

Democratic and Popular Republic of Algeria
Ministry of Higher Education and Scientific Research



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*Aspects of Language Contact Outcomes in Algerian
Printed Advertising*

Dissertation Submitted as a partial fulfillment in Candidacy for the Degree of
Magister in 'Language Contact and Sociolinguistic Variation'.

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Academic Year : 2013-2014



Acknowledgements

I owe a unique debt of gratitude to my supervisor Pr. Serir Ilhem who directed this investigation and who has generously specified her time and proficiency to better my work. I am very appreciative for her precious observations and the valued pieces of advice that she has offered, for her back-up, support and more than ever warmth and kindness because she has really cared for me as her daughter.

Special thanks go for the head of the discipline Dr. Dendane Zoubir who provided the opportunity for us to be titled as researchers with the help of Dr. Negadi and Pr .Serir whom I thank a lot. I would like also to express my thanks to my friend Ghounane Nadia for proof reading, as well as, Dr. Frid Dawdi for his generous assistance along with all my teachers of English.

Many thanks go for the committee members for reading and examining my modest work. My appreciation goes to Dr. Belmekki for taking the chair of the defense, to my dearest Pr. Serir, to Dr. Benyelles, Dr. Hadjoui and Dr. Zidane for bettering my work by their comments and criticism.

For my classmates, I cry the good times we spent all together and I wish them all the best in their carriers and private lives.



Dedications

I humbly dedicate my fruit of success to ...

My beloved parents,

My husband and son,

My brother and sister,

My grandmother and mother in Law,

My brother in law, his spouse and sisters in law,

My family and all my friends.

Belattar – Zemri Amel.

Abstract

The use of languages such as Arabic, French, English or Arabic /French code switching is a strategy used by the Algerian copywriters in the domain of advertising. The present study looks at the linguistic properties of advertising codes in terms of Arabic / French bilingualism, code switching as well as the diglossic situation in print Algerian context. The examination of advertising language is not an easy task; it is a communicating channel between the operators and people .Thus, in this context, it would not be wrong to say that advertising imposes itself upon the audiences. Hence, to collect reliable data, the investigation was based upon two newspapers printed in Arabic (Echorouk and Alkhaber) and others are printed in French (Le Quotidien and Alwatan). Thus, eliciting tools were used for data collection such as questionnaires, photo-elicitation, note taking and observation. Furthermore, both quantitative and qualitative methods serve the phase of data collection along with checking the attitudes towards the language of printed advertising. The sampling is varied according to age, gender and educational background.

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List of Abbreviations and Acronyms.

AA : Algerian Arabic

Ad or Adv : Advertisement

H : High Variety

L : Low Variety

MSA : Modern Standard Arabic

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Phonetic Symbols

Arabic Transcription

ʔ	ء	ɣ	غ
b	ب	f	ف
t	ت	q	ق
θ	ث	k	ك
ʒ/dʒ	ج	l	ل
ħ	ح	m	م
χ	خ	n	ن
d	د	h	ه
ð	ذ	w	و
r	ر	j	ي
z	ز	a/æ	اَ
ʃ	ش	ɪ	يَ
s	س	ʊ	وُ
s ^f	ص	ə	
d ^f	ض	ʕ	ع
t ^f	ط	θ ^f	ظ

General Introduction

Language has a strong influence over people and their manners. It is remarked in advertising when a particular message is transmitted through language, which is chosen carefully, carrying an intention of influencing a group of audience. Furthermore, the design and the elements that construct an advertisement are accomplished via the role played by the code. Then, advertisers pay attention to the languages they select, purposefully, aiming at creating a flourishing advertisement.

The subject studied concerns our surrounding milieu describing the realistic and the dynamic phenomena observed in the Algerian setting. Remarkably, those changes and shifts complicate the examination more and more.

The research questions tried to be analyzed are as follows:

1. What are the characteristics used in advertising texts?
2. Is the language of advertising an accepted written code?
3. What are people's attitudes towards printed advertising?

To answer the above questions, we suggested the following hypotheses:

1. Advertising texts may be stylistic, long and informative.
2. Advertising language may not be accepted.
3. Advertising language could be a vernacular, unsuitable for a written form.

In this piece of work we tried to understand language contact outcomes that affect printed advertising codes dealing mainly with multilingualism and its dynamic correlated phenomena.

Such notions are analyzed progressively trying to find answers to the questioned issues starting by Arabic / French code switching through introducing the notion of multilingualism and the use of both varieties of Arabic (high and low) in addition to the new forms that occur in Algerian publicity such as the use of English. The notion of contact languages is explained specifying the linguistic profile of Algeria.

More to the point, we attempted to clarify the principles of variant codes used in advertising language, typically, in the Algerian context with the measurement of the linguistic and the cultural features that are manifested in printed advertising.

The structure of advertising mirrors the social reflection of the Algerian consumers, their thoughts, behaviours and attitudes. Hence, its language is marked by both social and linguistic norms respected by Algerian copywriters.

It has been chosen to start by elaborating the field of sociolinguistics dealing with the essential basis that serve language of advertising and the field of contact languages as a whole, then , we introduced advertising from different spots, and we described the process of communication and how advertising is a means of communication . Soon after, we checked the attitudes; we analyzed and interpreted the results on the basis of the sampling.

For the most part, language contact outcomes feature not only our vernacular but it is even adopted for different formal and informal functions increasing the energetic state of the allied phenomena and escalating the problematical issues of contact linguistics .

Chapter One :

Language Contact and Advertising

1.1- Introduction

Language echoes the way individuals communicate with each other. The essential phase at divergent language acquisition stages, is to learn the various patterns and styles of language interaction that enable speakers to function as competent conversationalists in different situations. Deeply to the point, the codes chosen by the operators of advertising address the individual's personality and feelings, i.e, it functions in an expressive manner. The overall aim is to affect positively the consumers to have the action of purchasing or at least to have some emotions and attitudes towards the products.

1.2- Sociolinguistics

Language is a tool for social interaction since it makes people understand each other .It is studied in relation to society under a scientific discipline named "Sociolinguistics".

Sociolinguistics is the study of language in a social context. It focuses on the relationship between the linguistic behaviour and the social situations, roles and functions. Alan McGee (2006, 2) used in his article Trudgill's (1983: 20) definition of sociolinguistics as be it a "[...] **part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society and has close connections with the social sciences [...]**". Therefore, language is the key that conducts an effective social communication.

Sociolinguistics classifies two kinds of approaches of research covering the micro-sociolinguistics and the macro-sociolinguistics. At the micro level the emphasis is over the individual in a group interaction. This approach is usually applied for studying a narrow scope in a given speech community such as style and register, discourse analysis, speech levels, domain of use and other

phenomena of a certain group; whereas, the macro level focuses on the interaction between a large group or the whole society. As this research focuses on the attitudes and the individual behaviour towards the language of print advertising, it belongs to the micro-sociolinguistics.

1.3-Languages in Contact

By the last part of the eighteenth century, the field of contact linguistics was highly regarded. It is traced back to the fact that lexicographers tried to assemble all resources for writing dictionaries but unfortunately, they were faced to an infinite range of complications intended for the insertion of a sum of foreign words in their dictionaries. Thus, it was a serious issue of various researches on language. It is varied to discuss the surrounding problematic related to the original principle. The dissimilar studies tackled the problems of borrowings, bilingualism, code switching ...etc. Consequently, they became regular themes of numerous studies.

Even though philologists, centuries ago, knew that there is no language free from the inclusion of foreign basics; it was not clear for them that languages must have affected one another under various circumstances. The outcome of such influence refers to the possession of words originated by genetically related languages. Afterward, philologists reached the conclusion that it was a situation of language mixture.

1.3.1- Terminologies

Language contact outcomes selected for examination are not the only ones that exist in the field of contact linguistics but one can speak about pidgin and Creole, language shift, language death, language maintenance...

1.3.1.1- Language contact and linguistic borrowings

The twentieth century marked the use of a new appropriate term to the linguistic situation, discussed in the lines above, to introduce a widely accepted call for language situation by most all scholars. *Languages in Contact* is the title of Weinreich's book. Simultaneously, Haugen's *Linguistic borrowing* was presented.

Both terms brought into play concurrently, though the term *borrowing* was not completely novel since the cultural borrowing was already indicated by Sapir as early as 1921. Furthermore, Bloomfield's monograph carrying precisely the same title (i. e, borrowing) three chapters dealt with three borrowing types; cultural, intimate and dialect borrowings.

Broadly speaking, borrowing is a process in which the individual bilingual introduces words from one language to another with the support and the acceptance of the bilingual group. Sometimes, the words are adapted phonetically as well as morphologically as saying in Algerian vernacular /kuzina/ from the Spanish 'cocina' and /ṭabla/ from the French 'table'; correspondingly Kitchen and table .

1.3.1.2- Bilingualism / Multilingualism

It is an outcome of language contact situation; it is the fact of using more than a language by a certain society. Due to the complex interplay between more than a language in Algeria a chain of linguistic varieties are connected to multilingualism. Many definitions were given to this language phenomenon which is an upshot of the contact among people .Myers Scotton (2006, 44) defined it as **“the ability to use two or more languages sufficiently to carry on a limited casual conversation”**. In the main; it is the exchange use of two or more languages by the same person with an unstable capability level. Such a skill ranges from narrow to highly, native-like mastery of the second language.

Sometimes, it is beneficial since it “[...]offers a unique opportunity to understand the structures of a particular language” (ibid: 12). Conversely, some others have negative connotations towards bilingualism.

Specifying Algeria, societal bilingualism traces back to the French colonization that led to the co-existence of two distinct languages, Arabic and French while individual bilingualism focuses over the bilingual speaker with all the variables. The Algerian bilingual proficiency is heterogeneous; it is featured by the use of some French mixed with other language forms; though the situation was different during the colonial period. Through the daily contact with the natives those Algerians were purely balanced bilinguals noting that people coming after them are unbalanced, they are competent in Arabic more than French, as they may even lack a skill or more. Additionally, some bilinguals, particularly the pre-independent generation, have a certain ability of producing and perceiving a language even if they are illiterate. Therefore, they are regarded as active bilinguals while some others cannot speak French though they understand it; they are passive bilinguals, they have a passive capacity in one of the languages.

1.3.1.3- Code Switching / Diglossia

It is a daily practice processed by bilingual (multilingual) speakers shifting back and forth between languages in the same conversation. Such a linguistic behaviour occurs in multilingual speech communities, where people have the autonomy to pick up an understood code from the language varieties and make it in use. Most of the time, conversations are designed by the switch between more than a code or even mixing between codes.

Poplack identifies three types of code switching and the three of them explain the situation of Algeria.

- Intersentential switching, which transpires between sentences;

A: /sələfli 'lɔʔɔ/ (Borrow me the car.)

B: Pas de problème . (No problem) .

- Intrasentential switching takes place within a sentence boundary;

A: /sələfli 'lɔʔɔ s'il vous plaît/. (Borrow me the car, please).

B: /Pas de problème , here you go/ (No problem, here you go).

- Extrasentential switching refers to the insertion of unoriginal expressions or tags.

A: /memʃi:tʃlɑplɑʒ , mæli:ʃ ! rɔbɑɖaratinna:fiɛa/

(I did not go to the beach, all right! it might be good for me)

Furthermore, the diglossic phenomenon is correlated with code switching as well as bilingualism .The way Algerians speak is featured by the use of Algerian Arabic (AA), French and standard Arabic (high variety). This mixture sways between bilingual states and diglossic ones. all forms of speech are the area under discussion of variation, as well as, the issue of language creativity and the emergence of new words adapted to the Algerian vernacular like /bipili/ (give me a page).

1.4- The Markedness Model

Code-switching is often studied in sociolinguistics because of its common use by bilinguals. The markedness theory tries to examine the social meanings of code-switching. It attempts to explain the social motivations of code-switching taking into account language choice as a means of communicating much loved interpersonal relationships. **“One of the premises of the Markedness Model is that humans are innately predisposed to exploit code**

choices as negotiations of 'position.' ” (Luna, David; Peracchio, Laura A, 2005:02). In other words, speakers use their linguistic choices as tools to establish a set of rights and obligations (RO). An individual's language choice indicates a specific social identity and/or belonging to a specific community. Speakers negotiate RO stability with their audience for a specific speech event, based on norms well-known by the community and the sociopsychological features are essential in that event. Some codes or languages are associated with some particular features, and speakers choose the language they will use by corresponding language to the outstanding features of a particular event.

Taking the case of Algeria, as an example, where French is connected to features like education, prestige and wealth. In situations where those features are given much importance, the expected language choice (unmarked choice) would be French. Grosjean sees that the markedness theory proposes that individuals will switch languages or include other-language elements into their speech when they would like to communicate certain meanings or to become group member in a particular conversation. Another language element becomes marked because of its dissimilarity with the listener's expectations. A marked element is known by the characteristics involved in the exchange as communicating a specific planned meaning. In fact, code-switching is socially motivated and is rarely a sign of a lack of fluency in any language. (ibid)

Myers-Scotton (2006) reported a case taped in a countryside bar in western Kenya in which everybody speaks the local dialect, Lwidakho (the minority language). When a local farmer looked for a reward of money from a local man who is a paid worker in the city, the salary-man switched languages and expressed his refusal in three languages –English, Swahili, and Lwidakho. English and Swahili were used as a distancing tool in this case, as both are the majority languages.

In brief, the markedness model can be used as an outline to study the social motivations of code-switching. Moreover, codes or languages are able to be coupled with particular connotations, and individuals can communicate those meanings from first to last by their language choice. Furthermore, various factors affect the suitability of code-switching in particular occasions including cases of monolingualism, negative attitudes towards code switching and even sociopsychological factors.

1.5- Language Variety

Language is a complicated term associated with grammar and expression of thoughts. It is defined as a means of communication and it is viewed **“as a set of skills acquired in school.”** (Downes, 1998: 2). Downes defines sociolinguistics as a **“[...] branch of linguistics which studies just those properties of language and languages which *require* reference to social, including contextual, factors in their explanation.[Italics in original]”** (Downes, 1998 : 9) . The interaction between the social and the linguistic factors is the target point of this vast discipline.

Linguistics is a discipline which aims at describing the systematic nature of language. Furthermore, the study of people's attitudes towards one variety or another is motivating sub field of linguistics; it helps to understand the social distribution of dialects.

As language is a social phenomenon, it is ordinary to assume that the structure of a society has some impact on the speakers' language. It is clear that there are many systematic differences between different languages. By “systematic” we mean governed by rules. But what is complicated is that languages surround many levels of internal variation, related to variables such as age, region, socioeconomic status, group identification, and others. Therefore,

Rickford (2002: 1) affirms this principle saying that **“These various dimensions of variation are systematic in the same way as the variation between different languages is”**.

In the same wave, Hudson et al (1996: 22) defines **“a variety of language as a set of linguistic items with similar social distribution because what makes one variety of language different from another is the linguistic items.”** . Thus, for him it is all about words and vocabulary.

Globally speaking, a variety of a language is a linguistic system whose use shows a relationship and is causally linked to social factors (the setting and the users). Algeria as a case in point gathers various languages and varieties.

In printed advertisements only the formal languages were used up to the modern time where the varieties of the Algerian Arabic are written as they are spoken. (See appendix A, 16)

The exemplified advertisement contains A A /English code switching besides the use of standard Arabic in the word /qa:lu:/ قالوا which means "they said" and more importantly , English in an informal writing scripts that might be considered by the non-specialists and foreign people as an abnormal phenomenon .

1.6- Eagle view about Advertising

The origin of the word ‘advertisement’ is the Latin verb ‘advertere’ which means ‘to turn towards’. In fact ‘texts’ make us turn toward them and they magnetise our attention; thus, we get curious to know more about the product. When reading about car’s advertisements, for instance, “ نحو الكمال Besturn” , our attention is upon the essential part of the car’s functions and we do not even perceive that as an advertising word choice .

Furthermore, advertisements are designed to spread information about different products. American Marketing Association (AMA) defines advertising in an online paper as:

the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

Therefore, Advertising is a sort of communicating information, usually; it is highly paid and strongly persuasive by nature for business purposes. The notion of advertising is related to economics. In a broad sense, it has been part of trade since the merchants always show the advantages of their goods in the market. In most all civilizations, Advertising signs were glued in trees, walls and news papers. The objectives and the different styles of advertising stood as a model for the new era of modern advertising. The focus was on the product, its uses and the price.

After 1920's the product information model changed, products imagery and personality were emphasised. The natural social settings and people making the advertisement were given much more importance in order to show the meanings and values associated with those settings such as cinema, public spaces...etc.

In the early 1950's, technological advancements created new forms of advertising based on photography and radio. The technological developments offered better opportunities for the product presentation. The radio's sound facilitates the transmission of the commercial messages, in addition to the realistic photography which conveys images in ways that the older forms of illustrations could not.

By the 1960's, the popularity of television promotes the delivery of advertising programs. Time became expensive when commercial television was the medium; the original time was shortened so no enough time for argumentation.

In the late 19th century, ways of communicating advertisements have changed in parallel with the urban growth.

From another perspective, advertising is seen as a genre of discourse. The meaningful interaction in advertisements makes this sort of communication. In fact, the discourse of advertising is the interaction between text and context together.

The main focus of discourse analysis is language, and some scholars like Cook give importance to the other elements that accomplish the text such as, images, colors, sounds (in spoken ad)...etc.

1.7- The Concept of Advertising

It is almost impossible not to be faced to some forms of advertisements, on TV, radio, public spaces or press. Advertising has become an inseparable piece of our lives.

Nowadays, advertisements reached a higher stage in convincing the consumers for purchasing. Therefore, two major categories of advertisements are marked: **commercial** and **non-commercial** advertisements. The first kind takes the greatest part in advertising; it is about selling the products through exposing the options, as well as the, positive side of goods ;whereas, the second type, it is informative related to selling notions of cultures or even religious matters or simply to transmit a simple messages as the texted announcements published in the newspapers (see appendix A, ad 2). Yet; pressed advertisements in Algerian newspapers are, most of the time, commercial for the reason that the majority of Algerians share the cultural background. The overall aim of

advertising companies is successful business through persuasive announcements.

Non-commercial advertisements do exist as an informative tool such as the advertisement published in AlWatan newspaper on 01.05.2013 about **the mastercard** (see appendix A, ad 3). The advertisement sells information about this new device in addition to the notion of modernity and more practical bank operations.

1.8-The Aim behind Examining Advertisements

Advertisements in their different forms are forms of communication, they are accepted by people and they become part of their daily life. Commercial advertisements aim at increasing the familiarity with the company rather than the product itself. A specific example of this is seen in (appendix A ,16) where Coca-Cola trade mark is targeted and in (ad 22), too, where no product is advertised but the company “Ruiba” is required, they inform people that they have participated in the exchange. Ruiba as well as Coca-Cola are even connected to a specific image even in terms of writing (i.e, character and size) and the colors used. In the audiences’ mind they are good quality of drink, universal, delicious and well conserved.

Advertisements are worthy to study because they create feelings of love or detest to various announcements and products as well. In other words, it is quite important to study advertisements according to different disciplines and to see their effect over society and individuals. Publicity could be examined from various perspectives, in looking at the language used in advertising, many elements can be studied, the structure, the meaning, the effect. Thus, investigating these aspects people realize how advertisements work, and what makes us buy those products.

The language of advertising is created to spread a specific image they want to communicate it with public. It often uses a literary device in addition to aspects of scientific technology to bring its messages to a commercial market for business purposes. In contrast, **“advertising texts can sometimes be considerably more dramatic than the programmes or articles they punctuate.”** (Goddard, 2001: 28). Sometimes, the texts are vivid and noticeable and other times they do not serve the theme of the announcement.

1.9-The Objectives of Advertising

Various methods and ways show how to capture the readers’ attention either by the text, the image, the colors, the characters, the style, the size and so many other elements which could make the advertisement attractive through its ambiguity or even simplicity and clarity.

Advertising is an activity that plays a fundamental role in achieving profits for the competitive companies. Their overall aim is to influence the consumers for the sake of changing their opinions and attitudes to some extent for purchasing. Therefore, the consumers’ attention is captured by the help of what is known as attention-seeking devices. Goddard (2001: 12) states that **“One attention- seeking strategy developed in recent years to increasing levels of sophistication is the startling image”**. Subsequently, the good representation of the image is one of the essential devices in seeking consumers’ attention. There must be certain awareness about the cultural ideologies to reflect on what is acceptable or unacceptable as far as the social values are concerned. Furthermore, the success of any advertisement does not lie on the social values only but the originality and the uniqueness of the message as a whole plays a great role in the success of the publicity though there might be some specific economic reasons that intervene to prevent some advertisements to be successful.

As Kateřinekrčmářová (2008, 6) quoted from Bovée and Arens (1992) five main objectives of advertising:

- **to gain attention**
- **to create interest**
- **to achieve credibility**
- **to heighten desire**
- **to stimulate action**

These objectives are abbreviated AIDA(S) which stands for Attention, Interest, Desire and Action and supplementary Satisfaction. Advertisers try to provide complementary and credible advertisements to convince people of the value of the advertised product, even though; a credible advertisement must reach satisfied consumers' attitudes. Some products are described as needed and worth having in addition to their advantages, as a result, the consumers' desire is heighten for getting the product.

1.10- Types of Advertisement

Advertisements were classified differently:

- Trade and technical advertisements
- Prestige, business and financial advertisements
- Small advertisements
- Government and charity advertising

The overall aim of all types is to promote public confidence and create a positive image of the product in the consumers' point of view.

Critics agreed that, in terms of commercial advertisements, they do not reflect truly the products, especially, in terms of quality. Besides, non-commercial advertisements may create false ideas and connotations about the notion purchased. Some people see advertising as an anti-social feeling since it

lies at them. However, the buyers should not lose sight and follow the advertisements blindly; they should follow the ideological and economic functions.

1.11 - Verbal Vs Non-Verbal Advertising

Communication, in advertising, is divided into verbal and non-verbal. Most of the time, they are used simultaneously. The use of language to transmit a message is the verbal communication, whereas; the non-verbal communication implies the use of gestures or sounds like waving your hand to mean “good bye” or making a sound like “shshsh” to mean “keep silence”.

Leech (1966 in Krčmáčová, 2008: 21) classified four basic elements in communicating advertisements:

participants

objects (relevant to the communication)

medium of communication

purpose or effect of communication

Advertising is a form of public communication. This process happens between the participants who are the advertisers and the consumers, i.e., sender – receiver relationship. The objects in this interesting process vary from different services and ideas which are transmitted through a medium which is itself unlimited , the channel could be radio, **newspaper** (in this case), television, magazine , public spaces and so forth .Therefore, advertisers seek to effect the purchasers to get the products advertised and leave a positive impact on them.

1.12-Functions of advertising

The overall concern of any advertiser is to create an advertisement which possesses the most successful characteristics abbreviated in AIDA, which stands for Attention, Interest, Desire and Action. In other words, an advertisement should attract the consumers' attention to the product being advertised. They will be interested in the product and they realize that this product is just what they want, so, they wish to get it. Thus, they take the action of purchasing. Goddard (2001: 11) sees that

[...] advertisers want to make their texts capture our attention. The whole aim of the copywriters is to get us to register their communication [...], written advertisements have to compete with each other and with all sorts of other texts.

Broadly speaking, advertising functions are characterised into informing about a product or buying it. Informative and persuasive announcements are exemplified with pictures and written texts or spoken messages depending on the channel of transmitting a message. Jakobson (1960) classified language functions into six fundamental functions which are, in brief: Referential, Emotive, Conative, Phatic, Poetic, and Metalingual. For the purpose of advertising, two functions are over emphasised; referential (providing facts) and conative (aiming at the addressee, when the addresser makes addressee active). The poetic function can be also important by highlighting and playing with words, which is often typical for advertisements.

1.13-Advertising Components

On the basis of the advertisements under investigation, the following components are concluded. Some features of printed advertisements have already been generalized such as the image, the text and the elements'

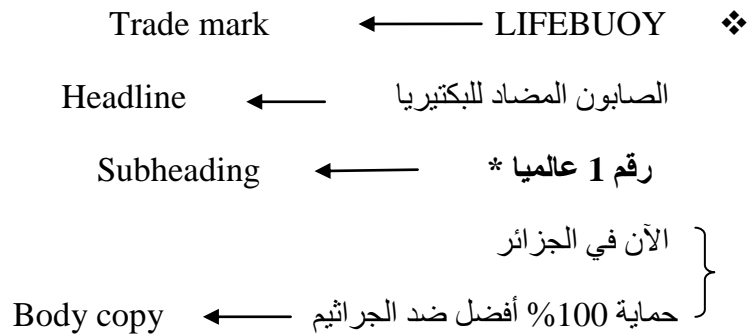
organization. It is a hard task to describe the various universal advertising components. In the printed advertisements explored the following components occurred: Headline, Sub headline, image, body copy, trade mark or symbols, slogan and signature. The leading element for attracting the readers' attention in a printed advertisement is the headline; it paves the way to text comprehension. The headline is short and clear; it is characterised by the use of bold and different styles and size character. Advertisements' headlines accomplish their function ones the body copy, i.e, text is read.

The advertisements under examination are portrayed by short, expressive and sophisticated headlines that they turn into slogans to be memorable, easy, special and connected to the product. For illustration, here are some headlines that are considered as slogans as well.

- ❖ المزيد لكل العائلة !
- ❖ A chacun son Pack
- ❖ Nescafé GénéraXion
- ❖ NOUVELLE DACIA SANDERO
- ❖ عمرة
- ❖ LES SMARTPHONES **NOKIA ASHA**

It is often remarked under the headlines or slogans what is called small headlines or subheadings. They are clarifying statements for the heading; it is an introductory phase for the body copy.

Generally, the small headlines provide the readers with some detailed information . Occasionally, it is written in a distinct style and size from the slogan. The example below can clarify more:



The image can be seen in appendix A, ad 03

The text that details the information of the advertisement is called “Body copy”, it should not be long for not to lose the readers’ attention. It has to explain the topic. Body copies differ from one advertisement to another even though they may share some linguistic features as being noun phrases, verb phrases or nouns and so one. Furthermore, the trademark is a graphical element; it is given the name of **logotype** shortened in the word **logo** which comprises even the symbol such as Lacoste, Nike and Coca-Cola along with the colors. The red logo is associated with Coca-Cola. The image is an element adapted by, almost, all advertising operators.

1.14- The audience

Different theories tackled the notion of audience. There are advertisements that are for everyone and there are others that concern a specific type of audience. Silver Bullet’s (1999) approach sees the audience as passive since they do not interact with the media texts, and these texts as well are not multidirectional but they function in one direction in communicating a message i.e. they only send the message. The audiences do not neither agree nor disagree with the printed text. In contrast, the encoding – decoding model or what is known as the active audience theory (1980) was developed by Hall Stuart. It checks the relationship between the text and the addressees. The written text is encoded and the audience is motivated, they are active and dynamic for decoding the message. In addition to that, texts are read in different ways

depending on the reader, his culture, background knowledge and identity. Hall's reception theory sees the audience as responsible in making out the written text. Thus, reading is classified into three types, the preferred reading, the negotiated reading and the oppositional reading.

1.15- Some Literary Features of Advertising

Distinct features appear and disappear in advertising texts in order to convince the consumers to buy the products. Literary devices are used for persuasive advertising texts such as:

Hyperbole is exaggeration.

Neologisms is characterised in the use of new words or in the way they are written. Thus, it results in an original impact.

Short sentences aiming at influencing the readers positively. The impact is, essentially, clear at the beginning of the text, habitually using bold or large type for the "Headline" or "slogan" to capture the attention of the reader.

Ambiguity be it syntactic or semantic is common in advertisements. It may make the sentences unforgettable and re-readable.

Weasel words are often used. These are words which propose a meaning without being specific such as **Start** (posing a question start what?) or the use of imperatives like **buy** .

Euphemisms is the use of nice words to avoid the unpleasant words.

Avoidance of negatives when advertising emphasises the positive side of a product such as options of mobiles, washing machines and cars ...

Simple and Colloquial language is more natural for ordinary people, even though it is complex and ambiguous.

The use of second person singular the use of “you” in addressing the audience creates a friendly atmosphere .

Simplicity in vocabulary simple words are chosen unless in speaking about exceptions and technical matters to focus on the scientific aspects of the products advertised.

Humour can be spoken, written or visual. It is used to show the positive side of the product.

Glamorization is a technique used by all most all advertising operators, they show (see ad 08) where an old polluted factory became new, charming and clean.

1.16- International Advertising

International advertising is a business activity that affects the social values of countries. It, also, spreads various standards and ethics worldwide. Douglas etal add that: **“International advertising can, therefore, be viewed as a communication process that takes place in multiple cultures that differ in terms of values, communication styles, and consumption patterns”**. (Article 31:1). In global marketplaces, the communicating process to a marked audience is more complex for the reason that communication takes place across dissimilar contexts, which vary in terms of language, literacy, as well as, extra cultural factors. On top, media differ in their efficiency in carrying different requests. A message may, therefore, not reach the audience because of people's lack of ability to understand it (due to literacy problems), because they misinterpret the message by affixing different connotations to the words or symbols used, or because they do not respond to the message due to a lack of profits to purchase the advertised product. Media limitations also play a role in the failure of a communication to reach its intended audience. (ibid)

Communication process, in such an international market, entails certain steps to be effective starting by forming a clear message for the audience to be plainly understood in different cultural contexts, then, comes the role of the media which reacts on the point. However, a range of cultural obstacles could hamper the efficient transmission of the point communicated and it results a sort of miscommunication. Moreover, in programming verbal messages various areas need to be taken into consideration among them the sphere of culture when translating publicity from one language to another. For instance, in appendix A, ad 28 the text says: شاركنا في الفرح، مع قافلة المرح

It does not really fit to be translated like “join us in happiness with the trail of cheer”. Therefore, it results a low literary level. Thus far, the colors used may have different connotations depending on the cultural background. In addition to that, the media channel should be selected in relation with the audience ; printed media ,as a model, cannot be effective in some countries where the level of literacy is high .Eventually, the cultural context affects the effectiveness of communication.

1.16.1-Social Function of International Advertising

There are some hidden issues discussed after achieving the business primary goal of advertising. **“Advertising exerts a formative influence whose character is both persuasive and pervasive” (Douglas etal, Article31: 5).** That aim is achieved through language reinforcement, as well as, the principles and the social values. As a result, People’s attitudes and their social behaviour are affected.

In an international setting, advertising has a social influence featured in many aspects. The overall aim why international advertising is created is to establish, develop and introduce new products in many societies. Consequently, a radical transformation occur in life style, believes and the social behaviour as

well. For illustrating, we give the example of fast food which becomes a wide well-known fact in some Algerian social behaviour. This event is adored by people, especially, youngsters. Sometimes, they look for some specific brand name like MacDonald or Pizza Hot. More than that, the families are trying to get used for having their meals in restaurants or buying the cooked food at home; that is something which was not customary in Algeria, years ago .On the other hand, it is recognised that the Algerians are conservative, they had some principles which they did not even think to get rid of them, among them this new fashion of fast food.

International advertising tries to draw a perfect image about good life; it shows all what is nice in a real perfect manner and it establishes new models of consumptions. At a large scale, advertising a strong force of change that makes the social behaviour, in one way or another, either reinforce certain values or make a complete shift. International advertising portrays the Western society and culture. In the course of advertising accomplishments, well known trade names are branded all over the world such as Levi's, Nike, Marlboro , and other different products targeting the young adults throughout the world. Correspondingly, the images in international advertisements are either Western in origin, or at least, they reflect their culture.

As a consequence, this advertising type is harshly criticized all over the world, especially by the Islamic religious countries that have some negative attitudes ; thus, it causes strong depressing reactions. Moreover, international advertising acts as an integrating force across national boundaries through the transmission of slogans and universal symbols that establishes a unique mode of communication among people in different parts of the globe.

1.17- Conclusion

The consumers' social behaviour is influenced by advertisements. Therefore, it results in an impact on the social and the cultural values. The influence of advertising can be noted in cases when the personal needs, as to be fashionable and cute, are accomplished by purchasing the advertised products, even if they are not in need of them. Consequently, people buy more and the society becomes materialistic. Despite, it is not an easy task to assess the effect of advertising upon the individual because of various social and cultural reasons, advertising could be beneficial to some extent, in the sense that it supports the free market economy, as it introduces the new products to the public.

Chapter Two :

Advertising Language in Algerian Society

2.1-Introduction

It is commonly accepted that media are very powerful, and have an enormous impact on an extensive public. They can influence people's estimations and their viewpoints. Massmedia gather TV, radio, magazines, newspapers and journals

2.2- What is a Newspaper?

As the word *newspaper* denotes, it is a piece of writing that informs and gives the news of the day accompanied with some comments and analysis. Likewise, it is defined by Babylon online dictionary (2013) as **“daily or monthly news publication printed on large sheets of cheap paper”**. Nonetheless, news is not the only concern of a newspaper, it **“is very eclectic, from the stylist point of view”**¹. Newspapers are full of topics written in different forms, advertisements, entertainment space, editorials, criticism and original writings of various kinds prose and poetry.

Any kind of newspapers' texts contains some basic elements such as the headlines through which you can have a global idea about the topic. Occasionally, they are ambiguous and misleading to attract attention. Newspapers have a very specific language labeled 'journalese'. Crystal defines this word as **“a composite, a blend of what is characteristic of a number of different kinds of journalistic material”**².

As Crystal (1997) said, the key function of the newspapers is to inform and report. Newspapers, often, focus upon a specific targeted group selected on the basis of certain variables like political course, age, education and social status.

1 and 2 : http://is.muni.cz/th/105093/pdf_m/diplomka_1_.txt

Increasingly, there are not too many ways for classifying types of newspapers. The major building block that makes a distinction between newspapers is the format (Tabloid and Broadsheet) and the content (subject matters dealt with) but still they can be classified depending on their frequent issuing.

Tabloid type is defined by Babylon online dictionary (2013) as “**small format newspaper providing news in a condensed form and containing sensational material or gossip**”. Therefore, it is characterised by an inevitable role of the heads; they usually take more space than the articles. Headlines use the visual aspect of text, to draw the reader’s eye. They count on the use of colors and especially intertextuality, ambiguity, loaded language, omission of words and sound such as alliteration and rhyme.

Then again, the second type is not widely adapted. Babylon online dictionary (2013) defines the broadsheet as a “**large sheet of paper printed on one side; advertising circular or flier; full-size newspaper**” .This kind of newspapers is not found in Algeria In United Kingdom, such a sort of newspapers is found and the best known broadsheets The Daily Telegraph, The Sunday Telegraph, The Sunday Times and The Financial Times.

So far, the term ‘broadsheet’ usually designates a quality of papers, and it refers to the size of the newspaper, which is so large. The broadsheet format is characterized by long vertical pages. Broadsheet newspapers center its attention over serious issues, such as politics, economics, education, business; they contain editorial comments, long articles and extensive vocabulary and usually gives attention to more educated people.

2.3- Journalistic Register in Algerian Printed Media

People around the world are not able to live by their own without interaction. Through communication people express themselves, their thoughts, ideas, and they transmit messages.

In human communication process, language is the most suitable medium used to deliver a message. This explains what Ellis (1999, iii) states: “**language is the fundamental tool of communication and experience**”. In short, the strategic use of language focuses on how language is used to achieve a goal. Thus, it is the medium used in everyday life as a means of communication.

Communication also occurs in business matters. It is shaped in different forms between the producers and the consumers aiming at achieving success to the company. Advertising is a form of communication and a representative image to our everyday life. It is composed of texts and goals to attract people’s attention and influence their motives for the sake of buying the products. The manufacturers select an effective language to extend information about their products. Therefore, advertising language is special; it is influenced by linguistic and non-linguistic features characterized in the language itself and the social factors that affect its use. Such a kind of language used in advertisement is concerned with register.

Register is a language variety based on its functional use. In its broad sense “**it is a kind of social genre of linguistic usage**” (Al-Rugi , LANE 422:1). Advertisements attempt perfectly to interest the consumers and attract their attention as it is clearly seen in the example below which is written in English. In fact, the use of English is something new in the Algerian printed advertising which does not exist years ago.

THE RENAULT MEGANE

EXPERIENCE

Discover the Renault Megane 2012

In unexpected detail

Experience it in HD digital

(car advertisement)

(Echorouk newspaper: 10th January 2012)

**THE RENAULT MEGANE
EXPERIENCE**

These two sentences are considered as the initiation of this advertisement; they are capitalized, aiming at opening an area to the consumer to imagine something and think deeply. Then, the next text, **Discover the Renault Megane 2012** aims at warming up the consumers making them feel that there is something special in this car. After that, the rest of the text wants to make the consumers ambitious towards this product. However, depending on the need of situations, different styles are used and language contact outcomes appear. Therefore, a formal language (code) requires a different style than the informal one. Al-Rugi (ibid: 5) defines language style as “**variations within registers that can represent individual choices along social dimensions.**” This means that we try to relate the level of formality chosen depending on various social factors such as the kind of occasion; the various social differences like age, gender, social class, educational background and other differences that exist between the participants.

For this reason, style and register are important elements in printed advertising. Several words and phrases are formed to show the style used in advertisement such as

هذي لي كنت نستنى فيها /hæðilikəntnəstənafihæ/ → (this is what I was waiting for)

(Al khaber newspaper : Novembre , 28th ,2012)

From the advertisement above, the style used can be clearly observed. It is an informal style, where [the advertiser intends to create an intimate and casual relationship with the purchaser.]

Language contact outcomes, Diglossia , Bilingualism and code switching , are the sociolinguistic phenomena pointed at for investigation .

Advertisements like, مكالمات و sms مجانية (calls and texts for free) /mekalama:t wa s-m-s madʒa:nija/, explain code switching situations . Diglossic situations are noted in advertisements like :

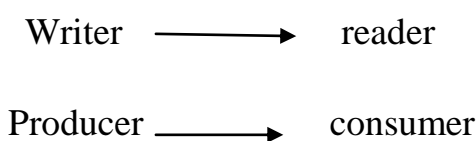
صغير و محايينوا كبار – الحمولة النفعية 1075 كغ which means (small and it does many things - expedience loading 1075 kg) /ʃxi:rwəmħa:jnɔkba:r - əlħemu:laneffija 1075kileħra:m/ where the first part of the sentence is in the low variety while the second part is written in the high variety.

For bilingual advertisements, there is no difficulty to notice neither Arabic/ French bilingualism like in اعيش la vie /ʕi:f la vi/ nor Arabic / English bilingualism such as HD super AMOLED شاشة 4.8 بوصة or even French / English bilingualism as in (motion et emotion, let your body drive) .

On the basis of the sociolinguistic phenomena mentioned above, this piece of work is conducted to investigate language contact outcomes (Diglossia, Bilingualism and code switching) that appear in printed advertising in Algerian newspapers . Moreover, members of the same society share common linguistic features in using their language. There are a number of phenomena which characterise the Algerian linguistic situation as be it diglossic and bilingual country where Arabic and French are used.

2.4- Communication Process in Print Advertising Texts

Different terms are given to the participants who communicate through advertising texts such as :



Such terms reflect the communicative relationship between the addresser and the addressee. Moreover, it is a mirror that draws differences between various academic domains such as Marketing, Linguistics, Sociolinguistics and Sociologyetc. From this perspective **“different subject areas [...] think of advertising in a particular way” (Goddard: 2006, 28)** .Thus, it is concluded that the audience is the target of this kind of relationship. The truthful element in every version differs from one advertisement to another; most of the time, printed advertising texts are based on a literary device as it uses a scientific technology for business purposes. Furthermore, **“advertising texts can sometimes be considerably more dramatic than the programmes or articles they punctuate” (idem)**. Consequently, it is beneficial that different areas of studies tackled the subject of advertising, in the end, different results, models and viewpoints construct the analytical frame work of advertising.

Written texts establish a kind of non-personal relationship between the two communication agents; it is more impersonal and less expressive emotionally for the reason that the physical aspect in the speech context is absent. On the other hand, there are some original texts which are referred to in order to elaborate another text. This fact is known as **intertextuality** which is, in fact, an important component of an advertisements’ meaning , in this way, the original text has left a print that the new formulated text benefit from it . **“For intertextuality [...] readers have to be able to remember the original advert [...] if they don’t, it doesn’t matter, too much, for the contemporary advert will simply be enigmatic ” (ibid: 69)**

Therefore, people question the main aim of the advertisement or they will ignore it. There are some theories named “Advertising Communication Models” that explain how advertising works. These models attempt to describe and examine the purchaser level **“the process by which advertising communicates with and effectively persuades individuals to take action”**

(Rossiter et al: 1985, 510). Therefore, these theories are used when creating and testing a given advertisement.

To accomplish the process of advertising requires at least six steps but no further details will be given about this, since it is the task of Marketing. Yet; the concept of communication is important, since it reflects the individual's ability to transmit messages and express ideas .Moreover, it is exactly what Widdowson (1983) described as capacity to use information to create different meanings in language.

2.5- Linguistic Properties of Written Texts

Speaking about 'texts', two types are recognised, the complete text with a clear start and end such as articles, sermons,... and text excerpt which is a part of a discourse extracted from a larger and complete text. Thus, text is a cover term **“for any extended segment of discourse from speech or writing” (Biber et al: 2009, 05)**

Any text is described according to the context taking into account the situation, the purpose and the characters coupled with the text. Additionally, **“Every linguistic element of an advertisement's text is now chosen based on intricate psycholinguistic models of human language processing”.** (Leetaru: 2001, 2). Advertising codes are not used haphazardly but they are rather selected on the basis of psycholinguistic principles besides other variables.

On the whole, it is named *advertising register* and the term *register* is a variety of language which refers to a kind of social genre of linguistic usage.

a register is a variety associated with a particular situation of use (including particular communicative purposes).

[Italic in original] (Biber et al: 2009, 06)

As the Figure bellow explains, when describing a specific register, three main components are covered: the situational context, the linguistic characteristics and the function between the two components. The figure is taken from the Biber etal (2009), but it is adapted into a different schema to be different.

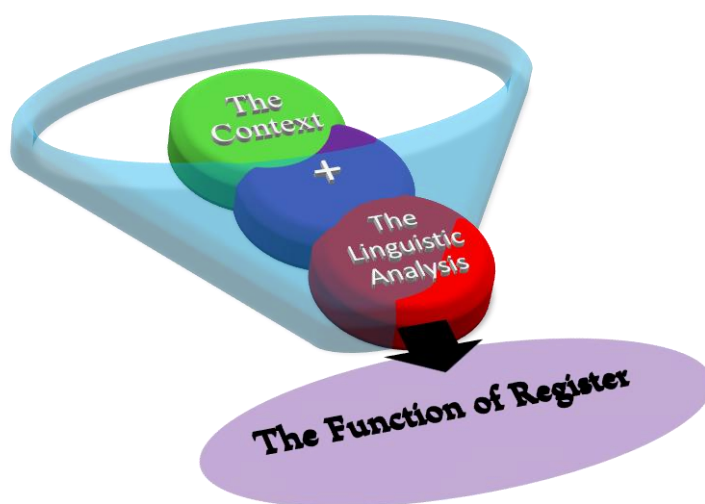


Figure 3.1. Components of Register

The notion of register is portrayed through a variety of lexical, as well as, grammatical qualities including mainly the linguistic features. Nevertheless, registers are also depicted by their situational contexts. The functional perspective is also significant since the linguistic functions occur in register because they are, above all, appropriate to the target along with the situational context of the register. As a consequence, the functional analysis is the third component of any register.

2.6-Fundamental varieties of Texts Qualities

Usually, conversations are the common type of communication via the spoken language .The written language also plays a vital role on a daily basis.

Although many writings are produced by different ordinary people who, at least, write phone short messages (SMS) or E-mails, persons read more than they write. In this sense, Biber et al (2009, 1) state the following:

In fact, many people read even more different kinds of texts than they listen to: newspaper articles, editorials, novels, e-mail messages, blogs, text messages, letters and ads in the mail, magazine articles, ads in magazines, textbooks, research articles, course syllabi, and other written assignments or handouts.

Despite register, genre and style figure the essential varieties of language; they refer to three dissimilar standpoints characterised by slight differences between them. The linguistic feature analysis of texts, in addition to the situational context, is the intention of register but while including descriptions of the purpose and the context; it becomes the function of the genre. The conventional structure in constructing a text is over emphasised such as the usual form of which official or administrative letters are detailed, begin and end. Furthermore, though the notion of style is itemised before in this research; it is worthy to note that just like register, style care of the analysis of texts' linguistic features. The functional aspect creates the slight gap separating both perspectives from each other. As Biber et al (ibid) confirm:

The key difference from the register perspective is that the use of these features is not functionally motivated by the situational context; rather, style features reflect aesthetic preferences, associated with particular authors or historical periods.

Most closely, register and style work hand in hand in almost every written text.

2.7- Text and Context in Advertising

Advertising is an act of communication which is all the time around us. Different types of advertising are found, but our concern in this research work is the printed advertising and typically, it is the one printed in Algerian newspapers and not even magazines. More specifically, the corpus is based on four Algerian newspapers, two of them are written in Arabic which are Echorouk and Al khaber and the others, Al Watan and Le Quotidien are written in French.

Furthermore, when we speak about printed advertising we speak about ‘texts’. Therefore, the word ‘text’ is used in its wide sense gathering the verbal language and the visual artifacts. Hence, advertising texts are informative and persuasive. The role of each text is performed in a particular context.

Moreover, human versus non-human type print constructs a notion of variation in the form ; yet, writing is a form of image making .In addition to that, there are even mechanized personalized –looking handwriting , italics , bold and different sizes . Such typographical features³ suggest different types of authors reflecting different social variables.

The word “text” is defined by Yule (1982, 6) as “**the verbal record of communicative act**”⁴. A Text is either written or spoken with some features that vary between each type. In this sense, he (idem) adds:

the notion of text as a printed record is familiar in the study of literature. A text may be differently presented in different editions, with different type-face, on different sizes of paper, in one or two columns, and we still assume, from one edition to the next, that the different presentations all represent the same text.

3. Typographical features are associated with the visual aspects of texts

4. http://is.muni.cz/th/105093/pedf_m/diplomka_1_.txt 15.02.2013 20:15

As it was explained before, written texts are not like the spoken texts. Each kind is characterised by a number of features that make it unique. Moreover, written texts differ from one text to another depending on the edition, size, character, the design as a whole and the content as well.

By and large, text and context work hand in hand since text without a context is meaningless, i.e; it helps in analysing the text. The environment and the conditions under which language is employed is *the context*. Linguists usually cite three types of context: verbal, situational and pragmatic.

Verbal Context: (Co-text) as it was labeled by Dontcheva-Navratilová (2003) .It is the utterances used in a dialogue (spoken form) and the chapters or the paragraphs of written texts. At the same time, it influences the selection of the code and semantic property.

Situational context: It is related to the circumstances in which the communicative contact takes place.

Pragmatic Context: It is the understanding of the text relying on the background knowledge of individuals.

2.8- Coherence and Cohesion

The consistency of the text's elements makes it fitting together well. It is an important aspect that results text comprehension and classification. Sometimes, things are not expressed accurately, but the readers or participants of a conversation are talented to understand what was being said or written on the basis of some prior knowledge.

On the other hand, cohesion is the unity of discourse and the visible structure of texts. It refers to the way meanings are joined together and exist within a text. It is expressed through grammatical and lexical elements that cause two types of cohesion.

Grammatical cohesion deals with conjunctions, references, substitutions and Ellipsis and *Lexical cohesion* that deals with repetition of words, synonyms and antonyms. In addition to a linguistic unity of *structural cohesion* where new information are given besides parallelism accord.

The recognition of text cohesion enables **“the identification of connections that are linguistically signalled, like those between a pronoun and a previous noun phrase” (Widdowson 2007: 45)**⁵. These connections are part of the grammatical and lexical types mentioned above.

2.9-Features of Advertising Texts

Words are shaped to make a persuasive advertising text characterized by memorable vocabulary and well-designed structure.

2.9.1-Types of Sentences

A variety of utterances is used in print advertisements and each kind serves a particular purpose. Generally speaking, *declarative* sentences provide information in a simplified manner while the *imperative* type, which is avoided as much as possible in printed advertisements, pushes the readers for some actions of purchasing. It is used in a polite mode as in a form of advice rather than giving commands resembling words like *try, choose, use, discover, enjoy, buy...* It is seen as an eye-catching device used to attract the readers' attention. Furthermore, advertisers adapt the use of the *interrogative* in writing the headlines to make the readers curious to know more information about the advertised product. *Exclamations* are not given much importance in pressed advertising. When they are used they establish a personal contact with the advertisement (see appendix A, 01).

5. http://is.muni.cz/th/105093/pedf_m/diplomka_1_.txt

2.9.2- Catchy Sounds

It is an element which contributes in making a memorable and nice reading advertising text. Some of the common techniques widely used: alliteration (repetition of a sound) rhyme, neologism (use of new words) and ambiguity. Rhyming words forming alliteration like in: "خدمنگم.....احتياجات كم.....تعوضكم" (See appendix A , ad 08) Neologism like in "GénéraXion" meaning generation. Ambiguity makes the readers reread the advertisement. (See appendix A, 14)

2.9.3- Approbatory diction

It is a technique used by the operators to present the product as a perfect one (see appendix A, 03 and 09).

2.9.4- Jargon

It impresses the readers by the scientific and technical terms or even abbreviations such as ANP 14MP/ Z 18 + laptop i5, 15.6" (appendix A,02)

- Direction assistée
- Climatisation manuelle
- Lèvre –vitres électrique
- Radio CD MP3 bluetooth avec port USB. (appendix A, 09)

2.10- Major non-linguistic Features in Advertising

The examination of a number of advertisements selected from two newspapers pressed in Arabic and other two newspapers written in French noted that the colors and the images are considered as non-linguistic features. The visual representation of an advertisement affects, to a large extent, the readers. The image and the colors, too, influence emotionally the readers. **“the correlation between the colors, mood and personality is undeniable”**

(krčmářová: 2008 ,38) .In other words , the colors have an effect over the psychological status of the individuals , they affect the mental nature of the sense .Concerning the advertisements beneath exploration various colors had been chosen, the dark colors are selected for highlighting diversities and the light colors are for different purposes . Orange, for instance, is a color chosen in a non-commercial advertisement (see appendix A ,ad 13).

It is a sign of organisation and abundant energy. The Green used in ad 05 symbolises life, freshness and tranquility. It is mixed with some yellow that exudes warmth, inspiration and vitality. The colors used in an image, accomplish the advertisement, it is a decorating touch that communicates emotional feeling .Therefore, the image itself communicates the idea of the announcement ,and sometimes, it is enough to get the information needed about the publicity from its visual representation.

Regarding some dynamic phenomena of contact linguistics such as bilingualism and code switching, Algeria stands as a case in point. The linguistic profile of Algeria witnessed the presence of more than a language, most importantly besides Arabic there is French, Spanish and Turkish. **“[...] the Spanish presence [...] triggered a fertile process of lexical borrowing that pervaded the vernacular.”** ⁶. Broadly speaking, the coastal areas such as Beni-safe and Ghazawet note the use of some words, borrowed from Spanish, in a dialectal form. Sometimes, the borrowings are modified and other times the words are kept in original like the use of the word *esculea* which is used in the dialectal form of Beni-safe as /sekwila/ meaning *school*, and the word *colegio* , as well, which is used as /keliz/ in so many areas to mean also “school” .

2.11- Facts about Algeria

Algeria is an Arabic North-West African country on the Mediterranean Sea between Morocco and Tunisia. It covers a sum of 919,595 square miles

(2,381,751 square kilometers), making it the second largest country in Africa (after Sudan), and the eleventh biggest in the world. **“The name Algeria is derived from the name of the country's oldest continuous settlement and modern capital, Algiers, a strategically located port city with access to both Europe and the Middle East.”**⁷ . Statistics declared that the population of Algeria in July 2005 was about 32,531,853. 99% of them are Muslims along with 1% Christians and Jewish.

Almost, all Algerians are Berber in origin and not Arabs. It is said that 20% are Arabs and 20% Berber. That minority who identify themselves as Berber live in mountainous region of Kabylie east of Algiers. The Berber themselves are separated into four major tribes. The largest of these are the Kabyles, who live in the Kabylia Mountains east of Algiers. The Chaouias live in the Aurès Mountains, the M'zabites in the northern Sahara, as well as, the Tuaregs who live in the desert. The Algerian state identity is derived from the grouping of Berber and Arab cultures. The strong influence of Islam in every single aspect of Algerian daily life results a sense of identity that extends past the national limits to take in other Arab nations. Equally, the French colonizers also have been a uniting energy in creating a sense of identity in Algeria.

Arabic is the language of the majority of the population. Extra to this, non-native speakers of the language learn Arabic through schooling. Furthermore, spoken Arabic of Algeria is different to a large extent from the written one.

Algerian Arabic has a much-simplified vowel system, a substantially changed vocabulary with many new words and many words from Berber, Turkish, and French, and, like all Arabic dialects, has dropped the case endings of the written language.⁸

6 , 7 & 8. <http://www.everyculture.com/A-Bo/Algeria.html#b#ixzz2cGqrJXqP>

Within the Algerian vernacular itself there is language variation which occurs at different language levels; morphologically, phonetically, grammatically and lexically.... Therefore, it remains a part of the Maghreb Arabic dialect continuum. Besides, In the Sahara, more traditional Bedouin dialects, gathered under the name Saharan Arabic, are spoken; as well, the many Sahrawi refugees at Tindouf, for instance, speak Hassaniya Arabic. More extensively, most Jews, in Algeria, speak dialects of Arabic specific to their community, commonly termed "Judeo-Arabic". Most came to speak French in the colonial period even before immigrating to France after independence.

2.11.1- Urbanism and Modernism

The Algerian inhabitants split to live either in rural or urban areas. Algiers is the ancient city in the nation state, dating back approximately three thousand years, to Phoenician era. It was a colonial capital under both the Turkish and the French colonisation. The oldest Islamic part of the capital was "Elkasabah". Kasbah was surrounded by original, European-style buildings. It gathers a mix of modern and traditional Turkish and Islamic architecture. Moving to the west of Algiers where the second largest city is found, we speak of Oran .Although it was built by the Arabs in 903, it was under the Spanish ruling for two centuries, and afterward by the French. Yet, it displays more European influence than any other city in Algeria, covering a large number of cathedrals and French styles of architecture.

Other urban midpoints include Constantine and Annaba. All of Algeria's cities have been featured by excessive population, and its problems of housing shortages and unemployment.

In opposition, the dessert is unpopulated except for some villages bordered by sandstone walls .Hence, what depicts the area is the similar architecture and the paint; pertaining to tradition, construction equipments are whitewashed

rock or brick, thus, in big houses, the ceilings as well as the topmost parts of the walls are decorated with tiled mosaics.

2.11.2- Gender Roles

The Algerian community, as the other Islamic nations, had certain principles which did not amend easily. Women are weaker than men and they always necessitate male protection. Therefore, all decisions were taken by males.

Unlike men who have a large sphere of autonomy, women lived in a closed circle designed by religious, social and cultural ethics. Absolutely, it is not nowadays state, where women are equal with men in all rights and obligations. Consequently, a range of negative effects derived from the present social situation.

2.11.2.1-Gender Severance at Work

Years ago, in Algeria, the work of women was at home watching over all domestic everyday tasks. On the contrary, all what involves leaving the house was men concern, except for few women who occupied feminine professions such as nursing and teaching. At the present time, women work inside and outside their houses. It is what makes them exhausted but still they keep on going. Sometimes, they are socially restricted and controlled by men; otherwise, they free themselves from the valuable traditions acting with a special magical power.

2.11.3-Socialization

As in many cultures, the Algerian women are never far from their infants, their exclusive domain of work. Children are highly valued in Arabic communities . They are brought up distinctively depending on the background and a series of unlimited conditions that affect their raise. Although things have

changed years ago, traditionally, only boys had the right of education and they were free to play .Unlike the girls who had various responsibilities despite the fact that they were at their early ages but things had changed by 1977 having 42% of literate population.

The French educational model was adopted along with the majority who escaped from schooling during the colonial period. Things got better after independence when education was for free for children aged between 06 to 15 designing an educational system beneficial for the nation; stressing Arabisation and technical skills. Hopefully, both males and females were for schooling and attended the classes to get qualifications.

2.11.3.1-Etiquette

The Algerians are famous with their charity and kindness particularly with guests. Greetings are given a high value; it even includes asking about health, family Hence, the social interaction often occurs between people of the same sex rather than man / woman verbal or non-verbal contact (i.e., touching, hugging, hand holding...). Such things are connected with the Islamic religious basis, besides the social conventions of the community.

2.12- Algeria and Advertising language

Advertisers use a special code in publicity; their choice is never random, and it is rather strategic. Written texts provide well-designed messages based on effective linguistic devices. Krčmářová (2008: 24) concludes from the work of Leech (1966) the next principles:

attention value

memorability

readability

selling power

The copywriters aim through the use of the language to attract the public's attention. This phase was named by Goddard (2001) as **attention-seeking device** which gathers itself a number of strategies used by the copywriters starting by the image which plays a great role in advertising. Indeed, it accomplishes the text resulting a complete advertisement. Moreover, it sells an idea rather than a product. A mosque photo or Mecca's picture, for example, is selling us nothing in the material sense but it sells the notion of religion even though the sponsor agencies may get some economic benefits besides the social attitudes of pilgrims. (See appendix A, ad 10) Furthermore, looking at the image makes people focus on the idea behind it rather than the figure itself. This is, exactly, the objective of attention-seeking device. Therefore, the readers do not read images in isolation from the written text and they do not read the text without referring to the complementary image . Still the image does not function without the text for having a complete and a meaningful message. Taken the ad 5 published in El khaber newspaper on 15.04.2012 where a young man reading in a computer screen having his Nescafé, and making a movement as well. Additionally, there is a file linking between the cup of coffee and the world (Internet). For that reason, there is an interactive aspect in the image. As readers, we interpret what is known as **paralanguage**. This latter is a general term for all the communicative elements which encircle the verbal language in an interactional situation, considering body, gestures, physical nearness , clothing , accessories , eye-contact and so one.

On the other hand, graphological devices are given too much importance; they are concerned with the layout and the colors .Not only that but the textual scope is over emphasized as well. Consequently, when we get to read the text we find the nature of the advertisement partially explained. Up till now, the text makes the image clearer.

Memorability is a principle that explains the situation of short existed advertisements of a long term impact. Some copywriters use some linguistic devices in the slogan, the text, the image and the other advertising components to make the announcement memorable. The use of rhetorical devices is adapted such as the use of alliteration, parallelism , repetition and rhyme ...with the necessity of creating a clear and short simplified message which are the elements that elucidate readability .The last principle, selling power is rather economic than linguistic. It is a marketing technique which comes after the advertisement is successful in attracting attention and getting public's responsiveness to the announcement.

2.13- Some Figures of Speech from Algerian Publicity

According to Leahy (1963: 18) in Faridatul's work (2010:33) **“A figure of speech is an expression in which the words are used in a non literal sense to present a figure, picture, or image”**. Such figures of speech decorate not only the texts but also images and figures. As exemplified versions, some advertisements witness the use of:

Hyperbole which is an exaggeration for the sake of emphasis and is not to be taken literally.

Example: ad 3 الصابون المضاد للبكتيريا رقم 1 عالميا

Personification is to give some human characteristics to inanimate objects

For example: In a car advertisement (ad 12) it was written: قوية أكثر بشخصية

Ad 23, smartphones

Neologisms is used in ad 5: GénéraXion which means “Génération dans l'action”

Alge'Rire meaning Algerie rire .

Paronomasia which is the use of a word to create a humorous effect like ad 28

شاركنا في الفرح مع قافلة المرح

Repetition for the sake of emphasizing like the repetition of the word “sécurité” in ad 6 besides rhyming words in ad 8.

2.14- Code Switching in Algerian Advertisements

Advertisers make great efforts in writing effective advertising texts. Therefore, they try hard to convince the bilingual consumer through powerful and artistic advertisements. Usually, advertisements include two forms, one is the mainstream language and the other is the minority language. Some advertisements are written totally in the minority language; and yet, others are mostly in one language with a switch of some words or expressions to the other language. (Luna, David; Peracchio, Laura A : 2005)

Practically speaking, advertisement versions in Algeria are written in Arabic which is considered as the majority language, since it is the mother tongue, and others are printed in French which is the minority language. Some advertisements are written in Arabic only; other advertising versions are edited in French only. Up till now, many announcements are in Arabic with a switch to French or English otherwise they are in French with a switch to Arabic or English.

In publicity, the insertion of foreign words or expressions into the advertisement texts or headlines result a mixture in language .Consequently, code switching is a linguistic practice used by the bilingual speakers all over the world; it is not only between Arabic and French as it is the case in Algeria but it could be between various languages depending on the linguistic situation of the bilingual country, such as French and English in Canada.

Arabic / French advertisements targeting the Algerian bilingual speakers are based on a strategic use of language. Yet, they try to get as close as possible to the audience, who are the Algerian newspapers' readers in this case. Advertisers make use of code switching - the alternation between two or more languages in the same conversation- to show the dual identities of the bilingual speakers who are prominent through the use of two languages.

The cases of this research can be explained by the Markedness Model of Myers-Scotton. **“the term "markedness" refers to the characteristic of being clearly defined and evident, or noticeable ” . (Bishop et al: 2010, 02)** Linguists consider the primary language in a conversation a dominant language or, in a technical term, a “matrix language”. On the other hand, the switched language is seen as an embedded language or a non-dominant language, and it is considered as marked. For example, advertisement 9 in appendix A , the code chosen for the text is French, since it suits the theme of the announcement in addition to the technical terms that are used in French even in informal settings. Yet, Arabic is a marked choice used to make the advertisement more strong through prestigious and powerful vocabulary.

2.15 – Code-Switched Advertisements Targeting Bilingual Clients

Operations of the language in which an advertisement is written are an essential part of advertisers' hard work to catch the attention of bilinguals. Accordingly, some ads embrace two versions of the advertisement copy, one in the majority language, which is Arabic in this case, and another in the minority language, be it French or English .Other announcements are written entirely in the minority language, Arabic in this case; and yet, others are mostly in one language either Arabic or French, but switch some words or expressions to the other language.

Code switching is a familiar feature in the speech pattern of the typical bilingual in diverse societies. It is made up of the insertion a foreign word or expression into an advertising slogan or text resulting in a mixed-language message.

Arabic / French code switching is the ability to switch between the codes from the part of the Algerian bilinguals to alternate efficiently between their two languages in their everyday speech .The situation seems so normal for them to utter a word in French and another in Arabic in one sentence, or else, one sentence in Arabic and another sentence in French in the same conversation. Additionally, some words in English are also used in rapid casual speech, as well as, in some advertising forms. In other words, advertisers make use of code switching-the alternation between two or more languages in the same conversation to show the twin identities of bilinguals that are shaped and set as relevant through the use of two languages.

2.16 - Is Advertising Language an Accepted Tongue?

To answer such a type of question, there are some points need to be taken into account. First of all, language requires to be used in a context so that the readers may form conceptions about this wide-ranging term, more specifically, of what is meant by “normal language”. Speaking about Arabic or French, for instance, they have **“many different kinds of functionality, each of which correspond to different situations and styles of use.”**(Sells etal: 2002, 1). Therefore, to clarify the ambiguity of “normal language”, the examination of styles' varieties well controlled by the community is required.

Gazing at the literature of advertising, it is unusual to come upon claims stating that advertising language breaks the system of normal language or language use. More precisely, it is the alike final result concluded in this research paper when checking people attitude about printed Algerian

advertisements. Some linguists explain that **“our unconscious knowledge of language is much greater than our conscious knowledge of it, so the facts about language that are immediately accessible to the average person only cover part of what the language is and how it is used.”**(ibid). People do not feel like they have to pay attention to the actual use of language in their speech community for a series of communicative functions. The work of McQuarrie and Mick (1996) is highly relevant in this context. They place advertising language in the context of the study of rhetoric, and observe:

[...] a rhetorical figure occurs when an expression deviates from expectation, the expression is not rejected as nonsensical or faulty, the deviation occurs at the level of form rather than content, and the deviation conforms to a template that is invariant across a variety of content and contexts. (Sells etal: 2002, 2)

Such language aspect found in advertising is fruitfully considered as an artful deviation. Check appendix A, ad 27 and observe the original style of language which is disconnected with the dialectal forms. Hence, the use of classical numbers features some advertisements (A, 27) though it did not occur before in our newspapers.

2.17- The Notion of Style in Advertising

The language of advertising is characterised by a specific style which cannot be analyzed apart from grammar. As it is confirmed by Leech (1963): **“since the characteristics of a style are only meaningful by reference to the language to which it belongs, the act of isolation should be accompanied by an act of synthesis”**. (Gully: 1996, 5). Moreover, it is worthy to note that people interested in advertising agree that the language of advertising often contrasts in style and grammar with normal discursive practice. Likewise, individuals’ styles are reflected in this advertising sort resulting what is known as “environmental print”. For illustration, road signs or posters on public transport should not be regarded as an abnormal diversity of other varieties of

the language. Yet, it is as many other forms on non-verbal tools for communication.

2.18 - The Social Responsibility of Publicity

Both negative and positive aspects of advertising are melted in the social position. Citing among them: Deception in Advertising, The Subliminal Advertising, Effect on Our Value System and offensiveness.

The purchaser is satisfied with an advertisement when it really mirrors the real image of the offer. For that reason, a kind of a relationship is established between the addresser and the addressee. Negative attitudes and unhealthy connection is maintained when a deceptive and an exaggerated image of the product is presented. In view of that, such problems can be overcome if the advertisers keep their announcements clear displaying right images of their goods.

Psychologically speaking, people do not recognise the effect caused by such announcements in their lives. Then; they buy some goods which are not in need of them. It is a psychological influence on their social behavior that happened unconsciously because of various puffing devices used to affect people emotionally. Consequently, people accepted bad behaviours like smoking and drinking and obtaining products just because their favorite actor support that product, or just because it appeared in a publicity. Such actions increase the loss of values of our own selves. On the other side, some announcements are so offensive and they are not accepted by the society; in addition to that, they do respect neither the social nor the cultural and religious values of some societies.

2.19- The Social Aspect of Advertising

Themes	Sustain	Oppose
Advertising instructs consumers.	It is informative. It lowers the costs of products.	It is superficial. It is wasteful.
Advertising affects the welfare.	It addresses a wide variety of human needs. It reflects the social main concerns.	It creates needs. It promotes materialism.
Advertising has a dominant effect on the mass media.	It encourages varied mass media that introduce important issues.	It affects and controls programming.

Table 4.1. The Social Aspect of Advertising.

The areas of debate regarding society and publicity are chiefly:

- ❖ Deception.
- ❖ Manipulation.
- ❖ Taste.

Deception is caused by the misplaced emphasis of the informative content of advertising presentations .According to the federal trade commission of the USA: **“Advertising as a whole must not create a misleading impression although every statement, separately consider, may be literally truthful”** ⁹ Manipulation, on the other hand, is realised through emotional appeals by means of advanced scientific methods to make an impression on consumers and their behaviour. Some advertisements are offensive, tasteless and boring. Therefore, they should be free from the different sources of distaste, sexual appeals and shock advertising.

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2.20- Gender in Advertising

Gender variable is a noteworthy sociolinguistic feature which has been examined by many scholars in distinct languages. Men and women are two absolutely dissimilar entities and each of them behaves differently under the same circumstances, which affect their mutual communication. Men speech is different from that of women in terms of a variety of levels, mainly phonology, morphology, vocabulary and syntactic structure. Znanstveni (2006: 102) quotes from Eakins (1978: 18) that:

A number of communication differences may be linked to these sex differences in occupation. The allocation of different activities, duties, roles, and work environments according to sex can contribute to disparate conversational topics, dissimilar styles of talk, distinctive vocabularies, divergent non-verbal communication patterns, and other typed language variables.

The variation is clearly remarked in the speech of individuals in a given society. That is, gender variation is remarkable in a specific use of the linguistic structure for a particular receiver. Additionally, women emphasis on relationships, family unit, feelings, confidence; whereas, men regard matters of success, effectiveness, power and aptitude. All these areas influence women's and men's communication, action and their expressing of desires.

In recent years, women are as powerful as men. Women are selected for a specific sort of advertisements like perfumes, kitchen equipments , phone operations , make up , relatives gathering,... as well as men who are chosen for work themes, car announcements, sport subjects, clothes...

2. 21- Children and Advertising

Children in their early childhood, by five, are not able to distinguish programs from advertisements and they may also prefer the announcements. However, by seven, children are able to discriminate reality from fancy. Therefore, they might deduce deception in advertising, surely, based on private experience of products which turned out not to be as advertised. By then, they create a pessimistic view that advertisement all the time lie at people. Later, they accept the situation and they get an adult reasoning towards the publicity. In contrast, William M. O’Barr found that children by the age of 3 to 6 know that advertisements do not say the truth all the time. Besides, 88 % to 97 % aged between 07 to 11 have the same negative attitude towards advertising.

As a consequence, several studies on children and advertising examined children’s ability to respond to advertisements; hence, it is obviously noted that children are affected by advertisements. Very often, they are attracted by the images and the colors, then, come the texts which can be read by some literate children. Owing to their lack of experience, youthful children have less resistance to advertising, and it could be above all hurtful because of their lack of ability to make a distinction between advertising and other programs. Although the frame of reference for judgments of truth or dream can change.

2.22-Conclusion

Advertising has extended its personal methods to transmit information with precise meaningful utterances. This evokes differences in the way advertising is created and read, that is, a difference in advertising codes. When code choice is marked, advertising messages do not suit the consumers’ needs; as a consequence, they will ignore the message, and the advertisement is consequently wasted.

Chapter Three :

Data Interpretation and Recommendation

3.1- Introduction

Research is a valuable phase that provides answers to divergent matters. It is a set of selections prepared on the basis of some theoretical and practical conditions leading to a structured research work and, more importantly, some well-controlled findings.

3.2- The Research Design

This research is based on qualitative and quantitative methods performed by collecting data, classifying, analysing and then interpreting the data. The comparative method was also used by making an analysis through comparing a set of data from Arabic written newspaper versions to the others from French printed newspapers. The data of the research are shaped in Algerian printed advertisements published from 2012 in non-continuous versions.

Kothari (2004, 31) quotes from (Selltiz: 1962, 50) defining the research design as “[...] **the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure**”. Actually, a research design is the theoretical configuration within which a study is conducted; it comprises an outline for the gathering, measurement and analysis of data starting by the hypothesis to the analyses of the data.

The operational design was the blueprint selected for collecting data; it deals with techniques of sampling, statistics and observation. The problem is formulated precisely to develop a structured investigation with working hypotheses.

3.3- Methods of Data Collection

The corpus used for this thesis is comprised of more than 50 advertisements published in Echorouk and Alkhaber Arabic newspapers, as well as, AlWatan and Le Quotidien which are pressed in French but only 28 advertisements were put in the appendix for illustration, they were published in

2012 /2013. Each advertisement contains different texts, images, colors...etc, but it was remarked that most announcements are car advertisements. From 50 ads, 28 were mixed themes ads while 22 were car ads.

Primary data were not original, they were just ideas drawn about the topic. Then, they turned to be secondary data in character and passed through the statistical process opening by observation to questionnaires.

There is an interest towards a subjective assessment of attitudes, opinions and behaviour, in addition to the questionnaires dispensed for a selected and a varied sampling. We had 16% marketing specialists, 25% civil engineering specialists, 10% children and 49% educated people from different backgrounds; law sciences, Islamic sciences, foreign languages, medical and social sciences. Both males and females aged between 07 to 50 years old contributed in forming the sample population.

3.4- Questionnaires Description

The questionnaire was administered to both males and females aged between 20 to 55 Years; they were of different social and educational background. Moreover, one more questionnaire was designed to seek children attitudes towards print advertising in newspapers. Both boys and girls aged between 7 to 12 contributed in filling the papers given to them.

3.4.1- Adult Questionnaire's Objectives

The first question was asked to see what kind of individual we are questioning; is he / she a monolingual or a bilingual ,the second question tried to spot how close is this individual to pressed newspapers .Next, we deepened to check whether they have a look at the publicity pages or they move on without even having a glimpse at the announcement and the reasons behind that .The fourth question made out the kind of advertisement which is more interesting for people .We generalized the fifth question to explore what attracts the readers'

attention in a pressed advertisement while the sixth question answered a linguistic issue from a public view point to analyze their attitudes towards the language used in an announcement . Hence, we discussed their understanding to the texts of advertising, then, what language is suitable for such a task and the reasons behind their choice. Again, the rationale is to interpret their attitudes towards the language of advertising .The ninth question looked at the adults' observations to their children sociopsychological status .We looked at their sociopsychological reactions towards the products advertised and the publicity as a blanket term. Finally, the three last questions aimed at pointing out their influence towards the advertisement; besides, their comments and criticism.

3.4.2- Children Questionnaire's Objectives

The questionnaire that was administered for children contains seven questions written in a simple form of Arabic.

Despite children are still young, the first question sees their interest towards newspapers .So, we directed our attention to look at what do they like seeking , indirectly, to come across some answers of advertising. The third question is a direct query to know whether they care about advertisements at their early age or not. Therefore, they declared what do they like in the forth and the fifth question to make out the categories they prefer as children ,along with multiple choice in the fifth question reminding them of some sorts of advertisements . Just like adults, children adore buying the things they need; hence, the sixth question was directed to be familiar with their usual behaviour when they see a product advertised in the market. Finally, the floor was theirs to comment on the situation, again, to draw an image about printed advertising in Algerian newspapers.

3.5- Questionnaires' Analysis

The situations described in this title are based on people's attitudes towards advertising and mainly the language that serves such a genre.

3.5.1- Adults' Questionnaire

As it is already noted before, both males and females contributed in offering their viewpoints through answering a number of questions; sometimes, the participants have multiple choices. (N.B Check the table bellows for the questionnaire's description

Participants' Age	Educational Background	The Investigating Statements	The Answers Provided by the Participants
The informants age ranges between 23 -44 years	Their education varies between literary and scientific branches , some of them are specialized in Economics and Marketing , others in Law Sciences, Islamic Sciences, Technology and Medical Sciences, Social sciences , Mathematic Sciences and Foreign languages.	1. The rate of newspapers read in Arabic and French.	Arabic newspapers 70% French newspapers 20% Newspapers read in both languages 10%
		2. The frequent tendency of reading newspapers.	Always 30% Sometimes 50% Rarely 20% Never 0%
		3. The informants' interest towards advertising and the reasons that attracts them to an advertisement or shove them away from it.	Yes, I check advertising pages 50% No, I do not check advertisements 20% Sometimes I do 30% <u>The reasons :</u> Adv inform people about the new products produced, their prices and characteristics; job opportunities and dwellings, in addition to that, they mirror the social life. However, some people and they do not care of adv and they are not interesting for them.

		4. The preferable kind of advertisements concerns different matters.	<p>People prefer advertisements concerning :</p> <ul style="list-style-type: none"> Cars 30% Different Products 30% Dwellings 20% Employment 20%
		5. The attractive element (s) in pressed adv	<ul style="list-style-type: none"> ➤ Positive attitudes 80% ➤ Negative attitudes 20% <p><u>The eye-catching elements are :</u> pictures, promotions , prices and easy texts. However, their overall aim is purchase , they do not care of the consumer , in addition to the lack of objectivity in many announcements.</p>
		6. Attitudes towards the language adapted by the copywriters in creating publicity.	<p>Normal language 90%</p> <p>Abnormal language 10%</p> <p>It is a normal language since it is the way people speak in everyday life; it is characterized by the simplest form as it transmits the message to be understood by each member of the society. Moreover, French based newspapers use French and Arabic newspapers select Arabic for advertising. In contrast, the situation is debatable especially when a foreigner reads such publicity.</p>
		7. The ease or the complexity of advertising texts.	<p>Easy texts 80%</p> <p>Hard texts 10%</p> <p>Sometimes simple other times complicated 10%</p> <p>Advertising texts are short and simplified. In contrast, the language lacks to be unified.</p>

		<p>8. The recommended languages for advertising texts, and the reasons behind code choice.</p>	<p>Arabic 80%</p> <p>French 10%</p> <p>Dialectal forms 10%</p> <p>Arabic is understood by almost all population and we are accustomed to the use of French in our daily conversations, even the products imported are described in a foreign language. Also, the use of dialect establishes and maintains a social relationship as it decreases the social distance between the producer and the copywriter with the consumer.</p>
		<p>9. Children and advertising.</p>	<p>Children are affected by adv 70%</p> <p>Children are not affected by adv 30%</p> <p><u>The reasons and the manner:</u> Adv affects children personality and behaviour through the photos, the colors and the simple language which they can read and understand effortlessly, besides their innocent nature which leads them to believe everything advertised especially when there is a positive reinforcement that motivates them. On the other hand, it is thought that children do not care of printed advertising unless it concerns football players .Yet; there is no kind of relationship established between them and advertising, in addition to their non-understanding to the publicity's subject matter.</p>
		<p>10. The socio-psychological status of the consumer.</p>	<p>I need the product so, I buy it 60%</p> <p>Since it is advertised I buy it 10%</p> <p>I buy the product for both reasons 30%</p>

		11. Postures towards advertising.	<p>I trust advertisements 0%</p> <p>I do not trust advertisements 90%</p> <p>Sometimes I trust advertisements 10%</p> <p><u>The reasons :</u> Advertisements never reflect the truth, they serve their financial benefits. The operators focus upon their profit, then, the newspaper’s profit since it published the announcement, but the consumer earnings are neglected. Moreover, the products presented in the market are not universally tested by well- known serious –working laboratories.</p>
		12. Motivations towards advertising essentials.	<p>I am positively influenced 50%</p> <p>I am negatively influenced 40%</p> <p>By</p> <p>Picture 10%</p> <p>Text 0%</p> <p>Picture and text 90%</p> <p>Neither picture nor text 0%</p>
		13. Comments on advertising texts.	<ul style="list-style-type: none"> ➤ Some advertisements are well designed, studied and presented while others are randomly done. ➤ Copywriters focus on the surface structure only. ➤ Some texts are highly leveled especially when they are deliberated by specialists. while in some cases language style is low and boring ➤ Few times, no coordination is felt between the text and the picture. Yet, they miss the point.

			<ul style="list-style-type: none"> ➤ Advertising texts are dishonest acting the role of an informative device. ➤ Adv texts raise the ambition to get people know more about a product. ➤ Adv texts are characterized by amplification, allurements and retouch.
		<p>14. Offers to improve advertising in pressed Algerian newspapers.</p>	<ul style="list-style-type: none"> ➤ They should seek occasions to inform people about some interesting events. ➤ Products should be tested and validated by universal laboratories. ➤ They should be honest, caring of the language and the style that design advertisements. ➤ They should specify newspapers for advertising only. ➤ Advertisements should not be directed to a specific social group. ➤ Seminars' organizations should be regarded as a utensil to better advertising especially when they are in European and developed countries. ➤ Religious and social norms should be highly valued. ➤ Advertising language should be understood by every single reader, be it an Algerian or a foreigner.

Table 5. 1. Adults' Questionnaire

3.5.2- Questionnaire for Children

Children (boys and girls) were really spontaneous in responding the questions that were directed to them. Their answers are described as follows:

Age	Level of Education	The Question Statements	Children Responses
Children age is between 07 – 16 years	They are from second year in Primary school to first year in High school.	1. Children interest towards reading newspapers.	They read newspapers 60% They do not read newspapers 40%
		2.The eye catching element in newspapers	Proverbs and words of wisdom. Religious stories. Cell phones and car photos. Sport matters. Publicity Games and jokes. Sometimes nothing.
		3. Children’s curiosity towards advertising.	Yes, I check adv pages 100% No, I do not check adv papers 0%
		4.the adorable elements in pressed adv.	The childish subject matters. Games and gifts. Cars & mobiles offers. Colors, scenes and pictures.

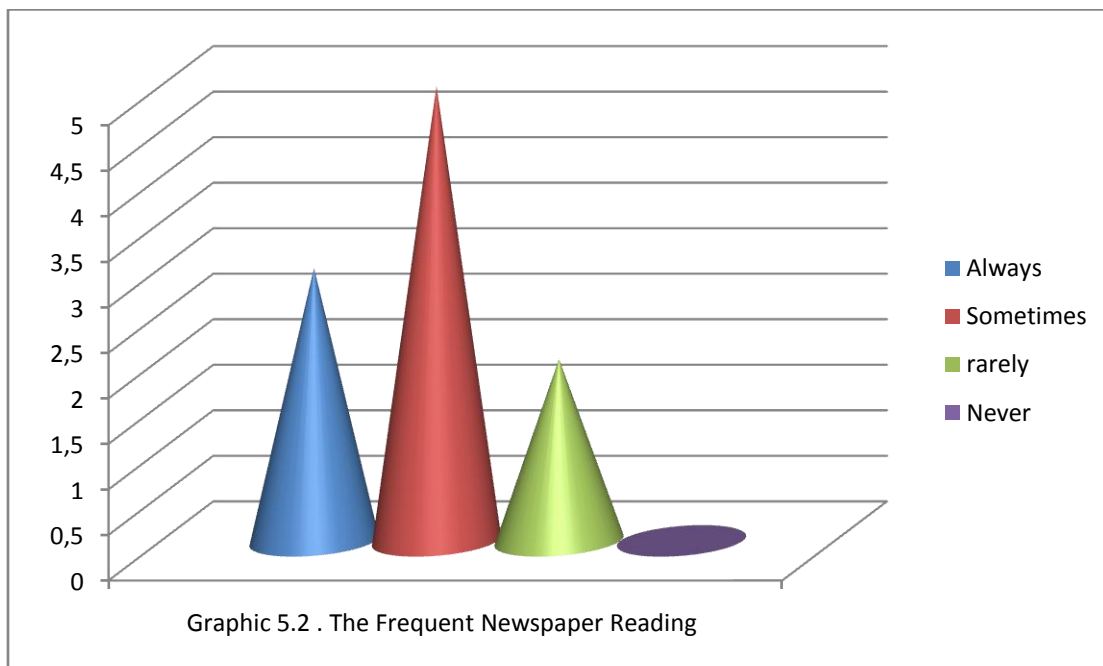
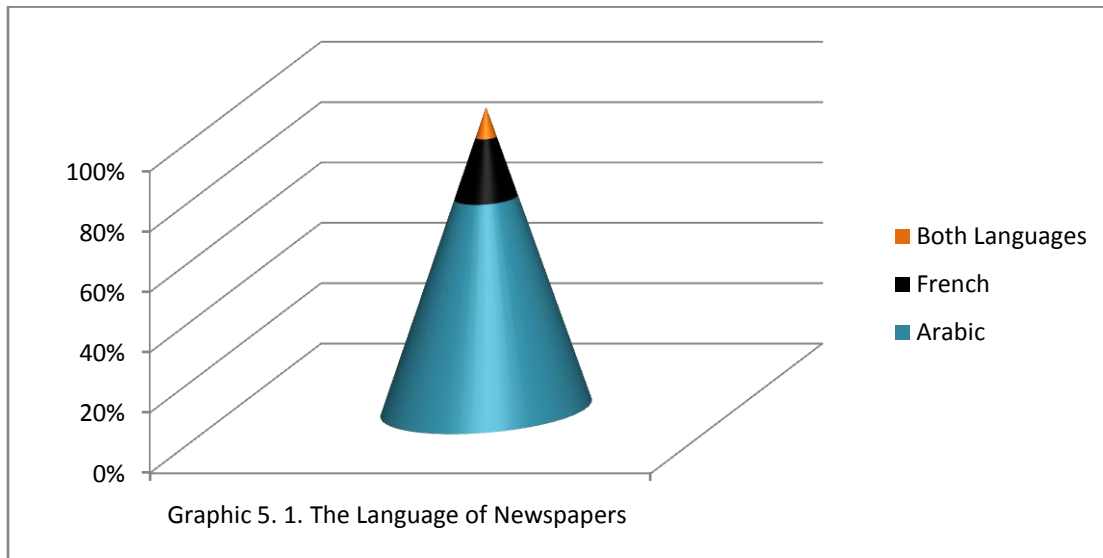
		5. Types of advertisements preferred by kids.	children playing things 30% food 20% cars 40% others 10%
		6. Children and purchasing the advertised products .	I prefer to buy the products advertised 40% I prefer the products that do not appear in adv 30% I just care of the product 30%
		7. Comments about press advertisements.	They are not interesting. Sometimes they are perfect, other times they are bad. They are acceptable. They are helpful for language acquisition and forming a repertoire. They are nice with suitable and attractive pictures.

Table 5.2. Children's Questionnaire.

3.6- Results Interpretation

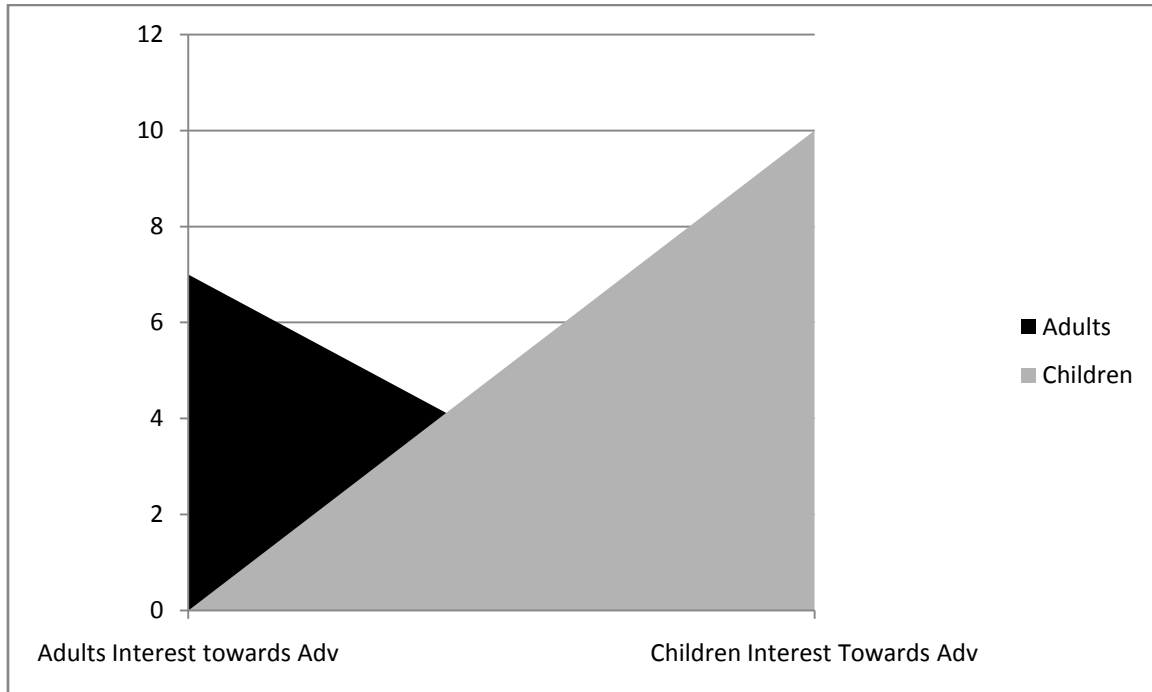
As the representative group mirrors the facts; Arabic press newspapers are the most read ones; while, less than the average read in French or they prefer to read in both languages. The reasons behind that are different; it could be because of Arabization, words innovation, unsuitable educational programs that results a low level in using foreign languages ,especially, French. Moreover, one thought that many people do not have the habit of reading, despite it is not a

daily habit but at least they check the media now and then; as it seems that even children check newspapers.



Children do not focus over articles though some of them are interested in reading religious matters .The majority has other interest that suits their nature as kids. Nevertheless, what was surprising is that children care of advertising pages, they are curious to know what is new in the market and they score a verbal repertoire from the announcements print even more than adults. Mature persons are flexible in this concern; sometimes, they are attracted to adv and

other times they are not .It could be because of their negative attitudes towards advertising besides the social awareness that directs their reasoning to the nature of ad and the strategies adapted by the copywriters.



Graphic 5. 3. Advertising Interest

Additionally, half of the representatives are interested in print advertising, even though almost all of them do not trust advertisements adding that ad interest is to get the revenues of the products produced and presented in the market. Nonetheless, people are fascinated and attracted to the small informative announcements written in black which notify about dwellings, job opportunities, medical clinics, formations.... Then, about the colored and the well designed adv pages, people only check, often the front papers and, some pages announcing things about cars and products without giving importance to them, unless they are attracted by an outstanding offer. The advantage of written texts is that they can be edited; they have the ability to perform communicative ideas in a precise, well-ordered manner along with a presentation in a more sophisticated way engaging higher level vocabulary more than all what is often offered in spoken language.

On the other hand, advertising language is specific to serve the objectives of advertising, hence, the use of foreign languages in Algerian newspaper is purposefully done for achieving a visual effect that reflects the neutral sight of the linguistic phenomena which characterise the language of advertising such as Arabic/French Code Switching or French/English code switching, bilingualism and diglossia.

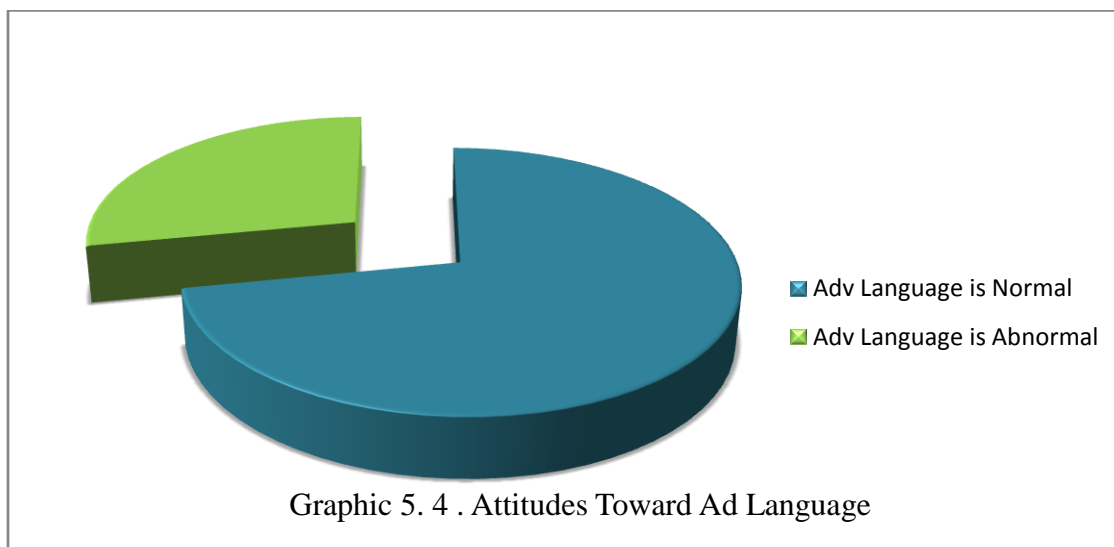
Code Switching, most specifically, performs the function of a plain attention getting. This spot does not fully account for the fairly wide range of function, domains and complex roles allocated to different linguistic codes in international adv and can be seen as specific to Algerian setting. More importantly, there is one language whose prominence in the universal commercial milieu .

In addition to that, what becomes noticeable in printed Algerian adv is the insertion of some English words in a part of adv elements, most of the time, it occurs in the headlines or slogans. The prominent position of English as the most extensively used language in the non Anglophone countries results its use as code switched language in adv, as, it has been documented in different sociolinguistic settings. Despite Algeria is a Francophone country, the use of English conveys modernity and civilization .As it also leads to the use of some English words in everyday speech like OK , bye-bye, I love you, see you , hip hop, and even vocabulary innovation such as /plejiw/ we play. Still, English is a marked choice as be it minority foreign language in the country besides many other reasons.

Bilingualism and diglossia characterise the advertising language of press media. Thus; people see that as a normal means of communication affirming that it is a strategy which helps in establishing a social contact between the operators and the consumers. There is a kind of social awareness that make people understand that such a code does not suit all situations; we could have an

Algerian who has never been in the country, consequently, he does not know the social norms and the language situations. So, how could he understand the bilingual, the diglossic and the code switched announcements?

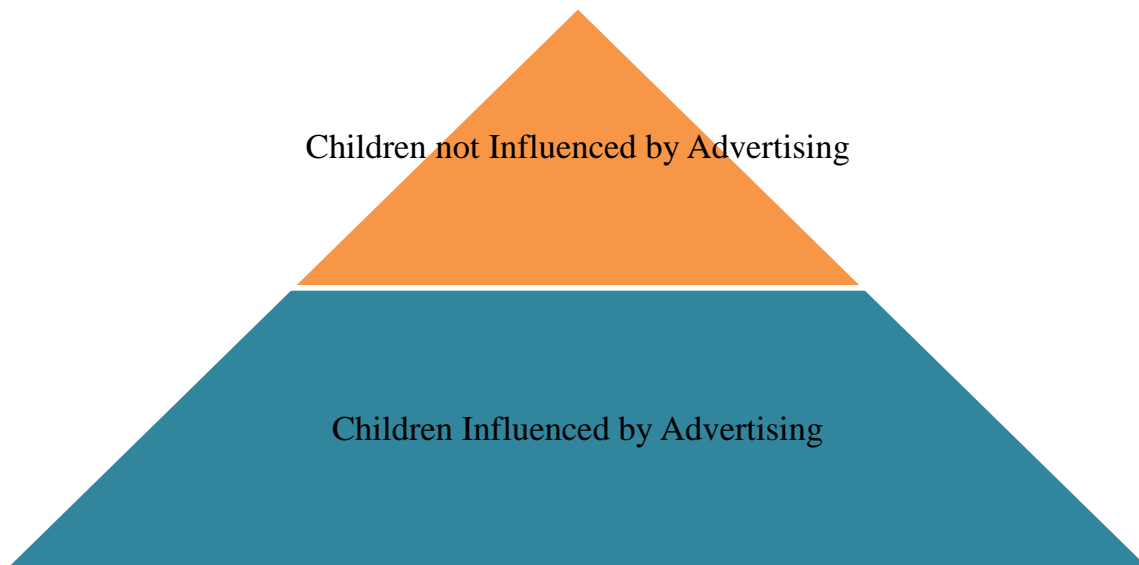
Despite the clashing issue surrounding adv language, people’s attitudes are positive towards the code used in printed Algerian newspapers. More than that, they do not face difficulties in understanding adv texts. Quite the reverse, it is obviously noted that mature individuals do not care of their language use while reading newspapers for the reason that they prefer to have adv texts written in purely Arabic language. More essentially, they are not consciously interested in the text apart from the picture; meaning that the optical feature is an eye-catching element needed for an accomplished advertisement. Still, the question of advertising codes is debatable.



From another outlook, children do not recognise much about advertising. They are attracted to some toys, food, even cars since they all dream to drive cars. Hence, they are aware of the truth about adv agencies. Therefore, they do not trust advertisements but their reaction is almost uncontrolled as many of them prefer to buy the products advertised.

Children are affected by advertising either consciously or subconsciously. Therefore; they are fascinated by the pictures, the colors and the famous personalities appearing in advertisements

In comparison with the adults who do not trust advertisements at all, they buy the products advertised through a subconscious effect of the strategies used for a successful publicity.



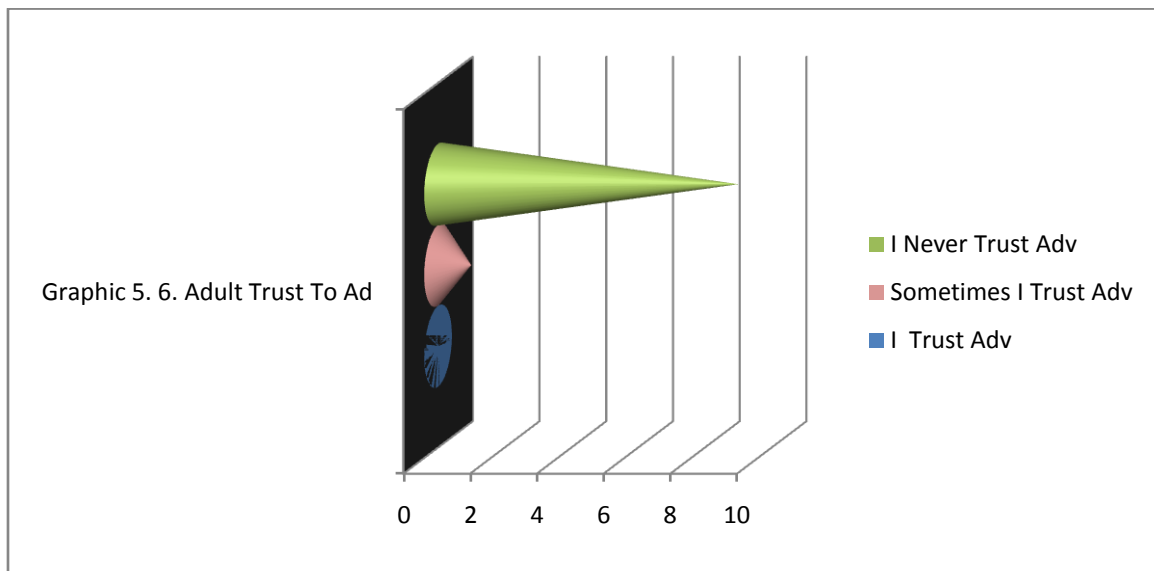
Graphic 5.5.Children Influence via Ad.

Actually, it is worthy to note that one of the key-areas of debate regarding the ethnical aspect of advertising is the subject of *Advertising to Children*.

Universal Attitudes toward The Issue
<ul style="list-style-type: none">✓ Advertising fosters materialism and superficiality in kids.✓ Children are inexperienced, innocent and easy prey.✓ Persuasion to children creates child-parent conflicts and disagreements.

Table 5.3. Global Attitudes toward Advertising.

Questioning adults’ trust to advertising concluded unmarked attitudes depicted as follows:



Like any genre, advertising is criticised both positively and negatively. However, people have the desire to improve the level of advertising in press media. They suggest propositions to better Algerian advertising by making specialised newspapers in this domain, by and by, things will get more professional. Most essentially, advertising should reveal the truth and significant facts, as it shall refrain from making misleading and wrong claims about services or products.

3.7- Discussion and Conclusions

Newspaper as a massmedia has its highs and lows but gradually it maintains its local readers, even if the other means of communication get in the way, people still read their newspaper.

The formal and the informal languages are used in advertising texts. Various informal features can be found in advertising passages such as spoken vernacular in written form, ellipsis and contractions. The informal features are used to decrease the social distance between people and advertisers.

Unlike TV and radio, advertising in newspapers is not regarded as an interruption. Actually, in some cases, one of the motives people buy newspapers is for the advertisement content. One more gain above broadcast is that only newspapers are able to deliver the consumers' engagement at the moment they are making a buying decision. As soon as a person is reading an advertisement, it is because he wants to. At that time, their full attention and focus are in publicity. Even now, following modernism and technological development, there are newspapers online versions and people like that and they benefit from it.

Linguistically speaking, the public of our nation use foreign languages; more specifically, French which is acquired from the Algerian milieu that was colonized many years ago. One's identity might be touched by the unsecure use of foreign languages leading to variations, language death or shift, borrowings.... The French language has got its position in Algeria. It is taught at the second level of Primary schools; it is even widely used in administrations, public spaces, and everyday speech and in press media. Arabic is never neglected since it is the national and the official language of the country. Algeria is put in a bilingual cultural and linguistic frame where both languages are needed and in cooperation they are parts of identity.

In the recent years, the issue of language is given more importance. People become more interested in contact linguistics. Therefore; Arabization is one of the issues raised in language ideology. In this line, Boussaadia (2008 :77) highlights the following:

Le pays a connu, dans son histoire précoloniale, une situation linguistique semblable, fondée sur la distinction d'une langue de culture, l'arabe, domaine de l'écrit, et de langues parlées ou berbères. La colonisation a introduit une nouvelle langue qui y a acquis un statut de prépondérance qu'elle a conservé après l'indépendance.

This is again, the lofty position given to the French language causing the dilemma of Arabization. With nowadays' modern surroundings of communication, language contact becomes more complex in the society along with an intense coexistence resulting vocabulary innovation and semantic change of codes. Arabic guards its position, and it is more maintained by religion (Islam).

At a large scale, Multilingualism characterises not only the written forms, such as the case of advertising language but it is a feature of the spoken vernacular and the mother tongue as well resulting a diglossic situation.

“ Comme tous les pays de culture arabe, l’Algérie vit sur une dualité langue classique -langue maternelle.” (Boussaadia: 2008, 77)

The dialectal forms are the ones meant in this quote. In particular, the variation between dialects exists in different forms under different circumstances among them, the region (geography) which leads to dialect variation corresponding with the diversity of the ethnic group.

The mother tongue used for verbal communication is a mixture between Arabic, Berber and other codes or languages. Hitherto, it is the system used in the social life of the country; unless, the setting requires the use of the standard form of Arabic or French such as Schooling. Alternatively, the non-verbal communication is more restricted to the norms though there are some cases where the spoken vernacular is adapted in a written form.

Standard Arabic is highly valued since it is the language of religion, along with French which is widely used for economic and social domains. English interferes by its position as an international language to serve different functions in the country. Consequently, the structure becomes more complex.

Essentially, Publicity is an unfamiliar mode in Algeria since it is not an easy task to integrate in the sphere with economic crises every now and then.

A bit different from the European nations, there are social and cultural norms, as well as, traditional values that we are not permitted to go beyond while making an advertisement such as Gender affairs. Criticising the Algerian adv Boussaadia (idem: 94) says: **“La publicité algérienne depuis les années 70, a conquis, sur le tard, son droit d’antenne à la télévision unique.”** .Through time, advertising developed its methods, strategies and awareness to reach the other types of media (radio and newspapers).

Effectively, advertising texts are featured by all what has been detailed before. Then, to answer the question of an ordinary language of advertising, we need first to know the readers’ conceptions of a normal language. Arabic, French and English cover different functional qualities which correspond to various contexts and styles. Actually, there is no claim, around the literary pages of advertising, which argue that advertising breaks the rules of normal language and language use. From a linguistic insight, the issue is approached differently. Language is used for an extensive range of communicative function; individuals never pay close attention to the way language is used. Sometimes their code choice is unmarked while other times for specific purposes they have marked choices. In the light of the previous idea, Sells et al (2012: 1) claim that:

Like many aspects of human being and human behavior, our unconscious knowledge of language is much greater than our conscious knowledge of it, so the facts about language that are immediately accessible to the average person only cover part of what the language is and how it is used.

Throughout the collection of advertisements, there are no texts’ constructions which are really distinct from the encountered varieties of Algeria. These varieties might contain informal spoken tongue between friends to scientific reports, and everything between both extremes. Beyond the shadow of a doubt, the standard forms are not the only one adapted since many creative possibilities

are allowed for an original advertisement. Printed advertising language goes beyond the boundaries of the formal setting respecting the motives of language creativity that allows the expansion and language change. The attitudes towards the language adapted by the copywriters in advertising is seen as a spontaneous way of transmitting a message breaking the norms of formal communication but still they regard other norms of socialization and originality.

Complementary, code switching is one of the phenomena featuring the spoken vernacular besides the written language of advertising. Hamers explained code switching as:

une stratégie de communication utilisée par des locuteurs bilingues entre eux ; cette stratégie consiste à faire alterner des unités de longueur variable de deux ou plusieurs codes à l'intérieur d'une même interaction verbale [italics in original]

(Quoted by Boussaadia , 2008 : 70)

Though this shift is marked, it is a particular spontaneous feature in language profile of Algeria. Sometimes, the use of French in adv is dominant for certain products, especially, that it is related with the prestige. For instance, it is quite suitable to choose French in describing cars, mobiles, cosmetic products...etc. Then, the products needed everyday are described in standard Arabic or Algerian dialect , they are even written in Latin or Arabic scripts . It is accepted by the society this way and they do even encourage such a way of communication since it is understood and adapted by every bilingual individual in the Algerian speech community.

English interference is also welcomed in advertising. It is a novel strategy which characterises adv texts and heads in the form of code switching .This latter marks a double identity since it is the result of the contact between dialect varieties with French, English or Arabic. In consequence, the code used in adv is selected for ensuring the best reception of the message transmitted.

3.8- Recommendations

Many kinds of advertisements in written and spoken forms announced through different means of communication, such as television, radio and newspapers. This research requires limitation to make a specific print. The analysis focuses on the linguistic and the social factors that appear in advertisements in different forms that characterize advertising codes.

The data are collected from four newspapers, Alkhaber and Echorouk which are printed in Arabic and Le Quotidien and El Watan that are written in French. Lastly, the results of this research are predicted to be beneficial for:

✓ Students

The results of this research will reflect language use in the Algerian society. This can be used as an additional reference for studying languages and mainly Sociolinguistics.

✓ Advertisers

The final results of this work can pave the way to the manufacturers to create some more effective advertising texts to attract the reader's attention.

✓ Others

With a great pleasure, this piece of work may be a reference for those who are interested in analyzing advertising texts, as well as, those who are fascinated about languages and varieties of a language.

For further research works, this dissertation could be a start point for different issues. It helps in analysing the linguistic levels of advertising language i.e., phonological, morphological, syntactic and semantic. It can be the basis for a comparative study between the spoken and written advertising since this work cares only of press print ad, some other researchers can develop the work to

examine the spoken language, then, make a comparison between the two. Moreover, this work serves other disciplines such as sociology and the issue of gender in the Algerian society and the social communication through ad; Psychology with the concern of the psychological aspect of code choice (code switching), also, Marketing and the question of advertising and the media.

It is suggested for ordinary people who can read in English to be aware of some sociolinguistic facts about language and the Algerian society.

General Conclusion

One comes to the end of this research paper which is by itself a beginning for further reports about advertising language.

Advertising language is proved to be an artful deviation of linguistic structures. It centers not only on effectual conscious communication, but also on the amount of unconscious effect of communication. In order to make effective communication, both ‘direct-convincing’ and ‘indirect-convincing’ communicative techniques employed by the copywriter. For serving these multiple communicative effects advertising texts are found to use unclear constructions, innovative items and even contradictory statements.

Any language has a great control and influence upon people and their behaviour; this is mainly factual in the field of marketing .The target behind choosing specific advertising codes leads to an effective influence paving the path to a successful publicity. Although people are fascinated by the visual design of advertisements; it is the language which makes them recognize and bear in mind the product. The language is not exploited randomly; the choice is rather structured focusing over some specific divergent objectives.

Advertising as genre has been approached differently by various disciplines. Therefore, it is regarded as a persuasive form of communication in which the persuader’s intention is disguised by a number of justifying strategies. Pressed advertising is a written based form of contact through effective texts centered upon various languages or codes.

Again, advertising does not sell only products but it sells notions and cultures as well. Maiche (2010,291) confirms **“La publicité tend à ne plus servir le produit avec ses images, mais se servir du produit pour véhiculer et transmettre ses modèles culturels”**. In fact, advertising is a reflecting mirror of cultures, social values and norms.

Algeria, as a case in point, is a bilingual country where Arabic and French recognise a frequent use. More to the point, English as an international language has newly started to be used in Algerian newspapers as well as in many other domains. Therefore, very recently, foreign language use in universal media has attracted substantial linguistic attention .Several specialists are interested in analyzing the formal properties of multilingual texts and their significance illuminating comparative analyses of multilingual phenomena regarding different cultural and linguistic settings.

For some, advertising language seems ordinary, simple and practical while for others the principles of language are broken in press publicity. However, in spite of the breaking of these regulations of natural language, advertisements are still readable, coherent and cohesive and can still be understood.

As an ending climax, the extent that linguistic perspectives are concerned, advertisements receive freedom but not to the point that they ignore all the conventions. For example, the grammatical aspects are respected. This is fairly because if they do so, they would initiate a sound which is extremely defective, unprofessional and lacking in finesse, resulting a damage in language use and style besides a shocking ad . It is also to a certain extent because the nature of rule-breaking which would not support the advertisement in attracting the readers' attention.

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Appendices

Ad 1

peugeot dz

المزيد لكل العائلة!

رانشة العائلة الخاصة FAMILY الحد مجهزة

Three Peugeot Tepee cars are shown with a family of camels and children on top. The cars are labeled with their specifications and prices:

- BIPPER TEPEE**: 1.4 HDI 70 CV, 1 527 000
- PARTNER TEPEE**: 1.6 HDI 90 CV, 1 770 000
- SOOB**: 2.0 HDI 150 CV 7 PLACES, 2 550 000

PEUGEOT MOTION & EMOTION

Ad 2

Samsung

A chacun son Pack

Four user profiles are shown, each with a laptop and a camera:

- Geek**: WB150F + Series 3, 81 900,00 DA. APN 14MP / Z x 18 + Laptop i5, 15.6"
- Business**: DV 100 + Series 3, 63 900,00 DA. APN 16MP / Z x 5 + Laptop i3, 15.6"
- Fashion**: ST 66 + Series 3, 46 900,00 DA. APN 16MP / Z x 5 + Laptop B815, 15.6"
- Jeune**: ES 90 + N100S, 39 900,00 DA. APN 14MP / Z x 5 + Net Book Atom 2100, 10.1"

جديد

الصابون المضاد للبكتيريا
رقم 1 عالميا*
الآن في الجزائر



حماية 100% أفضل ضد الجراثيم**

* حسب دراسة سوق الجزائر سنة 2011 في 52 بلد.
** مقارنة مع الصابون العادي بدون مواد فعالة.

تحت الرعاية السامية للسيدة وزيرة الثقافة
و بإشراف السيد والي ولاية تيبازة

بمناسبة إحياء الذكرى
الخمسون لعهد الاستقلال

منظّم
الجمعية الثقافية الراشدية
لمدينة شرشال

اليالي الإنشائية في طبعتها السابعة
تخليد الروح الفريد
قرشي سيد أحمد

من 09 إلى 14 جويلية 2012
إيكولوجية مدينة غوكاي بشرشال
ابتداء من الساعة 22:00

Errachidia
TIPAZA

Ad 5



Ad 6

KETTLER

Promo du Printemps !!!

... pour une estivale en pleine forme !

Les produits KETTLER, de qualité contrôlée et fabriqués selon les derniers critères de sécurité, respectent les normes et garantissent une sécurité maximale au consommateur.

Made in Germany

Show Rooms

Alger - B.M.R - Tél./Fax : 021 44 69 60 / 0555 62 11 94
B.E.O - Tél. : 021 96 16 93 / Fax : 021 96 51 16
El Biar - Tél./Fax : 021 92 18 83
Chéraga - Tél./Fax: 021 36 82 97
Oran : Tél. : 0661 29 51 73 / Fax : 041 35 77 96

F: 2611

Découvrez l'ensemble de notre gamme / www.kettler.net

Detailed description: The advertisement features two images: a woman on a white elliptical machine and a man on a treadmill. The Kettler logo is in the top left. The main headline is 'Promo du Printemps !!!' and the sub-headline is '... pour une estivale en pleine forme !'. A central text block describes the quality and safety of Kettler products. The phrase 'Made in Germany' is written diagonally across the bottom. A 'Show Rooms' section lists contact information for five locations: Alger, B.E.O, El Biar, Chéraga, and Oran. The phone number 'F: 2611' is on the left, and the website 'www.kettler.net' is at the bottom left.

Ad 7



إعلان لزبائن

نعلم زبائننا الكرام انه و بسبب عملية الجرد السنوية سيتم غلق ورشات و محل قطع الفيار ديامل. و ذلك كالتالي :

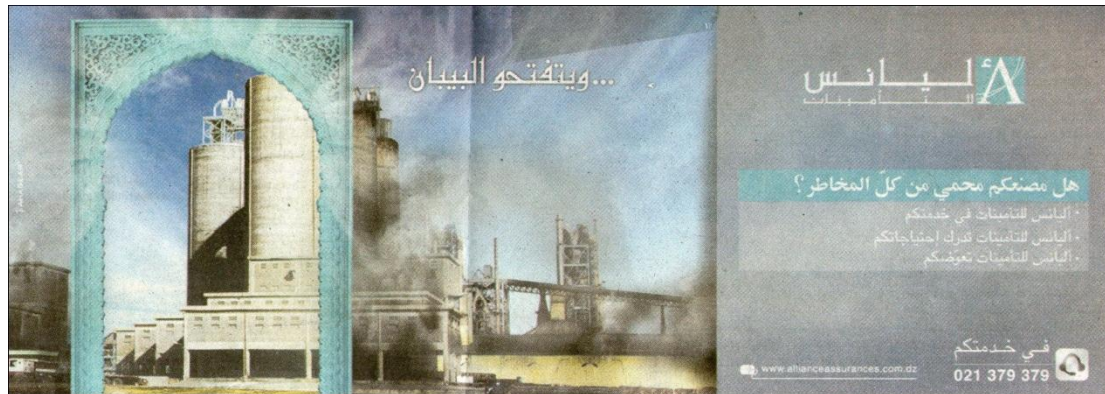
من 2012 12 30 إلى 2012 01 03 - باب الزوار
من 2012 12 30 إلى 2012 12 31 - العناصر
من 2012 12 29 إلى 2012 12 31 - وهران
من 2012 12 29 إلى 2012 12 30 - عنابة

نعتذر على هذا الإزعاج.

الإدارة العامة ديامل

F:11145

Ad 8



...ويتفتحو البيان

البحان

هل مصنعكم محمي من كل المخاطر؟

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Ad 10



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- أن يكون المرشح عربياً (فرداً أو مجموعة، أو مؤسسة)
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- Prévention Routière de La Direction Générale de la sûreté National
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- ALWIAR, l'Algérienne des Viandes Rouges du Ministère de l'Agriculture.
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Ad 16



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Ad 18

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Ad19

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ASHA 308*

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Ad 20

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▶ Réduction de 50% pour la 3ème nuit

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▶ Pour toutes autres informations
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Meilleur accueil vous sera réservé

KOF-468

Ad 21

13 الحبر

إشهار

الأربعاء 24 جويلية 2013 م
توافق ل 15 رمضان 1434 هـ

الثلاجة هذي
رايحة تشوف ولادكم يكبروا

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9- سنوات
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7- سنوات
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38

10
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SERVICE APRES VENTE ET PIECES DE RECHANGE ASSURES 24/24H

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Ad 23

15 الحيز

إشهار

8105
الأربعاء 24 جويلية 2013 م
الموافق 15 رمضان 1434 هـ

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ولا تترددوا

24 شهرًا *
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Ad 24

12 الحيز

إشهار

الأربعاء 26 جوان 2013 م
الموافق 17 شعبان 1434 هـ

Parce que la SANTÉ de vos salariés est aussi celle de votre Entreprise

Santé & Prévoyance Entreprise

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Appendix B :

Questionnaire

Dear reader,

You are politely asked to answer the following questions faithfully for the sake of illustrating my research paper. Thus, it reflects people' attitudes about newspapers' printed advertisements.

Thank you for your collaboration.

Sex: Male Female

Age:

Educational Background:

1. Do you read newspapers in Arabic or in French?

2. How often do you read the newspapers?

Always sometimes rarely never

3. Do you have a look at newspapers' advertisements? Why?

4. What type of advertising do you prefer?

5. What attract your attention in printed advertisements?

6. In your opinion, is the language of advertising a normal language?

7. Are advertising texts easy to understand?

8. What language do you suggest to be used in writing advertising texts? Why?

9. Are children affected by advertisements? How and Why?

10. Do you buy the advertised products because they appeared in advertising or because you are in need of the product?

11. Do you trust advertisements? Why?

12. Are you affected? positively negatively

By:

- The picture the text neither the picture nor the text
 both the picture and the text

13. What can you say about advertising texts?

14. Is there a suggestion to propose in order to better print advertising in Algerian newspapers?

Questionnaire

Cher Lecteur,

Vous êtes poliment demander de répondre aux questions suivantes fidèlement pour illustrés ma recherche. Ainsi, elle reflète les attitudes des gens à propos de la presse publicitaire aux journaux.

Merci pour votre collaboration.

Sexe : Homme Femme

Age :

Formation scolaire :

1. Est – ce que vous lisez les journaux en Arabe ou bien en Français ?

2. Jusqu'à quel terme vous êtes persévérant sur la lecture des journaux ?

Toujours parfois rarement jamais

3. Est-ce que vous fais voir les annonces publicitaires ? Pourquoi ?

4 Quel type de publicité vous préférez ?

5. Qu'est –ce qu'il attire votre attention dans la publicité éditée ?

6. A votre avis, est- ce que le langage publicitaire est un langage ordinaire ?

7. Est – ce que les textes publicitaires sont faciles a comprendre ?

8. Quelle langue vous proposez d'être habitué à l'écriture des textes publicitaire ?
pourquoi ?

9. Est – ce que les enfants sont influent par les annonces publicitaire ? comment et
pourquoi ?

10. Est –ce que vous achetez les produits publiées à cause qu'ils paraient dans la
publicité ou bien vous avez besoin de produits ?

11. Est – ce que vous faisiez confiance à la publicité ? pourquoi ?

12. Est – ce que vous êtes influer ? positivement négativement

Par : l'image le texte l'image et le texte

Ni l'image ni le texte

13. Qu'est ce que vous pouvez dire concernant les textes publicitaire ?

14. Est – ce que vous avez une proposition pour amélioré la publicité éditée aux
journaux Algériens ?

استبيان

عزيزي القارئ

يرجى منك الإجابة على هذه الأسئلة المتعلقة بالإعلانات المطبوعة في الجرائد، مع توشي الدقة في الإجابة، وذلك لإنجاز رسالة بحثية في موضوع الإشهار.

و شكرا على تعاونكم .

الجنس : ذكر أنثى

السن :

الخلفية التعليمية :

1. هل تقرأ الجرائد باللغة العربية أم بالفرنسية ؟

2. إلى أي مدى أنت مواظب على قراءة الجرائد ؟

دائما أحيانا نادرا أبدا

3. هل تتصفح إعلانات الجرائد ؟ لماذا ؟

4. أي نوع من الإعلانات تفضل ؟

5. ما الذي يلفت انتباهك في الإعلانات المطبوعة ؟

6. برأيك ، هل لغة الإشهار لغة عادية ؟

7. هل نصوص الإعلانات سهلة الفهم ؟

8. أي لغة تقترح أن تكتب بها النصوص الإشهارية ؟ ولماذا ؟

9. هل يتأثر الأطفال بالإعلانات ؟ كيف و لماذا ؟

10. هل تشتري المنتجات المعلن عنها لأنها عرضت في الإشهار أم لأنك بحاجة المادة ؟

11. هل تثق بالإعلانات ؟ لماذا ؟

12. هل أنت متأثر بالإشهار ؟ إيجابا سلبيبا

ب :

الصورة النص لا صورة ولا النص الصورة و النص

13. ما الذي يمكنك قوله عن النصوص الإشهارية ؟

14. هل من اقتراح لتحسين الإشهار المطبوع في الصحف الجزائرية ؟

Questionnaire for Children (The original version was in Arabic)

Sex : boy girl

Age :years old

Educational level :

1. Do you read newspapers ?

2. What attract your attention in newspapers ?

3. Do you check advertising pages?

4. What do you like in newspaper's printed advertisements?

5. What kind of advertising do you prefer?

Advertisements about : children playing things food cars others

6. Do you buy the products advertised in newspapers or you prefer something else?

7. What are your comments about newspapers' printed advertisements?

الملخص:

يهدف هذا البحث إلى دراسة الظواهر الناتجة عن اتصال اللغات ببعضها، ذلك أنها تنعكس على لغة الإشهار في الصحف الجزائرية المطبوعة؛ فهذه الظواهر تتجلى متسلسلةً و متشابكةً، مما دفعنا إلى انتقاء ثنائية الفصحى والعامية، وازدواجية اللغة، و تحويل الاستخدامات اللغوية في الجرائد المطبوعة، مع إيلاء العناية والاهتمام بالاستعمالات اللغوية التي تتخللها اللغات الأجنبية ولاسيما الفرنسية والإنجليزية. بالإضافة إلى أن معتمدي الإشهار قد طوروا استراتيجيات الإعلانات لجعلها مبتكرة وأكثر حداثة مع الحفاظ على الإطار الجامع لأسس اللغة العادية السليمة.

الكلمات المفتاحية : اتصال اللغات - الإشهار - تحويل اللغة - المجتمع الجزائري.

Résumé:

Cette étude aborde le langage publicitaire, un langage mélangé composé de divers codes, typiques à la presse média utilisé pour diffuser le message publicitaire.

Cette recherche a pour un objectif d'analyser les résultats de contact des langues. Ces phénomènes observés dans la presse publicitaires dans les journaux Algériens sont mutuellement reliés. Ainsi, Les issues principales de ce travail sont diglossie, bilinguisme et l'alternance codique dans les journaux Algériens. De plus, les formes de dialectes sont mixes avec le Français et même l'Anglais. Par conséquence, les publicistes développent un champ de travail avec des méthodes publicitaires innovatrices. Toutefois, ils sont gardés les adoptes qui gouvernent le system d'une langue ordinaire.

Mots clés : Contact des langues - la publicité - l'alternance codique - la société Algérienne.

Summary:

This piece of work aims at analyzing the outcome phenomena of contact linguistics that affect the language of press advertising .Thus; the various linguistic phenomena are interrelated.

The main targeted issues are diglossia; bilingualism and code switching in printed Algerian newspapers. The dialectal forms are not ignored in press advertising but they are even mixed with French and English. Moreover, the Algerian copywriters developed a range of strategies to create innovative adv. However, they still guard the frame by respecting the chief rules that govern an ordinary language system .

Key words : Languages in contact - ad - code Switching - the Algerian society .