counterparts, and also more pleasant, unique, and easy to recall (Filkuková P., Klempe S.H, 2013). Rhymes are especially common in online advertising since they are suited for display ads that rely heavily on the content of the text and the image.

### 1.5.5 Code Switching

Code-switching (CS) is a linguistic phenomenon extensively used in bilingual and multi-lingual cultures. The term "code," is used by linguists to mean an "umbrella term for languages, dialects, styles, etc..." (Gardner-Chloros, 2009: 11). The term "switching" describes how humans alter the language, whether intentionally or unintentionally. According to Meyers-Scotton (1993:1), CS is a matter of code alternations, or "... a term used to identify alternations of linguistic varieties within the same conversation." Code-switching is also considered a form of persuasion utilized by marketing agencies.

In advertising, code-switching is used to sell an image of a company by using language as a tool. The theory proposed by Kristiansen and Eckert states that language is both a maker and a marker of social identity. It explains why advertisers want to brand their products with foreign phrases that signify values associated with a certain language (Cerdeño, 2010). In fact,

Baumgardner's (2008) research presents numerous terminologies for employing a foreign language for its connotational rather than denotational value. The perspectives of the authors are noticeably diverse. The term "ethno-symbolic value" was used by Haarmann (1989) to define a symbolic quality of language that communicates a country's ideas. According to Kelly-Holmes (2000), this is known as the "language fetish". The phrase refers to the change of language into an object that no longer serves as a means of communication. For example, even though English does not transmit a particular picture of a nation, it is connected with ideals such as technical growth, innovation, creativity, intelligence, or entertainment; these values are prescribed to it because of its international reputation (Cerdeño, 2010: 4). Other languages express certain connotations in a similar way. French can represent elegance, sophistication, refinement, and fashion; German brings to mind a perception of high quality and status (Bulawka, 2006). These preconceptions, however, are not always good and differ depending on the country and individuals. The task of the advertisers then becomes to identify what perception their target audience has of a particular language and correctly use its features to evoke a sense of pathos depending on the product.

The effects of CS in advertising differ significantly between monolingual and bilingual speakers. Luna and Peracchio (2005) in their article "Advertising to Bilingual Consumers: The Impact of Code-Switching on Persuasion" focused on bilingual customers. They presented their ideas and concepts to explain the impact of code-switching on the cognitive processing of advertising content. In addition, their findings show a correlation between CS and the effectiveness of marketing campaigns. Their work relied on Myers-Scotton's Markedness Model; it was used as a lens to view the impact of CS on the audience's perception of advertisements. Markedness is a linguistic concept that is similar to salience. The definition provided by Fiske and Taylor (1984) explains that "an object or part of the message is salient when it stands out from its immediate context, from the perceiver's prior experience or expectations". Luna and Peracchio argue that when a term is translated into a foreign language, it becomes more important. As a result, such a term attracts the reader's attention. In other words, a prominent aspect in the language causes the audience to analyze the material more deeply and thus the readers give greater attention to the advertisement. However, it can operate in both ways. The effect of advertising will be strengthened if it is well-prepared and contains compelling arguments but if a message is inadequate the perception will be much more unfavorable.

Advertisers in Algeria use CS to show solidarity by representing the language of the general public and to mark their advertisements to draw more attention to it. In the case of Algeria, CS is a widespread phenomenon since it is a multilingual country. Using CS as a persuasive strategy



can evoke many feelings. Algerian companies that attempt to distinguish themselves from the rest usually use CS to elicit a sense of solidarity and express their pride for the Algerian identity with the customer. The Algerian culture and society are often described as being generally prideful and patriotic, due to its long history with colonialism and oppression. For this reason, Algerian companies like Hamoud Boualem build their marketing strategies around being uniquely Algerian and traditional. E.g.:



**Figure 1.3:** Advertisement N2 (Hammoud Boualem the model of the Algerian identity.)

There are several ways to associate these values with the brand. For example, using the flag in their adverts or supporting the national football team, or celebrating national holidays. But in terms of language, the most effective way to evoke these values is to code-switch. However, not all forms of code-switching are the same. The norm in Algeria is to code-switch between Arabic and French. So, if a company code-switches from Arabic to English, for example, they will elicit a different type of response E.g.:



**Figure 1.4:** Advertisement N3 (Which team are you, Big cup or small cup?).

This type of CS is not common in Algeria. So, the text in the ad will be marked and more attention will be given to the content. Values associated with the foreign language will also be

evoked whether they are positive or negative it depends on the person, their social environment and their level of education.

## 1.6 Social Media Marketing

Social media marketing is a type of online marketing that makes use of the popularity of social media platforms to accomplish branding and marketing objectives. Social media is one of the most efficient free avenues for marketing a company's business because of its extensive use and adaptability.

Over the last decade, the use of social media platforms such as Instagram, and Facebook has skyrocketed (Chen and Qasim, 2021). Popular businesses utilize these platforms to sell their products, and consumers use them to connect with each other. Social networking services have helped to bring social activities from the actual world to the digital world. People now communicate and exchange information by sending messages in real-time. As a result, businesses view social media platforms as critical instruments for achieving success in the online marketplace (Ebrahim, 2020). Social media marketing is the use of social networks to commercially advertise services or events in order to attract new customers. With the massive growth of community websites, many businesses have begun to look for the best methods to leverage sites to build positive relationships and communications with users, allowing for friendly and intimate partnerships to form online brand communities (Ibrahim and Aljarah, 2018). Social media marketing effectively supports customer-marketer contact while also permitting actions that increase brand exposure (Hafez, 2021). As a result, social media marketing (SMM) is still being viewed as a new marketing approach, although its influence on intents is limited. But nevertheless, much of the research on social media marketing has so far focused on consumer behaviour, creative strategies, content analysis, and the benefits of user-generated content, as well as their relevance to building virtual brand communities (Ibrahim, 2021).

The use of social media in Algeria has increased just like in every other country. Recently, a survey was conducted by researchers from the BBC media action in 2018 regarding internet and social media use in Algeria. It found just over half of all Algerians (52%) say they use the internet and just under half (47%) say they use social media – this is much higher for younger people - around two-thirds of those aged under 35 use the internet and social media, rising to around 80% for those aged 16-24. The majority of these users are men (58%). For Instagram, only 21.5% of the population uses it, and just like Facebook, the majority of the users are men aged between 18-and 24 years old. The most primary access to the internet and social media for

Algerians is through their phones; approximately 91% reported that the device they use to browse through the internet is their mobile phone, followed by laptop 48% and tablet 20% and when asked what they use social media for, 81% reported that they use it to connect with friends and to search for information 78%. Those that have an active social media profile were asked a series of questions on their views and attitudes about social media. Less than a third (32%) agreed that they trust what they read or see on social media while (38%) agreed that they sometimes avoid going on social media because they do not want to deal with abusive comments.

## **1.7 Conclusion**

Advertising has three main goals: to inform, convince, and remind. Informative advertising raises brand, product, service, and concept awareness. It can inform consumers about the features and benefits of new or existing items by announcing new products and initiatives. This chapter has shown how language is the most important tool when making an ad campaign. It has explained what type of medium is the most suited to develop a marketing strategy as well as what kind of adverts this research work is concerned about. Furthermore, it has shown how advertising and linguistic techniques affect the behaviour of consumers and demonstrated the rationale behind using these strategies

# **CHAPTER TWO**

## **Analysis and Discussion of The Results**

## Chapter Two: Analysis and Discussion of the Results

2.1 Introduction.....	32
2.2 Research objective.....	32
2.3 Methodology of the Research Work.....	32
2.3.1 The Sample.....	32
2.3.2 Research Instruments.....	33
2.3.2.1 The Questionnaire.....	33
2.3.2.2 The Interview.....	34
2.4 Data Analysis .....	35
2.4.1 The Questionnaire Analysis.....	35
2.4.2 The Interview Analysis.....	51
2.4.3 The Analysis of the Advertisements.....	56
2.4.3.1 Hamoud Boualem Ad Analysis.....	56
2.4.3.2 Djezzy Ad Analysis.....	59
2.4.3.3 Aroma cafe Ad Analysis.....	61
2.5 Data Interpretation.....	64
2.5.1 Result Interpretation of the Questionnaire.....	64
2.5.1.1 Results of the First Rubric.....	64
2.5.1.2 Results of the Second Rubric.....	65
2.5.1.3 The Results of the Third Rubric. ....	65
2.5.2 Result Interpretation of Ads Corpus.....	66
2.5.2.1 Results of Diachronic Analysis of Language Use.....	66
2.5.2.2 Results of Diachronic Analysis of Linguistic and Rhetorical Techniques.....	67
2.5.3 Result Interpretation of the Semi-Structured Interview.....	67
2.5.3.1 The Perceptions of Language Use in Ads.....	67
2.5.3.2 Recommendations and Suggestions for Improving Online Ads in Algeria.....	68
2.6 Conclusion.....	69
General conclusion.....	70
Bibliography.....	74
Appendices.....	80
Appendix I: Questionnaire in English.....	81
Appendix II: French Questionnaire.....	85
Appendix III: Arabic Questionnaire.....	89

## **2.1 Introduction**

The second chapter will go over the methodology and the research instruments used in this research work. An online questionnaire was employed asking the participants about their perceptions of the language used in online advertising in Algeria. A semi-structured interview was also used to further gather data about problems and suggestions regarding the language used in advertising. A number of ads were collected from three major companies in Algeria to investigate the development of language in their advertisements. This chapter will also go over the results and interpret the gathered data and then link them to the research hypotheses to test their validity.

## **2.2 Research objective**

The research was conducted to investigate the current perception of the Algerian consumers towards digital advertising. The participants were asked about their language preferences in advertisements and were shown various examples of online ads and asked to select the most appealing ones in terms of language use. The aim is to see which language is the most appealing to Algerian consumers and if they consider the current implementation of online marketing strategies representative and persuasive. A number of advertisements were also gathered from various Algerian companies and analyzed to study the development of language use.

## **2.3 Methodology of the Research Work**

This research opted for a case study of Tlemcen speech community; the purpose of this case study is descriptive. This type of research approach entails a careful, in-depth, and extensive examination of a research topic and its surrounding context. Descriptive case studies are used to describe natural occurrences that exist within the data in question. The researcher's purpose is to describe the data as they occur. For this particular research work, the purpose is to describe the nature of the language in digital advertising in Algeria and to look at the perception Algerians have towards it.

### **2.3.1 The Sample**

Sampling is an important step when gathering participants for a research work. In this particular instance, simple random sampling was used. This method was picked to avoid any potential biases from the sample and because it is most appropriate for researching about attitudes and perceptions. It is essential for the sample to be representative of the overall population to make any general statements based on the results found. In order to have a fair representation, the sample should be picked randomly and reflect the entire population. A total of

63 participants from various social backgrounds were recruited for this research work. This sample was presented with a questionnaire, and then later a selection of them were solicited for an interview. The sample for this research work is from Tlemcen speech community and they all use the internet and have active social media accounts.

### **2.3.2 Research Instruments**

Research instruments are tools used to gather, analyze or measure data for a particular research. These instruments include questionnaires, surveys, interviews, tests, observations, and many others. A good research tool is one that has been thoroughly tested and confirmed to be reliable. It should be capable of gathering data in a manner that is relevant to the study subject at hand. The research instruments must be capable of assisting in the fulfillment of the research goals, objectives, and research questions, as well as proving or disproving the study's research hypotheses. Research instruments should also be utilized properly and should not have any bias in the way data is collected. The choice of the tools depends on the type and the aim of the research. For example, researchers that seek to describe attitudes and perceptions of a particular phenomenon usually opt for questionnaires and interviews. Research that seeks to test a phenomenon be it linguistic or psychological will opt for tests. In this particular case, the aim of the research is not only to describe the current use of language in online advertising but to understand the attitudes and the opinions of the consumers towards this particular use. For this reason, a questionnaire and an interview were chosen to collect the data.

#### **2.3.2.1 Questionnaire**

A questionnaire is a research instrument that consists of a series of questions that are used to gather data from participants. These instruments incorporate either written or spoken questions. Questionnaires can be used for qualitative or quantitative analysis and they can be administered online, over the phone, on paper, or in person, with or without the presence of a researcher. Questionnaires are popular research instruments because they provide a quick, efficient, and low-cost way to collect huge quantities of data from big sample sizes. These instruments are very useful for assessing subjects' preferences, intentions, attitudes, and views. Questionnaires with qualitative analysis are utilized when it is necessary to gather exploratory data to confirm or reject a theory. In contrast, Questionnaires with quantitative analysis are used to validate or test a hypothesis that has already been developed. Researchers can acquire both qualitative and quantitative data analysis by using open and closed research questions, resulting in more thorough results.

The questionnaire that this research work used was administered online. Therefore, it was not with the presence of the researcher. The questionnaire was divided into three rubrics. The first one dealt with the background information of the sample. The second rubric discussed the attitudes of the participants regarding language use in advertising. The last rubric presented examples of persuasive linguistic techniques in advertising and asked the participants to choose between them based on their preferences. There were a total of twenty-three questions, seventeen of them were closed-ended questions and the rest were open-ended questions that let the respondents use their own words and add as many details as they want. Eight questions had pictures of advertisements attached to them. The respondents were asked about their opinions regarding the use of persuasive techniques in each picture.

### **2.3.2.2 Interview**

Interviews are different from questionnaires as they involve social interaction. Interviews are a common research method of gathering information from a subject face to face. It is an approach in which data are collected by asking questions. Two or more individuals are involved in an interview; one of them is the interviewer who asks the questions and the interviewee that responds to the questions. Quite often, interviews are recorded by the researcher and the data is written up as a transcript (a written account of interview questions and answers) which can be analyzed at a later date.

There are three different formats of interviews: structured, semi-structured, and unstructured. Structured interviews are made up of a set of questions that all interviewees must answer in the same sequence. Data analysis is frequently less complicated since researchers may compare and contrast various responses to the same queries. In contrast, unstructured interviews are typically the least dependable from a research standpoint since no questions are planned before the interview, and data collection is done in an informal way. Unstructured interviews are linked with a high amount of bias, and comparing responses from various respondents is challenging owing to changes in question-wording. In semi-structured interviews, the interviewer prepares a series of questions that all interviewees must respond to. During interviews, further questions may be asked to clarify and/or further elaborate on particular problems.

Interviews have the advantage of being able to obtain extensive information on research questions. Furthermore, in this method of primary data collecting, the researcher has direct control over the process flow and has the opportunity to address any concerns that arise throughout the process if necessary.



In this research work, a semi-structured interview was used to gather further qualitative data about the topic. Eight participants were selected based on their answers to the questionnaire. All of the participants have used online platforms and are familiar with advertisements on social media. These participants were asked eight questions, but since a semi-structured interview was implemented a number of clarifying questions were asked as well and the wording of each question was not the same among them. AA was primarily used to communicate with the interviewees so they feel they are in a natural setting and reduce any potential biases. The participants' responses were also recorded upon giving their consent.

**2.4 Data Analysis**

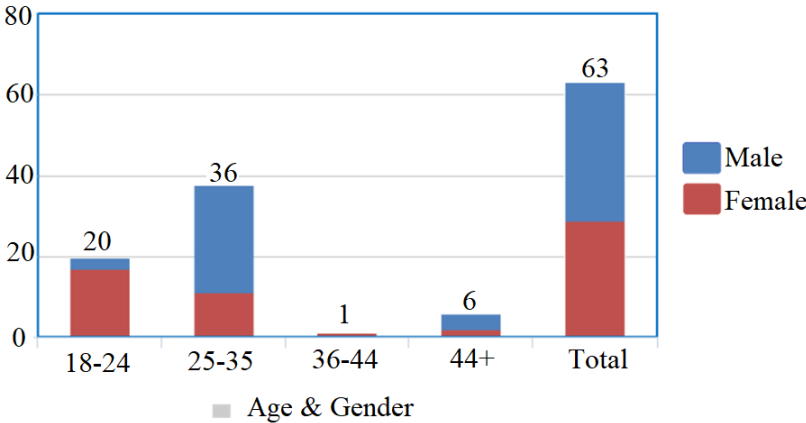
Data analysis is the most important aspect of any study as it summarizes the information gathered. It entails the use of logical and analytical reasoning to data in order to identify patterns, correlations, and trends. In this part of the chapter, the results of the questionnaire, the interview, and the corpus of advertisements will all be analyzed and interpreted to confirm or reject the research hypotheses.

**2.4.1 The Questionnaire Analysis**

**Rubric one:** Background information and attitudes towards online ads

The research goal in this section is to acquire a clear picture of the participants' background information to determine the general profile of the sample.

*Questions One and Two: The participants were asked about their age and gender.*



**Figure 2.1** Participants' age and gender.

As the graph shows, most of the participants were aged between 18-35 years old. This is expected since the majority of internet users are young adults. As for gender, females were overrepresented in the 18-24 age categories, while males were overrepresented in the 25-35 age groups. However, overall the gender of the participants in the total number was balanced.

*Question Three: How often do you use the internet per day?*

**Table 2.1** Time spent browsing the internet

Options	Participants	Percentages
<b>1h-3h</b>	<b>19</b>	<b>30.2%</b>
<b>3h- 8h</b>	<b>32</b>	<b>50.8%</b>
<b>more than 8h</b>	<b>12</b>	<b>19%</b>

This question was asked to determine how much Algerians use the internet. It is important to understand the sample background and familiarity with social media and internet use. The results show that a third (30.2%) of the participants spend between 1h-3h while half of them (50.8%) say they use it between 3h-8h. In contrast, the least selected option was +8h per day which only 19% of participants selected. The results match previous market research from the Global Web Index institution <sup>6</sup> which reports that in 2022 the average person worldwide spends 6h58minutes on the internet each day.

*Question four: How often do you come across online advertisements when you browse through social media, per day?*

This question was asked to test Algerians’ perception of how much they think they see advertisements per day. The results were summarized in the following table:

**Table 2.2** Participants’ perception of how many ads they see per day.

Options	Participants	Percentages
<b>1-3 times</b>	<b>7</b>	<b>11.1%</b>
<b>3-10 times</b>	<b>26</b>	<b>41.3%</b>
<b>10-20 times</b>	<b>16</b>	<b>25.4%</b>
<b>More than 20 times</b>	<b>14</b>	<b>22.2%</b>

Most participants 77.8% report that they see advertisements less than 20 times per day; while 22.2% say it is more than 20 times per day. Their answer varied based on their time spent browsing through the internet, but overall most participants underestimated the number of

---

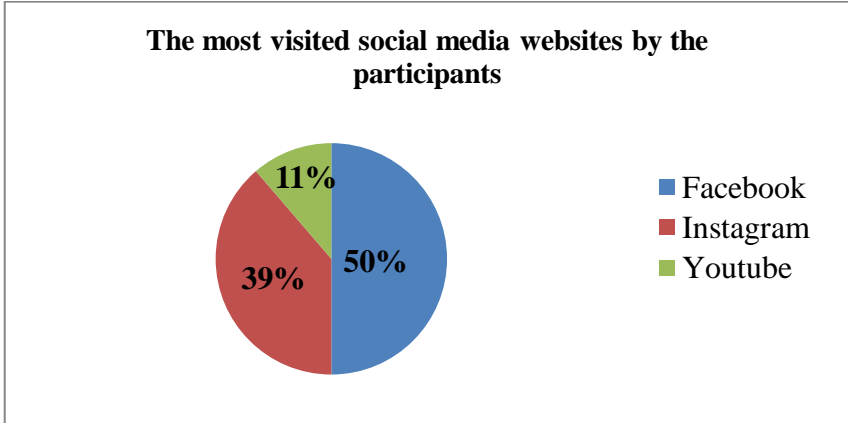
<sup>6</sup> Simon Kemp, DIGITAL 2022: TIME SPENT USING CONNECTED TECH CONTINUES TO RISE, extracted from: <https://bit.ly/3Llwtvm>

advertisements that they are actually exposed to. This question has already been explored by previous researchers. According to a study by Media Dynamics, Inc<sup>7</sup>, a typical adult's daily media intake has increased dramatically to 9.8 hours per day in 2014. In that study they found on average, a person is exposed to 362 different advertisements while browsing through media. However, the human mind filters away the majority of information, leaving only 153 ads that the person pays attention to. These numbers vary based on the location, and amount of time spent online.

The purpose of this question was to highlight the incongruence between what we perceive versus what we are actually exposed to. Most participants reported they see less than 20 ads per day when this is far from reality. One possible theory to explain why participants do not remember most of the ads that they see is that we are so used to seeing so many advertisements in media that we became accustomed to them.

*Question five: Which social media do you visit most?*

This question reveals which social media sites are used the most by the participants. The results are shown in the following pie chart:



**Figure 2.2** The Most visited social media websites by the participants.

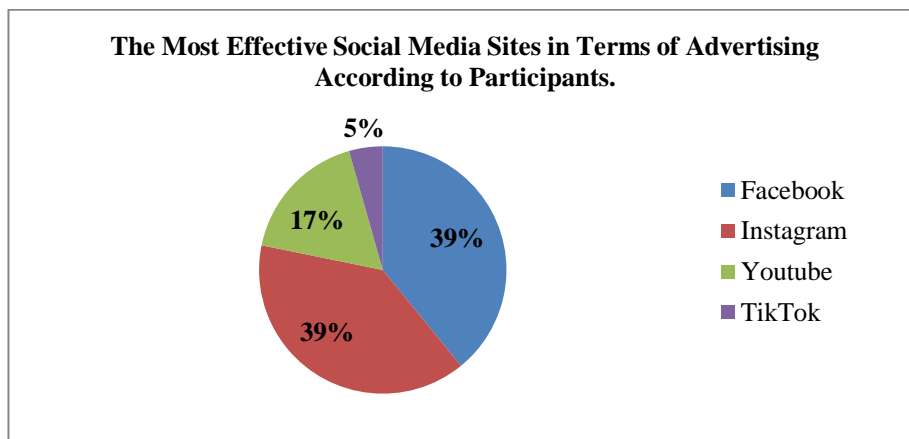
As the pie chart shows, half of the participants (50%) say they visit Facebook the most. Meanwhile (39%) of the sample say they visit Instagram more while (11%) claim they use Youtube more. The results indicate a clear preference for social media sites with features that let them communicate and connect with others. Youtube and TikTok serve mostly as a medium for consumption, where the user's role is mostly to consume videos. Unlike Facebook and Instagram which allow their users to not only consume their service through reading posts and watching videos but also produce by interacting with each other. The ability to do both drives more traffic

<sup>7</sup>President, Ed Papazian, Media Dynamics, Inc. Average media & Ad exposure, extracted from: <https://www.mediadynamicsinc.com/uploads/files/PR092214-Note-only-150-Ads-2mk.pdf>

and more use to the website. Furthermore, in Algeria in particular, the cost of communication is high so free mediums of interaction are especially popular. The results of this question allow us to draw a clear profile of the preferences of the average Algerian internet user.

*Question six: Which social media site do you think uses online advertising effectively?*

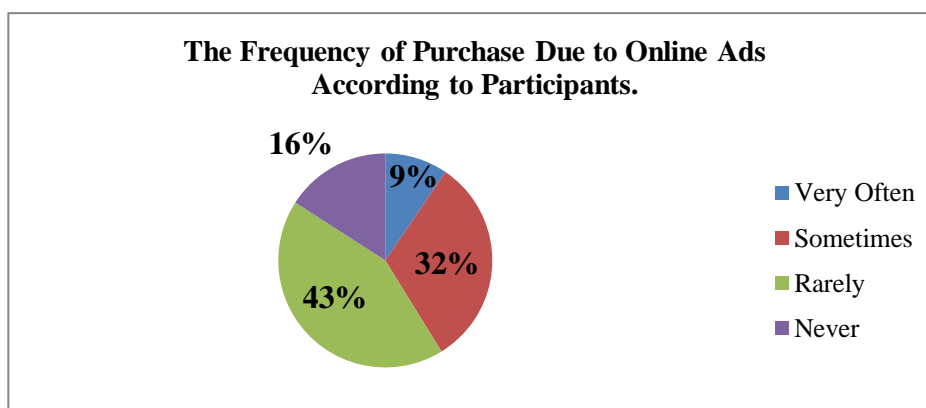
In this question, participants were asked about the effectiveness of social media sites in delivering advertisements. The findings were displayed in the following pie chart:



**Figure 2.3** Participant’s opinion on the most effective site in terms of advertising

Just like the previous question, the majority of participants (78.2%) selected Facebook and Instagram more than Youtube and TikTok (21.8%). These findings make sense since marketing companies invest more in social media sites that are popular and are used more, so the quality of adverts will be better and more persuasive on social media sites that are more popular such as Facebook.

*Question seven and eight: How often has an online advertisement persuaded you to buy a product? If yes, from which social media site(s)?*



**Figure 2.4** The Frequency of Purchase Due to Online Ads According to Participants.

The pie chart shows that 15.9% of the participants have never bought a product because of online adverts, while 42.9% did but it was a rare occurrence. In contrast, 31.7% of participants say it happened sometimes and 9.5% say that it happened very often. These results suggest that by and large, the participants have mixed attitudes on the effectiveness of online adverts on their purchasing behaviour. A slight majority (58.2%) think that ads are generally not effective enough to push them to purchase products while 41.8% disagree. This difference in these attitudes about adverts is further explored in question nine.

**Table 2.3** social media sites that persuaded participants to buy a certain product

Social media sites	Rarely	Sometimes	Very often
Facebook	7	9	4
Instagram	8	6	1
Youtube	1	/	/
TikTok	1	/	/

This table shows the results of the people that answered “yes” to the previous question. These participants were then asked to list the sites where they saw adverts that persuaded them to buy products. The results are summarized and classified by the degree of occurrence. In the table we see that for those who answered “very often”, the majority (4 out of 5) say it happened on Facebook while the rest (1 out of 5) say it happened on Instagram. The participants who answered “sometimes” had a mix of answers between Facebook with a slight majority (9 out of 15) followed by Instagram (6 out of 15). For the participants who answered “rarely,” the answers were more diverse with 4 mentions of different social platforms. For Facebook, there was a decrease in numbers (7 out of 17) while for Instagram, it increased to 8 out of 17. Youtube and TikTok were both mentioned once. These results suggest the degree of occurrence (i.e., the action of purchasing products because of online ads) corresponds directly with an increase of mentions of Facebook and a decrease of occurrence corresponds with more diverse mentions of other mediums. One possible explanation for these results is that platforms such as Instagram, Youtube, and TikTok are more suited for casual persuasion and participation, the type where the user’s primary goal is to not look up products but to use their services. However, for Facebook, we find that users that are more likely to buy products and engage in e-commerce find Facebook the most useful medium and use it more to find products and purchase them.

*Question nine: What is your general opinion of online advertisements?*

In this question, we further explored the general attitudes of Algerians towards digital advertisements. The Participants were asked to select between three options or write their own comments. The results were summarized in the following table:

**Table 2.4** Participants' general attitudes towards online advertisements.

Options	Participants	Percentages
<b>They are useful to find products</b>	<b>30</b>	<b>48.4%</b>
<b>I don't mind them</b>	<b>15</b>	<b>24.2%</b>
<b>They are annoying</b>	<b>17</b>	<b>27.4%</b>

These results show that the overall participants have mixed attitudes towards online adverts. Almost half of the participants (48.4%) characterize advertisements as useful tools to find products while 24.2% have a neutral attitude towards them. However, 27.4% of the participants have a negative attitude and characterize advertisements as being annoying. These results compared with the findings of the previous question indicate that the participants although have a slightly favourable view towards ads. This favourability is not strong enough to push them to the point of purchase as shown in figure 2.4 since only half of them (53%) who expressed positive attitudes towards digital ads actually take action (purchase a product). Using the AIDA model, we can conclude that advertisements in Algeria are effective in leading Algerians through the first three stages. (Attention, Interest, Desire) but have difficulties with the last stage which is action.

*Question ten: Do you use Ad Block application?*

This question was asked to see how many Algerians use Adblock programs. The results are presented in the following table:

**Table 2.5:** The use of Adblock by the participants

Options	Participants	Percentages
<b>Yes</b>	<b>15</b>	<b>24.2%</b>
<b>No</b>	<b>18</b>	<b>29%</b>
<b>I don't know this application</b>	<b>29</b>	<b>46.8%</b>

Adblock is a type of program used to prevent annoying ads and to make online pages easier to read and browse. The aim of this question was to see if these negative attitudes were strong enough for the participants to take action (i.e. install Adblock to limit the number of ads they encounter). The results show that almost half (46.8%) do not know about the application. However, the other half that do know about it, only 24.2% of the participants use it while 29% do not. When compared with the previous question we see that 72% of the participants who reported having negative attitudes towards digital adverts took action by installing Adblock. We can conclude from these results that most participants who expressed negative attitudes take action which suggests that these negative feelings are strong enough to lead to action.

**Rubric two:** Language attitude in online advertising.

*Question eleven & twelve:* In your opinion, what language does online advertising in Algeria use the most? And which language do you prefer companies use in their advertisements?

These two questions were combined in one table to compare between them. The results are shown in the following table:

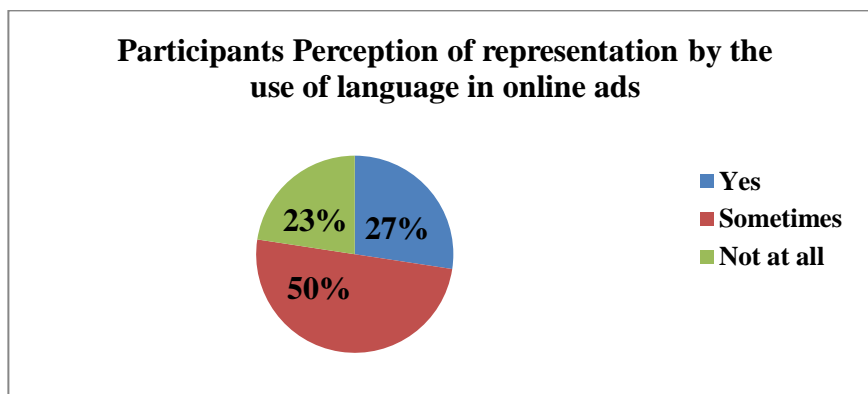
**Table 2.6** Participants' perception of the most common language in advertising vs. their preferred language in advertising

Languages	The most used language in advertising According to the participants	The participants' preferred language in advertising
Algerian Arabic (Daridja)	44.5%	40.3%
Modern Standard Arabic	6.3%	22.6%
French	46%	27.4%
English	3.2%	9.7%

As this table shows, the majority of the participants say that the most used language in advertising in Algeria is French (46%), followed shortly by Algerian Arabic (44.5%) then MSA (6.3%), and in last place, English (3.2%). However, when the participants were asked about their preferred language in advertising the results changed. Algerian Arabic was the most selected option (40.3%) followed by French (27.4%) then MSA (22.6%) and English (9.7%). These findings highlight the current perception and attitudes towards languages that are found in Algeria. French was the only language that dropped in percentages from 46% to 27.4%. This drop indicates that a large portion of users does not feel represented by this language. In contrast, MSA and English increased from 6.3% to 22.6% and from 3.2% to 9.7% respectively. These increases imply that the population feels that the two languages are underrepresented in the

digital marketing landscape. Algerian Arabic, on the other hand, stayed relatively the same in both instances.

*Question thirteen: Do you think the language used in online advertisements represents you?*



**Figure 2.5** Participant's opinion on the most effective site in terms of advertising

Representation is an important attribute of persuasive advertising. In this pie chart, we see that 27% of the participants say the language choice of digital ads represents them while half of the participants (50%) say they feel represented sometimes. In contrast, 23% report that they do not feel represented by the language used in advertising. To analyze the results of this question thoroughly, it was compared with the 11<sup>th</sup> question which asked about their perception of the language choice used in digital advertising. The findings were put in a table:

**Table 2.7** Participants' perception of the most common language in advertising vs. their perception of representation

Language used the most in ads According to participants	Participants' perception of language representation	Those who felt language represented them	Those who felt language sometimes represented them	Those who did not feel that language represented them
<b>Algerian Arabic (Daridja)</b>		<b>7</b>	<b>14</b>	<b>7</b>
<b>Modern Standard Arabic</b>		<b>1</b>	<b>3</b>	<b>/</b>
<b>French</b>		<b>6</b>	<b>12</b>	<b>10</b>
<b>English</b>		<b>1</b>	<b>1</b>	<b>/</b>

This table reinforces the previous findings of Table 2.6. 75% of the participants, who claimed AA is the most used language in advertising, say that they felt represented by the use of AA in advertising, while 25% said they did not. For the participants that selected MSA and English, all



reported feeling represented by the language they felt was the most used in advertising. However, due to the lack of data (4 in MSA and 2 in English) no definitive conclusion was made. On the other hand, 65% of the participants who claimed French is the most used language in advertising reported feeling represented, while 35% said they did not feel represented. Based on these results, we can conclude that the most representative language according to the participants is AA followed by French.

**Rubric three:** Participants' preferences towards the linguistic advertising techniques

In this part of the questionnaire, the participants were asked about their preferences regarding the use of linguistic and rhetorical techniques. The participants were presented with two pictures of advertisements and then were asked to select the one they preferred.

*Questions fourteen and fifteen: Do you remember any catchphrases from an online advertisement you saw? If yes, can you provide an example?*

Memorability is an important aspect for advertising companies. In this question; the participants were asked if they remember any slogans from advertisements they saw. 67.2% of participants say they do not remember any slogans while 32.8% say they do. The results suggest that further improvement on the memorability of slogans is needed since two-thirds of participants cannot recall any slogans. However, the one-third that remembered was asked to provide examples. The results were presented in the table below, and classified (based on the language used):

**Table 2.8** Participants' examples of slogans they recall

Languages	Examples of slogans
<b>Algerian Arabic (Daridja)</b>	1-[kæfe æru:mæ ʃræbhæ gæʃ lhu:mæ] (Aroma coffee, everyone in the neighborhood drinks it) 2- [rwibæ wæ tæhlæ lhæjæt] (Rouiba and life gets enjoyable) 3- [fæntæ ʃɪf llæhdæ] (Fanta live the moment) 4- [tbniɖzæ mɔælbæ] (Amazing taste)
<b>French</b>	1- Ibis, des hôtels comme on les aime (Ibis, hotels the way we like them) 2- Haribo c'est pour la vie, pour les grands et pour les petits (Haribo is for life, for adults and for children)

As the above table shows, out of the 20 participants, only 6 of them provided valid examples of slogans. 4 of them were slogans in Algerian Arabic and 2 of them were in French. No

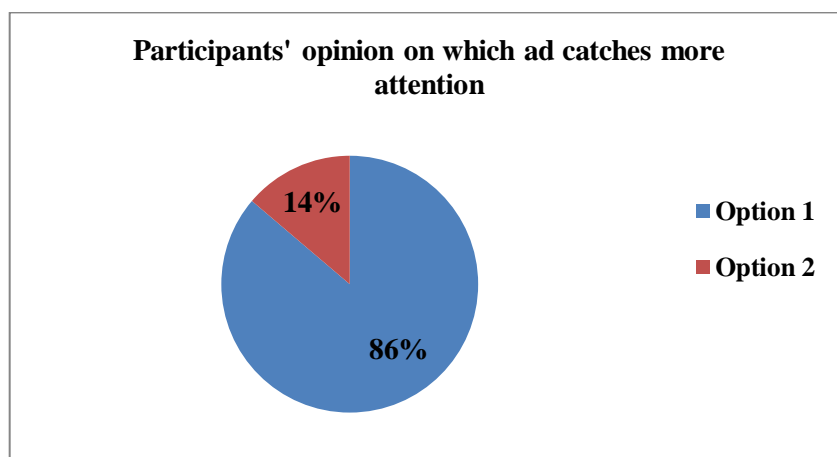
examples were provided in MSA or English. All of the examples provided use the present tense, and 4 of the examples used alliteration and rhymes. These results confirm a recent Cornell University research paper that explored how phrasing impacts slogan memorability. It concluded that an effective memorable slogan needs to be portable. In other words, the slogan needs to be composed as a general statement using the present tense. As a result, it can be readily applied to other situations. The study also reported that the use of rhymes and alliteration increases the likelihood of remembering the slogan (Danescu-Niculescu-Mizil et al., 2012).

*Question sixteen: Which of these advertisements caught your attention first?*



**Figure 2.6** Advertisements N4 (picture 1) and N5 (picture “2”, Amazing discount, and delivery to all provinces)

In this question, the participants were presented with two pictures and were asked to select the picture that caught their attention first. The results were presented in the following pie chart:



**Figure 2.7** Participants' opinion on which ad catches more attention

As the above pie chart shows, the majority of participants (86%) agree that ad 1 caught their attention first, while 14% say it was the second one. These results suggest that the use of vibrant colours and text enhance the prominence of the advert. As the AIDA model shows, catching

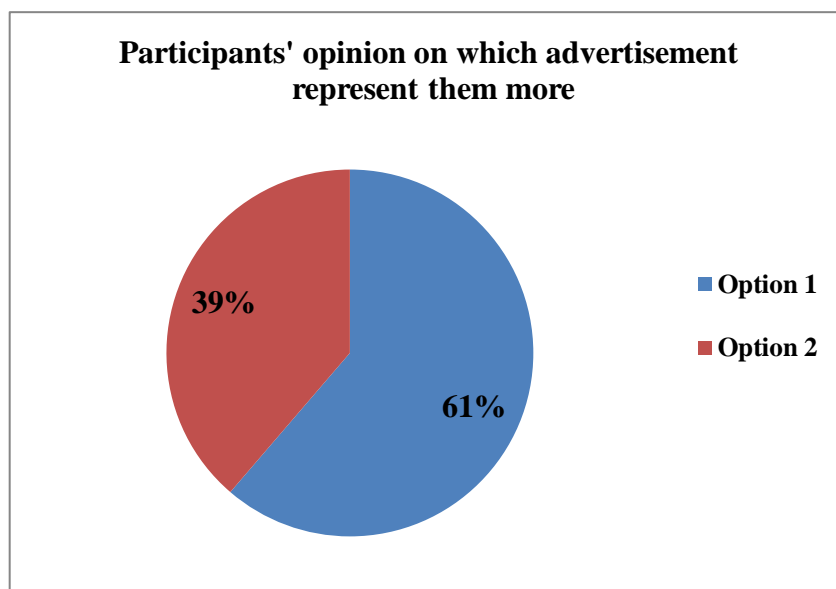
attention is the first goal of any advertisement. It is very important for advertisers to maximize the visibility of the advertisement.

*Question seventeen: Which of the two advertisements do you feel represents you more?*



**Figure 2.8** Advertisements N6 (picture 1) and N7 (picture 2). (Learn English fluently on your phone)

In this question, the participants were presented with two pictures and were asked to select the picture that represented them more. The results were summarized in the following pie chart:



**Figure 2.9** Participants' answers on which advertisement is more representative

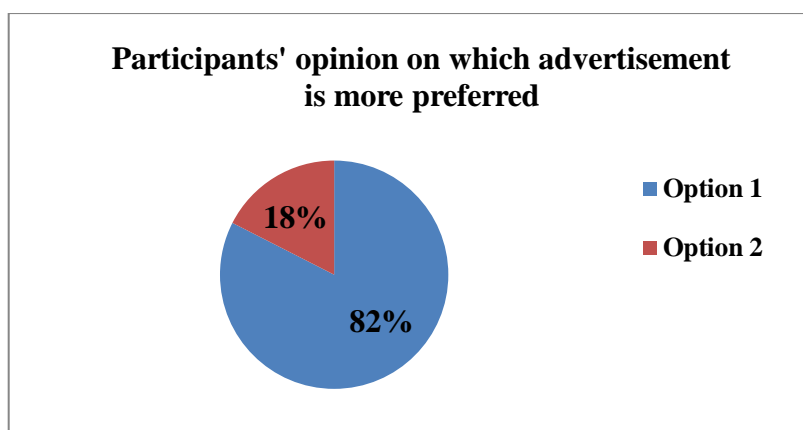
This question compared two ads that are identical but use different languages (Arabic and French). The results showed that the majority of participants (61%) felt that Arabic represented them more while 39% said it was French. These findings indicate a preference for Arabic over French and it confirms the previous findings and the analysis of table 2.7 of the 13<sup>th</sup> question. It also shows that there are still some segments of the population that prefer French.

*Question eighteen: Examine the pictures below and select which of the two Ads do you prefer? (Focus on the text only)*



**Figure 2.10** Advertisements N8 (picture “1”, the flag and Hammoud Boualem) and N9 (picture “2”, both are loved).

The participants were given two ads of Hamoud Boualem and were asked to select the ad they prefer. The results are shown in the next pie chart:



**Figure 2.11** Participants' opinion on which advertisement is more preferred.

As the pie chart reveals, the majority of the participants (82%) picked the first ad, while the rest (18%) picked the second one. The participants were explicitly told to only focus on the text, as it is the main point of interest. Both of the ads used football to evoke the emotions associated with it, such as pride and joy. In this case, Pathos was used as a rhetorical technique in both Ads. However, the two ads differ significantly in their approach. The first one used rhymes as a linguistic technique while the second one relied on the simple declaration of statement. These findings are aligned with previous studies that categorized rhymes as a persuasive technique.

The informants were then asked to explain the reason for why they chose one Advertisement over the other, some of the answers were taken and put in the following table:

**Table 2.9** Participants' justification for their preferred advertisement.

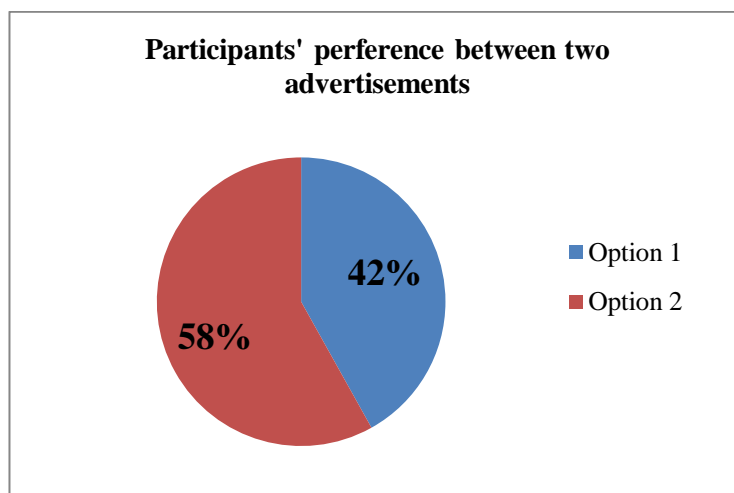
Options	Justifications for the choice of advertisement
<b>Option 1</b>	1-It is more patriotic and it rhymes better 2- The first is clear and the second is ambiguous 3-I can see the mark in option 1 and not in option 2. It is present (bottom right) but it is not visible. 4- The first image is clear, bright, attracts attention, and has a clear advertising connotation 5-The first option is more attractive since it finishes by /m/ in two words
<b>Option 2</b>	1- More real and simple 2-In the 2 <sup>nd</sup> photo the image speaks for itself 3-The second one is clearer, I don't know, I felt the first one is more aggressive

This table shows the participants' justification for their answers. The most common reason for choosing the first ad was because they like that it rhymed, the second reason is that it was clear and ambiguous and third reason was because the brand product was more visible. In contrast, the justification for picking the second ad was mostly due to personal opinion as some informants stated that it felt more real, less "aggressive", and that the image "speaks for itself".

*Question nineteen: look at these two images, which of these two advertisements do you prefer? (Focus on the text only)*

**Figure 2.12** Advertisements N10 (Picture "1", inimitable taste) and N11 (Picture "2")

In this question, the participants were asked to examine the two advertisements, then to select the picture that they preferred more. The results were summarized in the following pie chart:



**Figure 2.13** Participants' preference between two advertisements.

The pie chart shows the participants had a mixed opinion between the two ads but slightly preferred the second one. The first advertisement was in French and used a simple declarative statement while the second advertisement was in Algerian Arabic and used puns as a persuasive linguistic technique. The participants were instructed to focus on the text only. 42 % of them chose the first ad, and 58% chose the second one. These results reveal that although puns are considered a persuasive technique, in this instance it was not as effective as rhyming. To understand why participants were then asked to justify their choice, some of the results were selected and displayed in the following table:

**Table 2.10** Participants' justification for the ad they picked.

Options	Justification
<b>Option 1</b>	1-First ad is simpler and more elegant. 2- Simple and straightforward. 3- Writing Algerian Arabic (Daridja) in Latin letters is less attractive. In the first ad the slogan is strong.
<b>Option 2</b>	1- Because it is kind of ironic and it is our Algerian dialect. 2- The style of writing and background of the first ad is too classical. On the other hand, the other is the language of the Net and very trendy. 3- The use of Daridja.

The majority of the participants that selected the first advertisement reported that they felt the ad was more elegant, simpler, and easier to read. They explained that Algerian Arabic is less attractive and harder to read when written in Latin Arabic. In contrast, the participants who selected the second picture reported that they felt the Algerian dialect was more representative

and trendy. For the second ad, only a few mentioned the humorous aspect of it, which suggests that the use of the pun in this instance was not very effective. This is a risk when using this type of persuasive technique. A pun would only work if the reader understands the meaning, if he does not; it would dissuade him as he would feel excluded and confused.

*Question twenty: Which of these two advertisements do you think is more persuasive?*



**Figure 2.14** Advertisements N12 (Picture “A”, Dettol kills three times the germs than normal soap.) and N13 (Picture “B”, Dettol your official partner for a healthy hajj).

The aim of this question is to compare between two rhetorical advertising devices. The Participants were asked to pick the advertisement which they thought was the most persuasive. Their answers were presented in the following table:

**Table 2.11** Participants’ choice between ad "A" and ad "B".

Options	Number of Participants	Percentage
Option A	46	73%
Option B	17	27%

In this part of the questionnaire, the participants were presented with two advertisements from Dettol. Advertisement “A” used simple declarative statement that argued for the product using statistics. The argument that this advertisement used was that Dettol soap kills three times (3x) the amount of germs than a normal soap. In this case, ad “A” used logos as a rhetorical device to persuade the consumer. In contrast, advertisement “B” used simple declarative statement that evoked emotions by associating the product with an Islamic religious ritual. The emotions that are meant to be elicited, for example, are purity and sanitation both spiritually and physically. The results of this question showed that the majority of participants (73%) found advertisement “A” to be more persuasive while 27% thought that advertisement “B” was more convincing.

These results show that most participants prefer to be persuaded by logic rather than emotion. However, emotions still play a massive role in our decision making. According to a research done by neurologist Antonio Damasio on individuals who had brain injuries that impacted the portion of their brains that generates emotions, found that these impairments severely harmed not just their ability to feel but also their ability to make decisions. They could theoretically define what they should do, but it was extremely difficult for them to make decisions (Bechara et al., 2000). In fact, according to Harvard professor Gerald Zaltman, 95% of our purchase decision-making takes place in the subconscious mind. Emotions are what really drive purchasing behaviour, and decision making in general (Mahoney & Zaltman, 2003). In the case of this research, most participants did not pick the second ad, because even though emotions are stronger persuasive tool than logic, they only work subconsciously when the user is not fully aware of the decision. However, in this research work, the participants made a conscious decision which explains the discrepancy between the current studies and this research's results.

*Question twenty-one: Which of these two advertisements do you think is more persuasive?*



**Figure 2.15** Advertisements N14 (picture B) and N15 (picture C, consult a doctor for free from home with Dettol application).

This question was only presented to the participants that answer “A” on the previous question. They were then asked to choose between ad “B” and another ad “C”. The results are illustrated in the next table:

**Table 2.12** Participants' choice between ad "B" and ad "C".

Options	Number of Participants	Percentage
<b>Option B</b>	<b>12</b>	<b>27.3%</b>
<b>Option C</b>	<b>32</b>	<b>72.7%</b>

This time, the participants were given a choice between ad “B” and a new ad “C”. The new Dettol ad features a doctor and a text above which says that the users can freely consult a doctor



on their application. For this case, the ad adopted to use of ethos as a rhetorical technique. The use of experts and celebrities in advertisements is very common among advertisers. This ad relied on the credibility of the doctor to give more legitimacy and to be more persuasive. As seen in the above table, most participants (72.7%) picked option “C” while 27.3% chose option “B”. These results suggest that in terms of rhetorical techniques ethos is more persuasive than pathos. The appearance of doctors in ads about health and hygiene is more convincing than relying on emotions.

*Question twenty-two: Which of these two advertisements do you think is more persuasive?*



**Figure 2.16** Advertisements N16 (Picture A) and N17 (Picture C).

This question was shown only to the participants who answered “B” on the previous question. They were then asked to choose between the ads they didn’t pick “A” and a new ad “C”. The results are presented in the following table:

**Table 2.13** Participants’ choice between ad "A" and ad "C".

Options	Number of Participants	Percentage
Option A	7	43.8%
Option C	9	56.2%

The participants had mixed answers to this question. 43.8% of participants preferred ad “A” and 56.2% thought that ad “C” was more persuasive. These results indicate that both ads are relatively on par with each other in terms of persuasiveness with a slight edge for ad “C”. Both logos and ethos are very strong rhetorical techniques, and the level of strength depends on the individuals and the context. In fact, most advertisers agree that the most ideal ad does not rely on one technique only but utilizes several of them appropriately.

#### 2.4.2 The Interview Analysis

Interview techniques are more suitable for small samples which often provide a limited number of informants but with a lot of details on the studied subject. In this research, the

interviewees are of different age groups and have different levels of education. However, they are all from Tlemcen speech community and all have used the internet to look for products online. The interview started with a casual conversation and an explanation of the studied topic. After that several questions were asked to each participant. All of them were asked the six pre-prepared questions, but some of them were asked to clarify their answers or to provide examples.

*Question one: What is your general opinion on the language used in advertising?*

The first question sought to find out what each participant generally thought of the use of language in online advertisement. The respondents all agreed that the language used in online advertisements in Algeria is diverse. Adverts are sometimes found in French, sometimes in MSA, and other times in AA. However, there were some mixed answers about which language they prefer. The following excerpts are taken from the participant's responses to the first question.

One informant expressed that written language in advertisements is not the sole factor in persuasion, but rather the colours, the background, and the symbols used also play a big role. He states:

*“Advertisements machi chart tkun ghi fal hadra, khas tanik tkun fal ichara; yqadu ywaslu l'information bla gaŝ mayahdru. tkhali mukhak w l'imagination tkhdam hadik lhaja”* (In advertisements, it does not necessarily have to be only about language. Gestures are important too. An advert can deliver its message without using language. It can just use imagery and let your mind work and imagine.)

A follow-up question was asked about if he thought it would be better if advertisers kept language at a minimum, he replied:

*“Ana nabghi lhaja ghi taŝ ruḍus ḥaqlam, manabghich detail taŝ détail”.* (I like things to be in head notes, I don't like details).

Another participant expressed that although language use is diverse in advertisements, she prefers if advertisement companies used AA:

*“Généralement fal éŝlanat kbira yastaŝmlu ŝarbiya ama fal éŝlanat sghira yastaŝmlu français, je pense bal y attiriw nas w yjabdu intibah”* (Generally in ads for large companies AA is used while for small business companies French, because I think French is more attractive and catches attention).

A follow-up question was then asked “does this mean you think French is more attractive and more eye-catching than Arabic?” she replied yes.

*Question two: Do you think that the language in online advertisements has changed since 2010? If yes, then in what way??*

Most participants did not think that language use in online advertisements has changed since 2010. However, two of the participants who thought it changed claimed that the use of slangs has increased in advertisements over time and that the use of French has decreased over time. A follow up question was asked whether they thought that change was for the better, and both of them agreed that the change was good. The following answer was given regarding this question:

*“I think online advertisements have changed since 2010; I think maybe in the way of pronouncing things. Also, so many words appeared recently from the new generations, and so many words have disappeared from the old generations”*

The use of slang words has indeed increased based on the analysis of the collection of advertisements. These new words are almost created in AA but sometimes borrowing from French and English also occurs which increases CS.

As for those who did not think language use in ads changed in anyway, they were given a hypothetical scenario. The question was “if language use in advertisements has changed so that the use of French decreased, and that language in ads became more diverse would you have liked it?” every participant that was given the hypothetical scenario agreed that they would have preferred it.

*Question three: In online advertisements, do you prefer AA written in Latin text or Arabic text? Explain why?*

Everyone that got asked this question strongly preferred AA written in Arabic text. Their reasoning differed from one another, but they all agreed that AA written in Arabic text is clearer than in Latin text. In fact, concerning this matter, one of the interviewees’ states:

*“It is torture to read AA in Latin alphabet. It is better if everyone used the Arabic text to communicate”*

*“It is better if adverts used AA written in Arabic alphabet since our parents and the old generations are not familiar with that type of writing”*

*“Ana tbali bal 3arbiya tji mafhuma ktar. Français taktabha bal 3arabiya? deja ana manafhamhach, net3ab bach nafham kalma 3arbiya maktuba en français.”* (I think that in Arabic it is more understandable. French written in Arabic? [sic] Even I can’t fully understand it. To understand a text like that I need to concentrate more.)

The other interviewees had also the same justifications they said that Arabic text is more understandable and less likely to cause miscommunication and confusion. In this case, companies such as Hamoud Boualem that switched to writing AA in Arabic text in recent years seem to be using the right strategy.

*Question four: Has an ad ever left a lasting impression on you? If yes, can you describe it?*

All interviewees reported that they had an ad that left a lasting impression on them. A follow up question asked them to describe the reasons such ad was impactful. Some of the results were summarized in the following table:

**Table 2.14** Interviewees' descriptions of the ads which left a lasting impression

Interviewees	The reasons
A 28 years old male	Ads that uses songs, rhymes and lyrics.
A 30 years old female	Ads that uses keywords (sold, promotions, limited edition)
A 56 years old female	Ads that mislead about the product.
A 23 year old female	Proficient use of terms (in foreign languages).
A 24 year old female	Ads that uses songs and rhymes.
A 23 year old female	Ads that uses Daridja, authentic speech, and humour.

As this table shows, each participant had his own experience with an impactful ad. One participant claimed that ads that use keywords like “sold” and “limited” or “free trial” are more impactful. She gave an example of some clothes she bought when she saw an online ad that claimed they had a promotion. Two interviewees have also said that the use of songs and rhymes in ads will make them more likely to stick in their heads and be impactful. Another interviewee gave the example of the “Grammarly” ad, which is an online service for writing common among students. She reported that if an ad looked professional and had proper grammar and proficient use of terms then it is more likely to be impactful and persuasive.

But not all participants had positive experiences with ads. One interviewee reported that the “Sensodyne” toothpaste ad had left a negative impact on her. She claimed that the ad was misleading and the product did not have the qualities that she was promised in the advert. These results indicate that there is not only one technique to connect with consumers but rather multiple uses of authentic speech, rhymes, humour, and proper use of terms and keywords.

*Question five: Which ads do you think are more persuasive, foreign or Algerian ads?*

The interviewees all agreed that foreign ads are generally more persuasive than Algerian ads. Each participant provided his own reasons for believing so. One of the common reasons is their perception that marketing agencies in foreign countries are more developed and more funded and therefore, they produce better quality ads. Another reason is their own experience seeing foreign advertisements and preferring them over the local ones. In this regard, some interviewees said:

*“I generally dislike Algerian ads [...] most of the time they try to include humour but they fail.”*

*“Whenever I hear or see an Algerian ad, I cringe. I think because they lack acting skills, and the voice tones are also a bit overwhelming.”*

*“I prefer foreign ads, maybe because they have better quality and more creative”*

These results show, that even though the participants previously expressed positive attitudes towards online ads in Algeria, they still think there is a lot to be improved on, especially when compared with foreign ads in developed countries.

*Question six: Do you prefer if Algerian ads used reason or emotions more to persuade customers?*

The aim of this question was to see what the interviewees thought about the use of different rhetorical appeals, mainly logos and pathos. The results showed that all the interviewees agreed that Algerian ads should avoid using emotional appeals and should stick to facts. When they were asked why, their answers differed, but they all expressed that advertisements become misleading when they only use emotional appeals. For example, here are some excerpts that were taken from interviewing the participants:

*“Ads in general when they use emotions, it is only to mislead the consumers”*

*“Yamkan hada produit maykunch efficace kuma li yahadrou 3lih, donc yastakhdmou 3atéfa bach muchtari yachri hadak produit”* (Sometimes the product is not as effective as the advertisement showed, so they rely on emotions so the consumer buy their product).

*Question seven: Do you have any suggestions for improving ads in Algeria?*

The last question asked the interviewees to give some suggestions to improve online advertisements in Algeria. Their responses were summarized in the following table:

**Table 2.15** Interviewees suggestions and recommendations

Participants	Suggestions
A 24 year old female	Be more creative in ads.
A 28 years old male	Have more targeted and selective ads
A 23 year old female	Be more informative, and more direct.
A 23 year old female	Use appropriate humour, and be more professional.
A 56 years old female	Diversify the mediums of publishing ad (Internet, TV, Radio, billboards)
A 30 years old female	Focus on semiotics too (signs, gestures, colours)

The table shows each participant's suggestions for improving online advertising in Algeria. Their responses varied based on what they perceived as the core problem that's facing the online Algerian marketing landscape.

### 2.4.3 Analysis of the Advertisements

A collection of online advertisements was taken from three major companies in Algeria (HamoudBoualem, Djezzy, and Aroma café). These ads were all taken from their official Facebook pages. The goal of this analysis is to understand the language development of advertisements and to compare the persuasive rhetorical and linguistic techniques used in the online ad of each company.

#### 2.4.3.1 Hamoud Boualem Ad Analysis

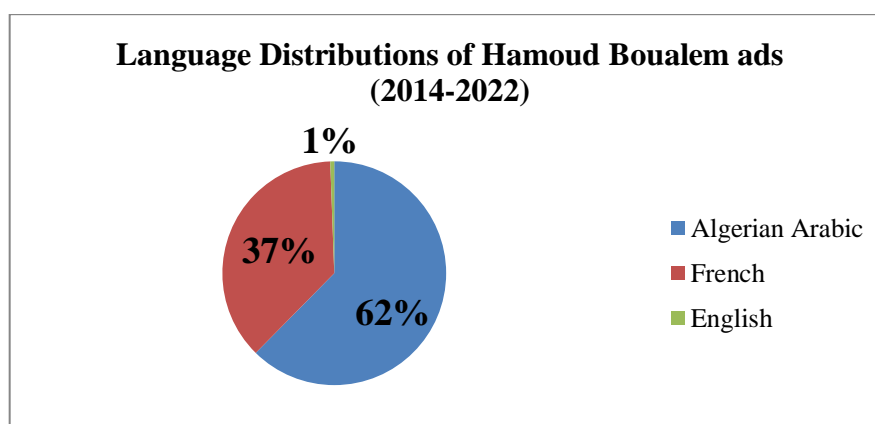
Hamoud Boualem Facebook page is their largest online platform. It was first created in 2014 and has garnered since then 673,661 followers. The first stage of the analysis was gathering advertisements that were posted on their page, out of the 1200+ publications, 742 ads were taken from 2014 to 2022. Every year, a sample of 60 to 100 ads was collected randomly from each month. The only exception was in 2022 which had only 24 ads in total. The publications that were taken had to reference the product or its service or brand awareness in general. The second stage was the classification of the advertisements. The collections of advertisements were arranged in terms of year of publication. They were put in their own separate folders and then they were classified based on the language used in the ad and the post. If one advertisement uses two or more languages, for example Arabic and French, it will count as an instance of both languages. The texts in the ad as well as the comment of the post that is attached to it were all

taken into account when classifying the language used. For example, if the text in the image of ad is written in French but the Facebook post is written in Arabic it will count as an instance of both French and Arabic. However, if there are any Hashtags used in the post then they will not be considered, as their use and function differ from the normal text that is used in the ad or post. Hashtags are used to categorize contents and make them more discoverable rather than to communicate the ad message. This process was done for every ad from 2014 to 2022 to investigate the development of the language in their advertisements. The following figure is an example of an advertisement that would be classified as using Algerian Arabic (daridja). In this photo, both the text that is in the picture and the text that is in the post are written in Algeria Arabic.



**Figure 2.17** Advertisement N18 (English translation: Hammoud Boualem, the story of centuries.)

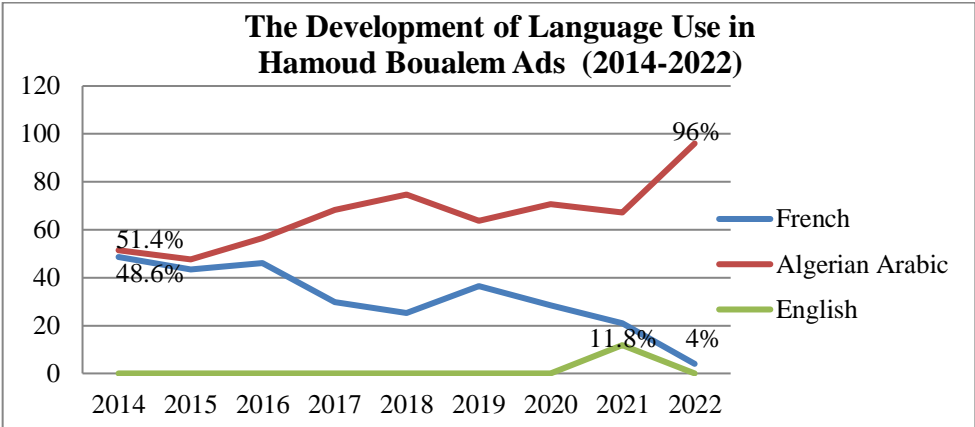
The final stage of the analysis was to count the instances of the languages used in their advertisements. The results are presented in the following pie chart:



**Figure 2.18** Language distributions of Hamoud Boualem ads (2014-2022)

As the pie chart shows, the majority (62%) of all online advertisements made by Hamoud Boualem were in Algerian Arabic, followed by French (37%). However, English constituted 1% of all adverts and was mostly found in recent publications, while MSA was not used in any advert collected. These results indicate that this particular company preference is AA, as it represents the language of the people. Soft drinks companies are very competitive especially by international companies. Therefore it is strategically wise to build the company’s brand on traditional values and representing the Algerian achievement. The goal of the company is to be the most popular Algerian drink rather than just another soft drink enterprise that competes with large international companies like Coca-Cola.

The Analysis of the collected ads also examined language use diachronically. The following line chart shows the instances of use in each language throughout the years:



**Figure 2.19** The development of language use in Hamoud boualem Ads (2014-2022)

The use of French and Algerian Arabic has changed significantly throughout the years. In 2014, both French and AA were relatively used at the same rates (around 50%). However, in each following year, the rate of French fell while the rate of AA rose until it reached 96% for AA and 4% for French. English on the other hand, saw some use only recently (11.8%) in 2021. From these findings, we can conclude that for Hamoud Boualem Company, French is being replaced more and more by AA in their advertisements. English is also seeing some gains but it is relatively slow. These trends indicate that the attitudes toward French, Algerian Arabic and English in Algeria are changing.

The changes did not only occur for language use. The writing system also saw some developments and progress. On social media, in particular, there are two possible writing systems for Algerian Arabic; those being Latin and Arabic script. The systematic rendering of written and spoken Arabic in the Latin alphabet is known as Arabic Romanization. Romanized Arabic is



used for a variety of reasons, including transcription of foreign names and titles. However, on social media, it is used because it is easier to switch to French and English when typing. This method of writing carries certain attitudes. Companies take note of these perceptions and adjust their marketing strategies accordingly.

This next line chart shows the development of AA from Latin based text to Arabic based text:

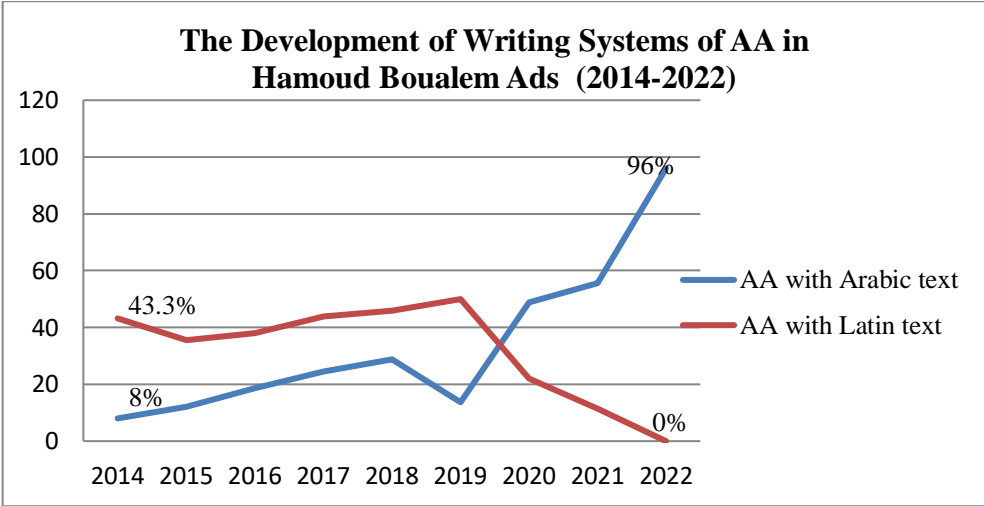


Figure 2.20 The development of writing systems of AA in Hamoud Boualem ads (2014-2022)

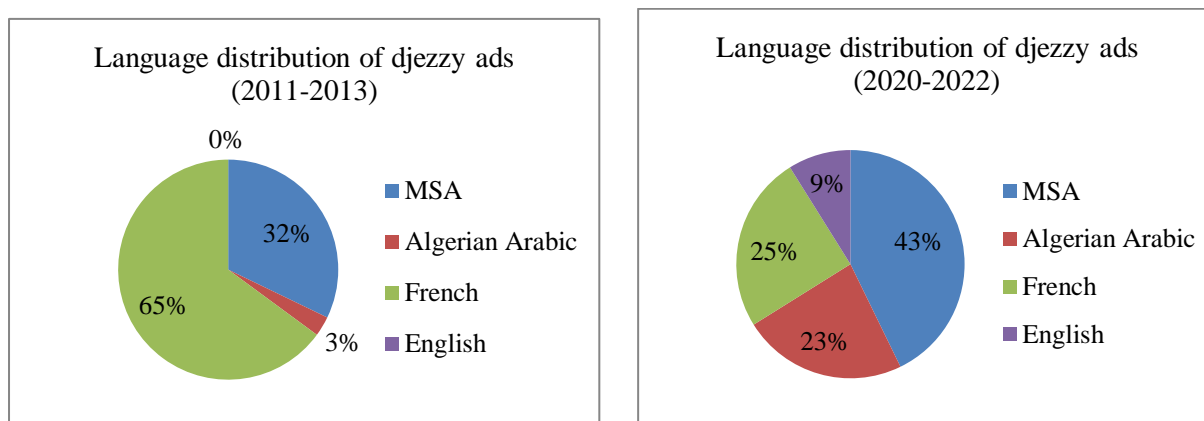
The above line chart indicates a switch between the two writing systems of AA. From 2014-2018 there was a slight growth for both scripts at the expense of French as shown in figure 2.19. Latin-based AA grew from 8% in 2014 to 28% in 2018, and AA with Arabic text grew from 43.3% to 46%. However, in 2019 there was a shift between the two writing systems. While AA written in Arabic script continued its growth, Latin based AA dropped significantly from 50% to 0%. This shift suggests a conscious change in marketing strategy.

2.4.3.2 Djezzy Ad Analysis

Djezzy is an Algerian mobile phone provider that began operations in February 2002 after being founded on July 11, 2001. With over 17 million members as of December 2015, the firm is the market leader in mobile communication technology. It offers a variety of services including prepaid, postpaid, Internet, value-added services, and universal telecoms service. Djezzy covers 95% of the population across the Algerian territory, with services spreading over the country's 58 wilayas. The latter had a rapid expansion, gaining one million additional subscribers in just six months between June and December 2007, after reaching a million subscribers for the first time in September 2003.

The company has a large and diverse online presence extending to multiple online platforms such as Facebook, Instagram, Youtube, and even their own website. For the purpose of this research, their Facebook page was the only online platform that was taken into consideration. There are two reasons behind the decision. Firstly, Facebook is their largest online platform. Secondly, the ads and publications that get posted on Facebook are reposted on their other platforms (for example, Instagram and Twitter.). Djazzy's Facebook page was created in 2011 and has over 6 million followers in total. The method of collecting ads was similar to the previous one. Exactly 363 advertisements were taken from their page, 181 ads from (2011- 2013) and 182 ads from (2020-2022). The aim of this ad analysis was to compare the use of language and the use of rhetorical techniques between the two time periods.

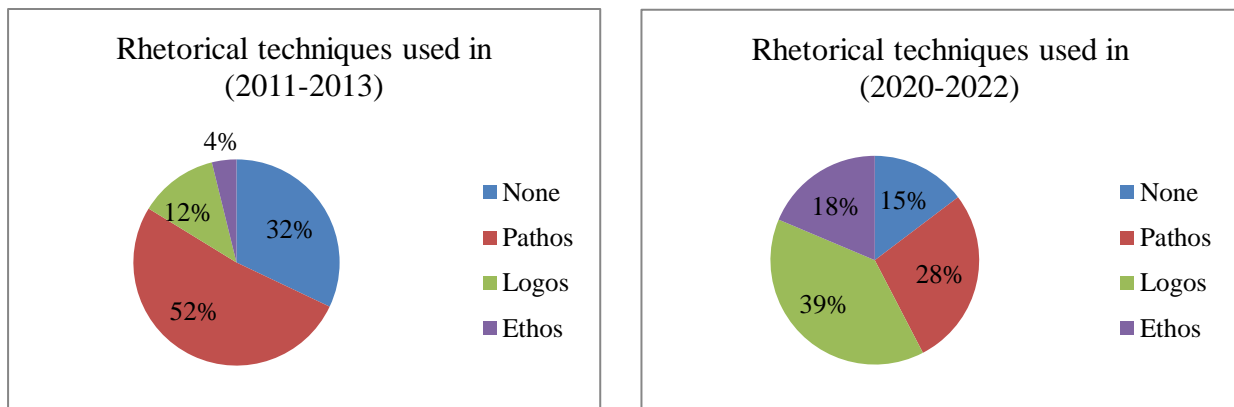
The use of language has varied significantly from early 2011 to now, the following pie charts show the distribution of languages in their advertisements between the two periods of time:



**Figure 2.21** Comparison between the distributions of ads between the two time periods.

As the first pie chart shows, the use of French constituted the majority of all ads in 2011-2013 representing 65%, followed by MSA at a rate of 32% and then AA at 3%. At this time, no ads were found using English. In contrast to the first pie chart, the second one shows that the use of English has increased to 9%. The same happened for AA and MSA which also saw an increase in use too (43% and 23%) respectively. However, the use of French decreased from 65% to 25%. These results also match with the previous ones of Hamoud Boualem. In both companies, the use of Algerian Arabic and Modern Standard Arabic in their ads grew at the expense of French which saw a reduction in use. English on the other hand is growing too but at a very slow and limited rate, but overall, the distribution of languages in Djazzy ads is now more diverse than before.

The second comparison was between the uses of rhetorical techniques. The collected ads from Djezzy were classified based on their use of rhetorical techniques. If an advert uses logic and argumentation it will be classified as an ad using logos. If it uses emotions it will be pathos and if it uses credibility it will be ethos. If there are two rhetorical techniques used in the same ad it will be counted as two instances of use and it will be classified in both categories. If there are no uses of rhetorical techniques in the ad then it will be put in its category. The next pie charts represent the use of rhetorical devices in both periods:



**Figure 2.22** Comparison between the uses of rhetorical techniques in Djezzy ads between the two time periods.

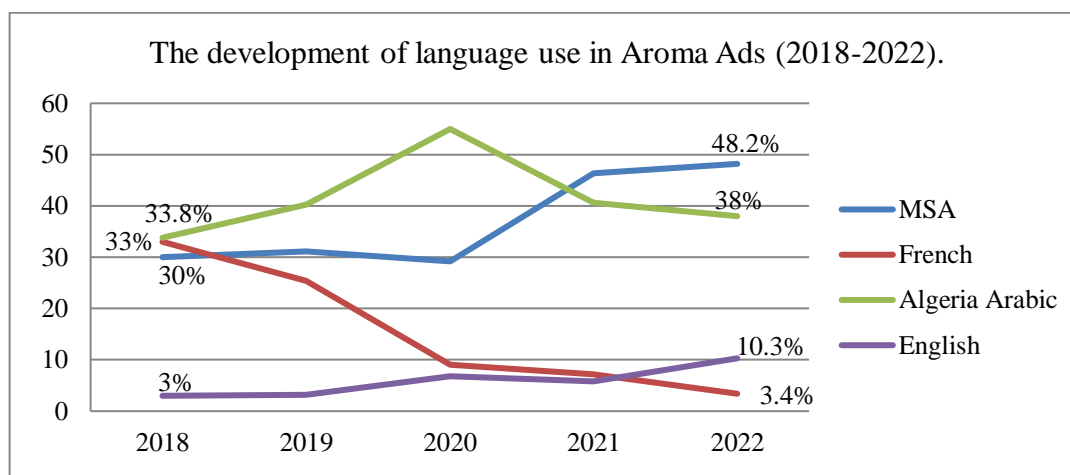
The two pie charts indicate that the application of rhetorical techniques has increased by 20%. In the first period (2011-2013), two-thirds of all ads (67%) used persuasive rhetorical styles while in the second period (2020-2022) that percentage grew to 85%. The results also show in previous years that pathos was utilized the most out of all rhetorical styles, representing 52%, followed by logos at a rate of 12% and ethos at a rate of 4%. However, in recent years the use of logos grew to 39% followed by pathos which decreased to 28% and then ethos which also increased but not by a big margin (18%). These results indicate that the company is not relying on just one rhetorical strategy like it used to do, but utilizing every technique and diversifying its methods of persuasion.

### 2.4.3.3 Aroma Cafe Ad Analysis

The “Algo Foods” company appeared with its brand “Aroma” for roasting and grinding coffee in 2011 in the Baraki industrial zone in Algiers. In the Algerian market, Aroma is a popular brand of coffee. In a short period of time, it managed to expand its reach to 80% of all national territory in Algeria, leaving the remaining 20% to represent some areas of the deep desert. The online presence of Aroma brand is growing especially on their Facebook page. Although their page was created only in 2018 it has gained over 150 thousand followers. Since this page was

recently created only 500+ publications were made, as a result nearly all their online advertisements were collected from 2018 to 2022. The analysis will follow the same method as the previous ones, allocating each ad to its relevant category of language use. However, in this particular case, the ads were also classified in terms of their use of persuasive linguistic tools (rhymes, rhetorical questions, code-switching, puns, and slogans). The analysis of the language of this brand was diachronic; examining how the language used in their advertisements has changed from (2018-to 2022).

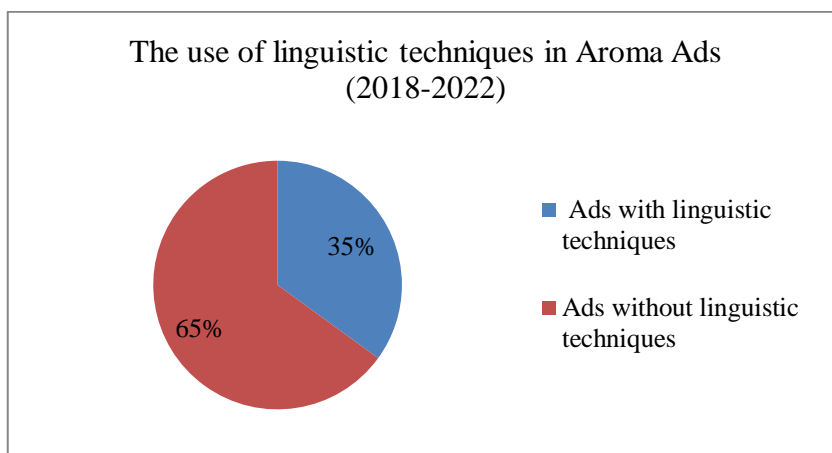
The following line chart shows the changes in the frequency of use of each language in Aroma's online ads throughout the years:



**Figure 2.23** The development of language use in Aroma Ads (2018-2022).

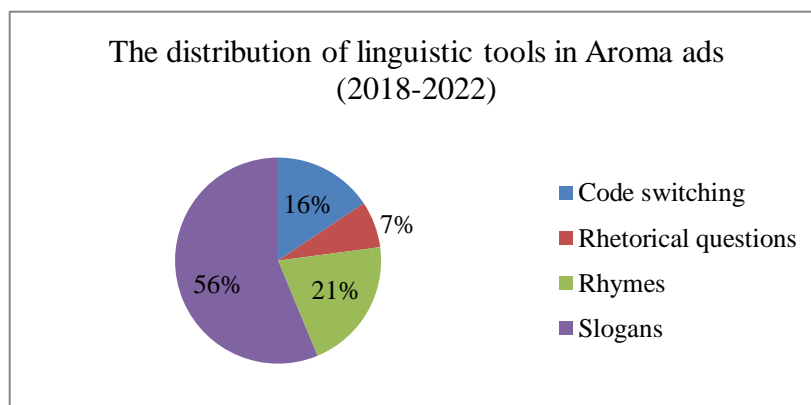
As the above line graph shows, the frequency of use of MSA has increased from 30% to nearly half of all ads (48.2%). AA saw some changes throughout the years but stayed relatively the same accounting third of all advertisements. English also grew steadily from 3% to 10.3%. However, the French language saw a drop in frequency of use throughout the years (from 33% in 2018 to 3.4% in 2022). These results are also in alignment with the previous finding of Hamoud Boualem and Djezzy. The trend is showing that French is being replaced by AA and MSA. English is starting to grow but it is still used in a limited fashion.

The collected advertisements were also analyzed in terms of the persuasive linguistic tools they used. Ads that utilized slogans, puns, rhymes, rhetorical questions, and code-switching were assigned to their respective category. If an advert uses two or more linguistic devices, it will be counted as an instance of all of them. The following pie chart shows how often Aroma ads used these linguistic tools:



**Figure 2.24** The use of linguistic techniques in Aroma Ads (2018-2022)

The use of persuasive linguistic techniques in advertisements is very important. However as this pie chart shows, it is not everything. The majority of Aroma advertisements (65%) did not use any of the listed linguistic techniques; they relied mainly on other persuasive tools like humour. The remaining 35% of ads that used these linguistic devices are presented in the following pie chart:



**Figure 2.25** The distribution of linguistic tools in Aroma ads (2018-2022)

The results of the pie chart show that the use of slogans was the most popular, accounting for more than half of all advertisements (56%). It was followed by the use of rhymes at a rate of 21% then code-switching at a rate of 16% and then rhetorical questions at 7%. The use of puns, however, was not found in any of Aroma café ads. These findings indicate that slogans are the most common linguistic techniques for Aroma advertisements. The reason behind their popularity is that for a slogan to be effective, it needs to be repeated and used often to be memorable and to develop a positive association with the consumer. This also explains why the use of rhymes was popular since most of the time the slogan would use rhymes to increase its effectiveness. Code-switching was not as popular as the other two techniques (slogans and

rhymes), mainly because the use of French dropped, and so, it is logical that code-switching to French also would drop. Rhetorical questions as discussed before in chapter one can only work in a certain context i.e., if the consumer has already positive feelings about the brand. Puns and wordplay, in general, were not utilized by this particular brand, but their humorous aspect is still an important persuasive technique that every company uses.

## 2.5 Data Interpretation

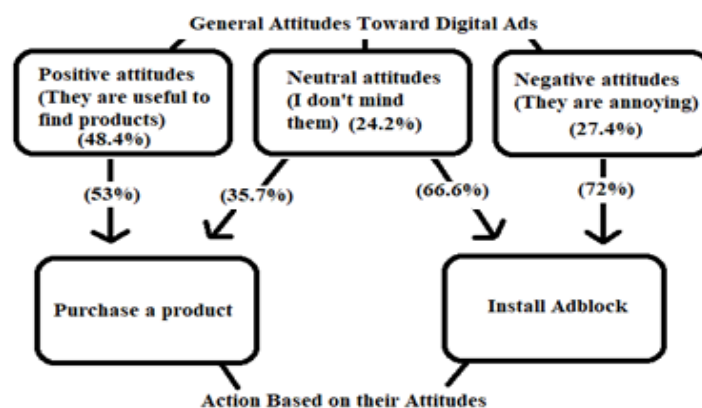
The results of the questionnaire, the ad corpus, and the interview are summarized and interpreted in this section. The research hypotheses will be confirmed or rejected based on the findings.

### 2.5.1 Result Interpretation of the Questionnaire

The results of the questionnaire were divided into three rubrics. The first rubric attempted to give a general background on the participants. It dealt with the overall perception of Algerians regarding online advertising. It asked participants which site they get their advertisements on and which one is the most persuasive. The second rubric asked for the participants' preferences on the language they want to see in their ads, as well as their opinions on which language is the most representative to them. The last rubric presented advertisements to the participants and asked them to choose the one they felt was the most persuasive.

#### 2.5.1.1 The Results of the First Rubric

The analysis of the first rubric of the questionnaire showed that Algerians have a mixed view of online advertisement in Algeria. The results showed that half of the participants had positive attitudes concerning online ads. The other half was split between thinking they were annoying or did not mind them. The analysis of questions 7, 9, and 10 can be summarized in the following diagram:



**Figure 2.26** Diagram of the general attitudes toward digital Ads

This diagram shows the attitude of each group and links it to their actions. Half of the participants who expressed a positive attitude towards online advertisement in Algeria have purchased a product meanwhile three-quarters of those who expressed a negative attitude installed Adblock. The participants who expressed a neutral attitude installed Adblock (66.6%) more than those who really purchased a product (35.7%). This analysis suggests that those who expressed a negative opinion about online adverts are more likely to act upon their attitude than those who expressed positive attitudes. Those who hold a neutral attitude were also more likely to block ads rather than use them to buy products. Using the AIDA model we can conclude that online advertising in Algeria is fairly effective in the first three stages of the AIDA model (attention, interest, and desire) but find some difficulties in the last stage which is action.

### **2.5.1.2 The Results of the Second Rubric**

The second rubric in the questionnaire focused on language use. It confirmed the first hypothesis of this research work which claimed that the Algerians preferred the use of AA and MSA in online advertisements. The results of the questionnaire revealed that one part of participants said that they felt that language in online advertisements represented their use of language while the other part said it did not. These results are to be expected since the use of language in Algeria is diverse and the perceptions and attitudes towards language differ from one another. However, those who thought that AA and MSA were the most used languages in advertising reported the feeling of representation more than those who thought that French was the most used language. These findings also confirm the previously mentioned hypothesis. The Algerians feel represented more by the use of MSA and AA in online advertising. When participants were asked to pick between two identical ads, one in French and one in MSA, most participants picked MSA ad since they thought it represented their language use more. The results support the hypothesis that the use of AA and MSA is more persuasive and more preferred than the use of French. The conclusion that could be drawn from this is that Algerians have an overall positive perception for the use of AA and MSA in ads.

### **2.5.1.3 The Results of the Third Rubric**

The last rubric in the questionnaire tackled linguistic and rhetorical tools used in online advertising. The results confirmed the second hypothesis which stated that the most persuasive linguistic and rhetorical techniques for Algerians are rhymes and logos respectively. The questionnaire findings revealed that the current use of slogans in Algerian ads is not very effective as most of the participants could not remember one example of a slogan from an Algerian ad. However, the slogans that were remembered used rhyming and were mostly in AA

(which also supports the first hypothesis). Concerning rhymes, the majority of participants showed that they preferred advertisements that used rhyming. In contrast to the use of wordplay and puns, the results of the questionnaire showed that it did not have any significant difference in persuading the participants. As for rhetorical appeals, the use of logos was by far the most popular, followed by the use of ethos than pathos. In fact during the interviews, almost all interviewees agreed that Algeria used too much pathos and emotions, and that they felt their ads would be misleading the public if they relied only on emotions without using arguments and reasoning. These results show that indeed the use of rhymes as linguistic techniques and logos as rhetorical appeal is the most appealing and most persuasive to the Algerian consumer.

### **2.5.2 Result Interpretation of Ads Corpus**

The findings of the ad corpus analysis were divided into two sections. First section deals with the development of language use, the second section deals with the development of the use of linguistic and rhetorical techniques.

#### **2.5.2.1 The Results of Diachronic Analysis of Language Use**

The diachronic analysis of Hammoud Boualem ads shows that the use of language in digital advertisements has indeed changed from previous years. From 2014 to 2022, there was a gradual decrease in the use of French in online ads paired with a gradual increase of the use of AA. This shift in language was found in Djazzy and Aroma café ads as well. In each case, the rate of use of French decreased. In Djazzy, French ads accounted for the majority of all ads from 2011-2013 and in 2020-2022 it shifted to Algerian Arabic and MSA. In Aroma café, from 2018-2022 there was a gradual decrease of French that was accompanied with an increase in both AA and MSA. The use of English has also seen some growth but it is still in its infancy. A possible hypothesis for these changes is that back in the early days of the internet, only a selection of Algerians had access to social media. These Algerians were more likely to be educated and more likely to use French in their conversations. Advertisements at that time saw how users interacted with each other and adapted accordingly. However, in recent years, and with the wide spread of internet use in Algeria, all kinds of people joined social media and the language profile among the online Algerian community has changed since the access is not only limited to highly educated class. Advertising agencies noticed the change in the way people spoke with each other and corrected its strategy accordingly. The results found from the ad corpus analysis confirm the third hypothesis. The use of French in online advertisements in Algeria is in fact going down, while the use of AA and MSA is going up. English is also seeing some growth but it is very limited. It is not entirely clear what is driving this shift. It could be attributed to several reasons, such as the



recent political talks about the replacement of French for English as the language used in university education, or the decrease of French influence in Algeria.

The writing system in online advertisements has also seen some developments. In Hammoud Boualem ads, the use of Latin alphabet in AA writing has declined significantly over the years. This decline was followed simultaneously by a rise in Arabic alphabet writing. A possible explanation for this trend is the difficulty of reading and understanding AA that is written in Latin text. During the interviews many participants complained about the difficulty of reading AA written in Latin text. And since clarity is an important aspect for ads, companies had to change the way they communicate with people to remove all potentials for confusion.

### **2.5.2.2 The Results of Diachronic Analysis of Linguistic and Rhetorical Techniques**

These changes were not only limited to the use of language, but also to the use of persuasive rhetorical techniques. In Djezzy ads, the use of rhetorical devices overall has increased between 2011 and now. Back in the early years of social media, Djezzy ads mostly relied on Pathos. However, in recent years, their rhetorical strategies are much more diverse. The use of logos was the most popular followed by pathos then ethos but as stated previously, these rhetorical techniques work better in conjunction with each other rather than separately.

The analysis of the linguistic techniques in Aroma ads also showed some significant findings. The use of slogans was by far, the most common linguistic technique. It was followed closely by rhyming, then code-switching and rhetorical questions. It is worth noting that out of all Aroma ads that were analyzed, not a single ad used wordplay or puns. The use of puns does not always work since it hinges on whether the consumer understands its double meaning. These findings support the second hypothesis. The use of logos was the most common rhetorical appeal while the use of slogans and rhymes was the most common linguistic techniques.

### **2.5.3 Result Interpretation of the Semi-Structured Interview**

The results of the interview were divided into two sections. One section focused on giving more details about the perceptions of language use in online advertisement. The second one sought to find some solutions for improving advertisement in Algeria.

#### **2.5.3.1 The Perceptions of Language Use in Ads**

The findings of the interview matched the results of the questionnaire. The first two questions that were asked in the interview were designed to better understand how the Algerians felt about the current use of language in advertising and to reinforce the findings of both the questionnaire and the ad analysis. The first question was asked to see how the interviewees felt about the use of

language in ads. They felt that language use in advertisements in Algeria was diverse but their attitude towards each language was mixed. Some preferred the use of AA; others preferred MSA and few wanted French. As for the second and third questions, the participants expressed positive attitudes towards the changes in online advertisements. The decline of French and the rise of AA and MSA were welcomed by all the interviewees. They agreed that Algerian ads should diversify their rhetorical and Linguistic techniques to make them more persuasive and interesting. These findings also back up the first and the second research hypothesis.

### **2.5.3.2 Recommendations and Suggestions for Improving Online Ads in Algeria**

The remaining questions were asked to see what the interviewees prefer in their ads and to give solutions and suggestions. As for the fourth question, ads that left a lasting impression on the interviewees all used AA and included rhymes; humour. These results matched with the findings of the questionnaire in which participants were asked to recall ad slogans. Most of the slogans that were recalled used AA and had words that rhymed. Therefore one of the suggestions that could be offered from these findings is to make advertising slogans use AA and include humour and words that rhyme.

Concerning the fifth question, the interviewees mentioned reasons why the Algerian ads are not on par with foreign ads. These problems include lack of funding for advertising agencies, the use of improper humour, the feeling of incompetency, and sloppiness. The feeling of legitimacy and professionalism is very important to persuade the Algerians. One of the solutions that could be offered for this problem is for ad companies to hire professional marketing agencies that specialize in crafting ads that look expertly made.

The sixth question revealed why the participants prefer the use of reason over emotions. The most commonly stated reason was that ads that use only emotional appeals are misleading the consumers. This finding is also backed up by the results of the questionnaire which found that most participants picked the advert that used reason over the one that used emotion. The solution to this problem is simple; the use of emotional appeal is important but it has to be paired with a logical reason why the ad should be bought.

The last question covered any remaining suggestions the participants had for improving online advertisement in Algeria. These suggestions were to diversify the mediums of advertising and not only limit them to one platform. TV, Radio, billboards, and magazines are still important mediums to advertise. Another suggestion was to be more targeted and more direct. For example, ads for make-up should be targeted at women; ads for video games should be targeted at young people. Another suggestion is to be more creative to also take advantage of semiotics. Written

language is not the only form of communication, the use of emojis<sup>8</sup>, and colours is also important.

## 2.6 Conclusion

This chapter covered the practical part of the research work. It was divided into two main parts. The first part determined the research goals and then explained the methodology that was followed, while the second part showed the results analyzed them. The appropriate research instruments were applied to gather both quantitative and qualitative data. As for the former, it allowed us to learn about the development and the attitudes surrounding language use in online advertisements. As for the latter, it enabled us to understand the problems facing the Algerian advertisements and offer some solutions. The results that were found in this research confirmed the previously mentioned hypotheses and matched the current literature.

---

<sup>8</sup> Emojis are a small digital image or icon used to express an idea or emotion.

# **General Conclusion**

Advertising is an inseparable aspect of a society's culture and economy, and hence a part of daily life. It instructs people on which phone to use, what to drink and eat, which things to purchase, and even what to think. Advertising is not just for promoting branded things; it may also be used to improve the image of an individual, a group, or a company. The digital age has drastically altered the advertising landscape. Consumers, nowadays, are more familiar with advertising language than they were in the past. Advertising communication is a complicated process, and the language used in it may have a significant impact on people's attitudes and behaviours. Certain language choices are critical for conveying specific messages that are intended to impact individuals. Many people assume that they are resistant to advertising; nonetheless, studies and sales data demonstrate that well-designed advertisements have significant effects that are able to influence our subconscious minds. Advertisements are made to convince, and they do so by employing covert persuasive strategies.

The goal of the research work was to examine the attitudes of Algerians towards the use of language in online advertising. The sample was from Tlemcen speech community, it was diverse in terms of age and social background. Three research questions were given to explore this topic. The first research question was about the preferences Algerians have towards the use of language in online advertisements. The second one examined the most persuasive linguistic and rhetorical techniques that are used in online advertisements in Algeria. And finally, the last research question asked how language use in online advertisements changed over time. The following research hypotheses were proposed. For the first research question, the researcher hypothesized that Algerians prefer the use of Algerian Arabic (AA) and Modern Standard Arabic (MSA) in online advertisements. As for the second one, rhymes and the use of logos were hypothesized to be the most persuasive linguistic and rhetorical techniques. As for the last one, the researcher hypothesized that the use of Algerian Arabic and Modern Standard Arabic in online advertisements increased over time while the use of French decreased.

This research work was divided into two chapters. The first one dealt with the theoretical background and outlined the concepts related to the topic investigated. It narrowed the scope of research to a specific type of advertisement. It also defined the linguistic and rhetorical techniques relevant to this research. The second chapter went over the research methods employed and explained the rationale behind using it. After that, it presented the gathered data and then analyzed them, in order to answer the research questions.

Through the analysis of the data gathered from the following research instruments, (the questionnaire, the interview, and the ad corpus), the three previously mentioned hypotheses were

confirmed. The use of the questionnaire and the interview revealed the perceptions Algerians have towards language use in online advertisements. The results revealed that the use of AA and MSA is preferable and is becoming more common in advertising as opposed to the use of French (The first hypothesis was confirmed). As for persuasive advertising techniques, it was shown through the questionnaire and the interview that rhyming is the most effective linguistic technique and the one that is preferable for the Algerian consumers. As for the rhetorical appeals, the use of logic (logos) was found to be the most persuasive rhetorical strategy. The interview showed that most participants wanted ads to avoid using emotions, and to rely on logic (The second hypothesis was confirmed). Corpus advertisement analysis also substantiated the last hypothesis. The use of language has indeed changed and developed over the years. The diachronic analysis of the ads in the three major companies has shown that the use of French has decreased over the years while the opposite is true for AA and MSA. English also has also seen some marginal growth. The writing system for AA has also seen some changes; the use of Arabic text became more common, substituting the use of Latin text. As for rhetorical and linguistic strategies, both of them saw an extensive use in recent years. All of these changes confirmed the last hypothesis.

This research revealed that there has been a shift in attitudes about language in the past few years. It has also shown that advertisements can be used as a sample of how the Algerian online landscape uses language. If the results of this research are representative of a wider trend then this suggests that the space that the French language was once occupying is declining. This space is being switched by Algerian Arabic, MSA, and English. If this is the case then online advertisements are examples of how the online landscape shifted and evolved to match the attitude of its users. This shift could be caused by the recent political legislations or simply by the reduction of French influence over Algeria. This cause, whichever it is, should be analyzed and researched thoroughly

The question of representation is important whenever research seeks to give broad suggestions and recommendations. A research work is said to be representative when it successfully demonstrates the appropriate use of sampling techniques, the right sample size, and a valid statistical procedure. Even though the sample population for the interview was small its findings were congruent with the results of the questionnaire and the current literature regarding marketing strategies that were discussed in chapter one. The research, however, was not without limitations. The corpus analysis of ads examined only three major companies selected at random. The reason for this number was the difficulty and the time it would take to analyze all of the ads

for each company and classify them based on language use, linguistic, and rhetorical techniques. The number of advertisements this research examined was over 1600 ads but this number still pales in comparison to the total number of online advertisements in Algeria, at least for major companies. This also led us to another limitation. The research was restricted to only ads for large corporations. Small enterprises and individuals advertising for their products were not considered in this research work. The focus was mainly on large well-known companies which used display ads. Another limitation is the potential biases in the advertisements that were shown to the participants, even though it was instructed in the questionnaire that their focus should be only on the use of language and the text within it. Background images, fonts, colours, and the effect of semiotics could have all played a role in shifting their preferences. To sum up, no research is perfect or without flaws. The imperfections of research works should be only a further motivation to study these phenomena more and build upon this topic to reach the truth.

The study of language in advertising is not well investigated in Algeria. In fact, this present research work has examined only three aspects of language use in advertisements (the preference of language, the linguistic and rhetorical techniques, and the development of language use) and in only one medium (social media). There are still many dimensions to investigate and analyze. Language is an important feature in the field of marketing; linguists of all kinds should be involved to ameliorate and improve this subject field.

# Bibliography



## I. Books

- Augarde, T. (2003). *The Oxford Guide to Word Games* (2nd ed.). Oxford: OUP.
- Bloomfield, L. (1935). *Language*. London: Allen and Unwin.
- Brantson, G. & Stafford, R. (1999). *The Media Student's Book* (2nd ed.). London: Butler and Tanner Ltd.
- Carlsson, A., & Koppfeldt, T. (2008) *Visuell retorik* (1st ed). Malmö: Liber.
- Cook, G. (1992). *The discourse of Advertising* (2nd ed). London: Routledge.
- Crowley, S., & Hawhee, D. (2004). *Ancient rhetorics for contemporary students* (3rd ed). New York: Pearson/Longman.
- De Pelsmacker, P., Geuens, M. & Van Den Bergh, J. (2013). *Marketing Communications: A European Perspective* (5th ed). London: Pearson Education
- Fiske, S.T., & Taylor, S. (1984). *Social cognition*. New York: McGraw-Hill.
- Gardner-Chloros, P. (2009). *Code-switching*. Cambridge: Cambridge University Press.
- Garver, E. (2004). *For the sake of argument: Practical reasoning, character, and the ethics of belief*. Chicago: University of Chicago Press.
- Haarmann, H. (1989). *Symbolic Values of Foreign Language Use: From the Japanese Case to a General Sociolinguistic Perspective*. Berlin: De Gruyter Mouton.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; psychological studies of opinion change*. Connecticut : Yale University Press.
- Janoschka, A. (2004). *Web Advertising. New Forms of Communication on the Internet*. Amsterdam: John Benjamins.
- Leppihalme, R. (1997). *Culture Bumps: An Empirical Approach to the Translation of Allusions*. Clevedon : Multilingual Matters Ltd.
- Maslansky, M. (2010). *The Language of Trust: Selling Ideas in a World of Skeptics*. Upper Saddle River, NJ: Prentice Hall.
- Redfern, W. (1985). *Puns*. Oxford: Blackwell
- Simons, H. W. (1976). *Persuasion: understanding, practice, and analysis*. Reading, MA: Addison-Wesley Publishing Co.
- Watkins, J. L. (1959). *The 100 greatest advertisements 1852–1958: Who wrote them and what they did*. New York: Dove Publications

## II. Articles

- Abdia, S. & Irandoustb, A. (2013). The importance of Advertising slogans and their proper designing in brand equity. *International Journal of Organizational Leadership*, 2 (2), 62-69. DOI: 10.33844/ijol.2013.60321
- Ahluwalia, R. & Burnkrant, R. E. (2004). Answering Questions about Questions: A Persuasion Knowledge Perspective for Understanding the Effects of Rhetorical Questions. *Journal of Consumer Research*, 31 (2), 26-42. DOI: 10.1086/383421
- Antonetti, P. & Baines, P. & Walker, L. (2015). From elicitation to consumption: assessing the longitudinal effectiveness of negative emotional appeals in social marketing. *Journal of Marketing Management*, 940-969. DOI: 10.1080/0267257X.2015.1031266
- Barry, T. E. (1987). The Development of the Hierarchy of Effects: An Historical Perspective. *Journal of Current Issues and Research in Advertising*, 10 (2), 251-295. DOI: 10.1080/01633392.1987.10504921
- Baumgardner, R.J. (2008). The use of English in advertising in Mexican print media. *Journal of Creative Communications*, 23 (3). 23-48.  
Retrieved from: <https://sci-hub.ru/10.1111/j.0083-2919.2006.00463.x> (08 June 2022)
- Bernard, M., Lida, B., Riley, S., Hackler, T., & Janzen, K. (2002). A comparison of popular online fonts: Which size and type is best. *Usability News*, 4 (1). Retrieved from: [https://www.researchgate.net/publication/254696696\\_A\\_Comparison\\_of\\_Popular\\_Online\\_Fonts\\_Which\\_Size\\_and\\_Type\\_is\\_Best](https://www.researchgate.net/publication/254696696_A_Comparison_of_Popular_Online_Fonts_Which_Size_and_Type_is_Best) (08 June 2022)
- Berlanga, I., Garcia-garcia, F.,& Victoria, J. S. (2013). Ethos, Pathos and Logos in Facebook. User Networking: New «Rhetor» of the 21st Century. *Communicate*, 21(41), 127-135. DOI:<http://dx.doi.org/10.3916/C41-2013-12>
- Bechara, A., Damasio, H., & Damasio, A. R. (2000). Emotion, decision-making, and the orbitofrontal cortex. *Cerebral Cortex*, 10, 295–307. DOI: 10.1093/cercor/10.3.295. Retrieved from: <https://sci-hub.ru/10.1093/cercor/10.3.295> (8 June 2022).
- Briggs, E., & Janakiraman, N. (2017). Slogan recall effects on marketplace behaviors: The roles of external search and brand assessment. *Journal of Business Research*, 80, 98-105. DOI: 10.1016/j.jbusres.2017.07.010
- Blend, I. (2021). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. *Journal of Promotion Management*, 28, 60–90. DOI:10.1080/10496491.2021.1955080

- Blend, I., and Aljarah, A. (2018). Data set of relationships among social media marketing activities, brand loyalty, revisit intention Evidence from the hospitality industry in Northern Cyprus. *Data Brief*, 21, 1823–1828. DOI: 10.1016/j.dib.2018.11.024
- Chen, X., and Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), 1065–1077. DOI: 10.1002/cb.1915. Retrieved from: <https://sci-hub.ru/10.1002/cb.1915> (8 June 2022).
- Danescu-Niculescu-Mizil, C. J., Cheng, J. K. & L. Lee. (2012). You had me at hello: How phrasing affects memorability. *Association for Computational Linguistics*, vol. 1, 892–901. DOI: <https://doi.org/10.48550/arXiv.1203.6360> Retrieved from: (08 June 2022) [https://www.cs.cornell.edu/~cristian/memorability\\_files/memorability\\_nomarkup.pdf](https://www.cs.cornell.edu/~cristian/memorability_files/memorability_nomarkup.pdf)
- Delabastita, D. & Henry, J. (1996). Wordplay and Translation: Introduction. *In The Translator. Studies in Intercultural Communication*, 2 (2), 347-353 DOI: 10.1080/13556509.1996.10798983. Retrieved from: <https://sci-hub.ru/10.1080/13556509.1996.10798983> (08 June 2022)
- Demirdöğen, Ü. D. (2010). The Roots of Research in (political) Persuasion: Ethos, Pathos, Logos and the Yale Studies of Persuasive Communications. *International Journal of Social Inquiry* 3(1), 189-201. Retrieved from: <https://studylib.net/doc/8733052/persuasion--international-journal-of-social-inquiry> (08 June 2022)
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19, 287–308. DOI:10.1080/15332667.2019.1705742
- Ferguson, C. A. (1959). Diglossia, *WORD*, 15(2), 325-340. DOI:10.1080/00437956.1959.11659702
- Ferguson Ch. (1972). Diglossia. – Gigliolo. P.P. (ed.) 1972. *Language and social context. Selected readings.*(pp. 232–251) Harmondsworth: Penguin.
- Fishman, J. (1967). Bilingualism With and Without Diglossia. *Journal of social issues*, 23(2), 29-38. DOI: <https://doi.org/10.1111/j.1540-4560.1967.tb00573.x>
- Filkuková, P., & Klempe, S. H. (2013). Rhyme as reason in commercial and social advertising. *Scandinavian Journal of Psychology*, 54(5), 423–431. DOI: <https://doi.org/10.1111/sjop.12069>
- Fiore, I. R., Hussar, C. L., Lippincott, A. E. & Ullman, K. E. (2020). Click Here Now: The Impact of Color and Size on Advertisements. *Student Publications*. 842. Retrieved from: [https://cupola.gettysburg.edu/student\\_scholarship/842](https://cupola.gettysburg.edu/student_scholarship/842) (08 June 2022)

- Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International J. Bank Marke*, 39, 1353–1376. DOI: 10.1108/IJBM-02-2021-0067
- Kelly-Holmes, H. (2000). Language fetish in European advertising. *European Journal of Cultural Studies* 3, (1), 67–82. DOI: 10.1177/136754940000300110
- Kohli, C., Leuthesser, L., & Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Journal of Business Horizon*, 50, 415–422.
- Luna, D., & Peracchio, L. A. (2005). Sociolinguistic effects on code-switched ads targeting bilingual consumers. *Journal of Advertising*, 34 (2), 43–56.  
DOI:10.1080/00913367.2005.10639196 Retrieved from:  
<https://sci-hub.ru/10.1080/00913367.2005.10639196> (06/14/2022)
- Macnamara, J. (1967). The Bilingual's linguistic performance, a psychological overview. *Journal of Social Issue*, 23, 58–77. DOI: 10.1111/j.1540-4560.1967.tb00576.x
- Meyers-Levy, J., Malaviya, P. (1999). Consumers' processing of persuasive advertisements: an integrative framework of persuasion theories. *Journal of Marketing* 63, 45–60.
- Meyers-Scotton, C. (1993). A lexically based model of code-switching. In Milroy, L., & Muysken, P. (eds.) *One speaker, two languages: Cross-disciplinary perspectives in code-switching*. (pp. 233–256). Cambridge: Cambridge University Press.
- McQuarrie, E., & Mick, D. G. (1996). Figures of rhetoric in advertising language. *Journal of Consumer Research*, 22, 424–437. DOI: 10.1086/209459
- McGlone M. S. & Tofighbakhsh J. (2000). Birds of a feather flock conjointly (?): Rhyme as reason in aphorisms. *Psychological Science*, 11, 424–428.
- Miller, D.W., & Toman, M. (2015). An analysis of the syntactic complexity in service corporation brand slogans. *Services Marketing Quarterly*, 36(1), 37–50.
- Norrick, N. R.(2003). Issues in conversational joking. *Journal of Pragmatics* 35, 1333–1359. DOI: 10.1016/S0378-2166(02)00180-7
- Phillips, B. (2000). The impact of verbal anchoring on consumer response to image ads. *Journal of Advertising* 29, 15–24.  
Retrieved from: <https://sci-hub.ru/10.2307/4189131> (08 June 2022)
- Reece, B.V., Bergh, B., & Li, H. (1994). *What makes a slogan memorable and who remembers it*. *Journal of Current Issues & Research in Advertising*, 16(2), 41–57. DOI:10.1080/10641734.1994.10505018
- Sherzer, J. (1985). Puns and Jokes. In: T.A. van Dijk. (ed.). *Handbook of discourse analyst. Vol. 3: Discourse and dialogue*. (pp. 213–221). London: Academic Press.

- Slamecka, N. J. & Graf, P. (1978). The generation effect: Delineation of a phenomenon. *Journal of Experimental Psychology*, 4, 592–604. DOI: 10.1037/0278-7393.4.6.592
- Stewart, J. & Clark, M. (2007). The Effect of Syntactic Complexity, Social Comparison, and Relationship Theory on Advertising Slogan. *The Business Review, Summer*, 7(1), 113-118.

### III. Theses

- Bulawka, H.M. (2006). English in Polish Advertising.(Masters' thesis). University of Birmingham, Birmingham, UK. Retrieved from: <https://bit.ly/3NMPbhy> (08 June 2022).
- Cerdeño, T.G. (2010). The use of foreign words as a persuasive tool in marketing discourse: the cultural stereotype of global English in Spanish print advertising. (Masters' thesis). Complutense University of Madrid, Madrid, Spain. Retrieved from: [http://eprints.ucm.es/12622/1/G%C3%B3mez\\_Cerde%C3%B1o.pdf](http://eprints.ucm.es/12622/1/G%C3%B3mez_Cerde%C3%B1o.pdf) (08 June 2022).

### IV. Webliography

- Edinger, S. (2013). Three Elements of Great Communication, According to Aristotle. *Harvard Business Review*. Digital Article. Retrieved from: <https://hbr.org/2013/01/three-elements-of-great-communicationaccording> ( 8 June 2022)
- Mahoney, M., & Zaltman, G . (2003). The Subconscious Mind of the Consumer (And How To Reach It). *Harvard Business Review*. Digital Article. Retrieved from: <https://hbswk.hbs.edu/item/the-subconscious-mind-of-the-consumer-and-how-to-reach-it> (8 June 2022).
- Papazian, E.(2014). Media Dynamics, Inc. Average media & Ad exposure. extracted from: <https://www.mediadynamicsinc.com/uploads/files/PR092214-Note-only-150-Ads-2mk.pdf> (08 June 2022)
- Kemp, S. (2022). DIGITAL 2022: Time Spent Using Connected Technologies Continues To Rise. Extracted from: <https://bit.ly/3Llwtvm> (8 June 2022)

# Appendices

# Appendix I: English Questionnaire

## Algerians' attitude towards the language used in online advertising

This questionnaire seeks to find out the perspective of Algerians towards language use in advertising. In order to fulfill this objective, you are kindly asked to answer the following questions:

1- Age

- <-18                       18-24  
 25-34                       35-44                       45+>

2- Gender

- Male                       Female

3- How often do you use the internet per day?

- Less than 1h  
 1h-3h  
 4h- 8h  
 More than 8h

4- How often do you pass by online advertisements when you browse through social media, per day?

- 1-3 times  
 4-10 times  
 11-20 times  
 More than 20 times

5- Which social media do you visit the most?

- Facebook                       YouTube                       Instagram  
 TikTok                       Other: .....

6- Which social media do you think use online advertising effectively?

7- How often has an online advertisement persuaded you to buy a product?

- Very often                       Rarely  
 Sometimes                       Never

8- If so, from which social media sites?

9- What is your general opinion of online advertisements?

- They are useful to find products  I don't mind them  
 They are annoying  Others: .....

10- Do you use Ad Block application?

- Yes  No  
 I don't know this application

11- In your opinion, what language do online advertisements in Algeria use the most?

- Algerian Arabic (Daridja)  French  
 Modern Standard Arabic  English

12- Do you think the language used in online advertisements represents you?

- Yes  Sometimes  
 Not at all

13- Which language do you prefer companies use in their advertisements?

- Algerian Arabic (Daridja)  French  
 Modern Standard Arabic  English

14- Do you remember any catchphrases from an advertisement you saw?

- Yes  No

15- If yes, can you provide an example?

16- Which of these advertisements caught your attention first?



1



2

Option 1

Option 2



17- Which of the two advertisements do you feel represents you more?



Option 1

Option 2

18- Examine the pictures below and select which of the two advertisements do you prefer? (Focus on the text only)



Option 1

Option 2

19- Look at these two images. Which of these two advertisements do you prefer?  
(Focus on the text only)



Option 1

Option 2

20- Which of these two advertisements do you think is more persuasive?



Option A

Option B

21- And what about this?



Option B

Option C

22- And this?



Option A

Option C

**Thanks for your submission**

## Appendix II: French Questionnaire

### Attitudes des Algériens vis-à-vis la langue utilisée dans la publicité en ligne

Ce questionnaire vise à connaître le point de vue des Algériens sur l'utilisation de la langue dans la publicité. Pour achever cet objectif, je vous prie de bien vouloir répondre aux questions suivantes:

#### 1- Âge

<-18

18-24

25-34

35-44

45+>

#### 2- Genre

Male

Femelle

#### 3- A quelle fréquence utilisez-vous l'internet par jour ?

moins d'1h

1h-3h

4h- 8h

Plus de 8h

#### 4- À quelle fréquence passez-vous devant des publicités en ligne lorsque vous naviguez sur les réseaux sociaux par jour?

1-3 fois

4-10 fois

11-20 fois

Plus de 20 fois

#### 5- Quels réseaux sociaux fréquentez-vous le plus?

Facebook

YouTube

Instagram

TikTok

Autres : .....

#### 6- Selon vous, quels réseaux sociaux utilisent efficacement la publicité en ligne ?

#### 7- À quelle fréquence une annonce en ligne vous a-t-elle convaincu d'acheter un produit ?

Très souvent

Rarement

Parfois

Jamais

#### 8- Si oui, à partir de quels réseaux sociaux ?

9- Quelle est votre opinion générale sur les publicités en ligne ?

- Ils sont utiles pour trouver des produits  Ça ne me dérange pas  
 Ils sont ennuyeux  Autres: .....

10- Utilisez-vous l'application Ad Block ?

- Oui  Non  
 Je ne connais pas cette application

11- Selon vous, quelle langue les publicités en ligne utilisent-elles le plus en Algérie ?

- Arabe algérien (daridja)  Français  
 Arabe standard  Anglais

12- Pensez-vous que la langue utilisée dans les publicités en ligne vous représente ?

- Oui  Parfois  
 Pas du tout

13- Quelle langue préférez-vous que les entreprises utilisent dans leurs publicités ?

- Arabe algérien (daridja)  Français  
 Arabe standard  Anglais

14- Souvenez-vous des slogans d'une publicité que vous avez déjà vue ?

- Oui  Non

15- Si oui, pouvez-vous donner un exemple ?

16- Laquelle de ces publicités a retenu votre attention en premier lieu ?



①



②

- Option 1  Option 2

17- Selon vous, laquelle des deux publicités vous représente le plus ?



Option 1

Option 2

18- Examinez les images ci-dessous et sélectionnez laquelle des deux publicités préférez-vous ?

(Concentrez-vous sur le texte uniquement)



Option 1

Option 2

19- Regardez ces deux images, concentrez-vous uniquement sur le texte. Laquelle de ces publicités préférez-vous ?



Option 1

Option 2

20- Selon vous, lequel de ces deux est selon vous le plus persuasif ?



Option A (Passer à la question 21)  Option B (Passer à la question 22)

21- Lequel pensez-vous est plus persuasif entre ces deux ?



Option B  Option C

22- Lequel pensez-vous est plus persuasif entre ces deux ?



Option A  Option C

**Merci pour votre soumission**

## Appendix III: Arabic Questionnaire

مواقف الجزائريين تجاه اللغة المستخدمة في الإعلانات الجزائرية عبر الإنترنت

يسعى هذا الاستبيان إلى معرفة وجهة نظر الجزائريين تجاه استخدام اللغة في الإشهار. لتحقيق هذا الهدف ، يرجى الإجابة على الأسئلة التالية:

1- العمر

<-18  25-34

18-24  35-44

44+>

2- الجنس

أنثى  ذكر

3- كم مرة تستخدم الإنترنت في اليوم

أقل من ساعة  ساعات - 8 ساعات 3

1 ساعة- 3 ساعات  أكثر من 8 ساعات

4- في رأيك كم مرة ترى إعلانات عندما تتصفح مواقع التواصل الاجتماعي في اليوم؟

مرّات 1-3  10-20 مرّة

مرّات 3-10  أكثر من 20 مرّة

5- ما هي وسائل التواصل الاجتماعي الذي تستخدمها الأكثر؟

فيسبوك  الانستغرام

يوتيوب  تيك توك

6- ما هي وسائل التواصل الاجتماعي التي تعتقد أنها تستخدم الإعلانات بشكل فعال؟

فيسبوك  الانستغرام

يوتيوب  تيك توك

7- كم مرة أقتعك إعلان عبر الإنترنت بشراء منتج؟

غالبا  في بعض الأحيان

نادرا  أبدا

8- إذا نعم، فمن أي موقع تواصل الاجتماعي؟

9- ما رأيك العام في الإعلانات الرقمية؟

- مفيدة للعثور على المنتجات  أنا لا أمانعهم  
 مزعجة  أخرى (حدد)

10- هل تستخدم تطبيق Adblock؟

- نعم  لا أعرف هذا التطبيق  
 لا

11- ما هي برأيك اللغة الأكثر استخدامًا في إعلانات الرقمية في الجزائر؟

- اللغة العامية (الدارجة)  العربية الفصحى  
 الفرنسية  الانجليزية

12- هل تعتقد أن اللغة المستخدمة في الإعلانات عبر الإنترنت تمتلك؟

- نعم  في بعض الأحيان  
 لا على الإطلاق

13- ما هي اللغة التي تفضل أن تستخدمها الشركات في إعلاناتها في الجزائر؟

- اللغة العامية (الدارجة)  العربية الفصحى  
 الفرنسية  الانجليزية

14- هل تتذكر أي عبارات مشهورة من إعلان رأيته؟

- نعم  لا

15- إذا كانت الإجابة بنعم ، فهل يمكنك تقديم مثال؟

16- أي من هذه الإعلانات لفت انتباهك أولاً؟



1



2

الخيار 2

الخيار 1



17- أي من الإعلانات تشعر أنه يمتلك أكثر؟



الخيار 1  الخيار 2

18- افحص الصور أدناه واختر أي من الإعلانات تفضل؟ (ركز على النص فقط)



الخيار 1  الخيار 2

19- انظر إلى هاتين الصورتين ، أي من هذه الإعلانات تفضل؟ (ركز فقط على النص).



الخيار 1  الخيار 2



**المخلص:** يهدف هذا البحث إلى استكشاف مواقف الجزائريين تجاه استخدام اللغة في الإشهار عبر الإنترنت ، وبالتحديد ، استخدام تقنيات لغوية وبلاغية مقنعة. كما يهدف إلى تسليط الضوء على تطور استخدام اللغة في الإشهار عبر الإنترنت على مر السنين. يستخدم هذا البحث الاستبيان والمقابلة ومجموعة من الإعلانات لجمع بياناته. كشفت النتائج أن الجزائريين في المتوسط يفضلون استخدام اللهجة العربية الجزائرية والعربية الفصحى الحديثة وأن القوافي واستخدام المنطق كانت أكثر التقنيات اللغوية والبلاغية شيوعًا وإقناعًا.

**الكلمات المفتاحية:** الإشهار عبر الإنترنت ، التقنيات اللغوية ، المناشآت الخطابية ، استخدام اللغة ، الدعاية عبر وسائل التواصل الاجتماعي ، وسائل الإقناع.

**Résumé :** L'objectif principal de ce travail de recherche est d'explorer les attitudes des Algériens vis-à-vis de l'utilisation de la langue dans la publicité en ligne, plus spécifiquement, l'utilisation de techniques linguistiques et rhétoriques persuasives. Il a également étudié l'évolution de l'utilisation de la langue dans la publicité en ligne au fil des ans. Ce travail de recherche utilise le questionnaire, l'entretien et un corpus d'annonces pour recueillir ses données. Les résultats ont révélé que les Algériens préfèrent en moyenne l'utilisation du dialecte arabe algérien et de l'arabe standard moderne et que les rimes et les logos étaient les techniques linguistiques et rhétoriques les plus courantes et les plus persuasives.

**Mots-clés :** La publicité en Ligne, Techniques Linguistiques, Appels Rhétoriques, Utilisation de la Langue, Publicité sur les Réseaux Sociaux, Persuasion.

**Summary:** This research work aims to explore the attitudes Algerians have towards the use of language in online advertising, more specifically, the use of persuasive linguistic and rhetorical techniques. It also aims to shed light on the development of language use in online advertising over the years. This research work uses the questionnaire, the interview and a corpus of ads to gather its data. The results revealed that Algerians on average prefer the use Algerian Arabic dialect and modern standard Arabic and that rhymes and logos were the most common and persuasive linguistic and rhetorical techniques.

**Keywords:** Online Advertising, Linguistic techniques, Rhetorical Appeals, Language use, Social Media Advertising, Persuasion.