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The Influence of Digital Globalization on Language Use in Algerian Social Media: The Case of First Year Tlemcen University Students

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Declaration

We hereby declare that this work is our own work, and that all what comes after is our personal contribution to the subject matter. This work has not been previously published or submitted to any university seek any degree. We also assert that this study contains no plagiarism and all works drawn from have been explicitly acknowledged and indicated in the references section.

Miss Boussada Fatiha Anfel Miss Bessaid Feriel

Date: 19/06/2025

Signature:

David Crystal

"Language has always been at the heart of globalization. It is both the medium and the message of globalization, transforming and being transformed by it."

DEDICATIONS

This work is dedicated to

- **My beloved family**, who is unwavering, support, endless patience, and unconditional love have been my foundation throughout this journey.

- **My mentors and teachers**, who inspired and guided me with their wisdom and passion for knowledge,

- **The vibrant Algerian community**, whose language, culture, and resilience continue to inspire me and form the heart of this research,

This work is dedicated to the love we express through language, and the languages we cherish as expressions of love.

BESSAID FERIEL

This work is dedicated to

To my family, whose love is the language I never had to translate

BOUSSADA FATIHA ANFEL

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ABSTRACT

In an era where digital globalization reshapes communication, language has become a dynamic tool for navigating identity and social belonging online. This study examined the influence of digital globalization on language use among Algerian young people, focusing on how global cultural flows and technological connectivity shape local linguistic practices on social media platforms. The modern interconnected World serves not only as a medium of communication but also as an evolving marker of identity and social belonging. This research explored how these users engage in code switching, and language blending to negotiate identity and social connections in a globalized digital space. A case study was conducted at Tlemcen University with 50 L1 university students from diverse academic background, including medicine, biology, law, human sciences and computer sciences. The study examined linguistic interactions in social media comments using sociolinguistic approach. The analysis of the qualitative and quantitative data showed that the vast majority of students.Code-switching on social media platforms occurs to several reasons such as facilitating communication and convey their ideas. The Findings reveal that globalization has increased the prevalence of hybrid linguistic practices, including code switching, borrowing, and the use of Arabizi, where Arabic is written with Latin characters and numbers. Algerian youth, in particular, frequently integrate elements of Arabic, French, and English in their online communication, reflecting their exposure to global media and intercultural interactions in additions to having positive attitudes toward this phenomenon in general. This study underscores the dynamic relationship between globalization and language use in digital spaces. The findings support greatly align wider discussions on language and identity in the context of globalization, with implications for future research in sociolinguistics and digital communication.

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List of Abbreviations and Acronyms.

CM : code mixing

CS : Code switching

Chapter one

General Introduction

Language is a complex system that human use in their interactions, which act as an intermediate between the speaker and the hearer allowing for the exchange of information, express emotions, and interact with one another. Owing to colonization and globalization, languages spread across the universe; thereby, multiple communities became multilingual .In Algeria, as a sample, several languages coexist, such as Arabic, French , Berber and English.

The contact of these languages has resulted in different linguistic phenomena, such as code switching, Code mixing (CM), bilingualism, and borrowing. Code switching (Cs), is defined as the practice of alternating between two or more languages, dialects, or language varieties within a single conversation depending on the social context and other factors.

This phenomenon has ignited considerable interest among researchers because of its wide usage in every day conversations; therefore, the attempt was to explore its diverse and interconnected aspects from sociolinguistics to a structural approach. The advancement in communication technology was marked by the creation of social media, which facilitated communication and collaboration between people enabling them to express their thoughts and share content. Consequently, linguists have directed their focus to CS among students in social media.

People who master multiple languages often switch between them in the daily interactions in social media platforms. Researchers have been conducting studies of how students interact on these platforms. The investigation will provide insights of how often and why the switch happen .the findings can be used to conclude whether globalization had an impact on the Algerian use of English in social media or not. This research

attempts to understand how globalization has influenced the linguistic practices of Algerian students on social media at Abou Bekr Belkaid University.

Consequently, the researcher strives to answer the following questions:

1. How does globalization influence language use on Algerian social media users ?
2. What patterns of language use emerge in online communication ?
3. How does exposure to global digital culture influence Algerians' views on multilingualism and identity?

These questions lead to formulate the following hypotheses:

1. Globalization increases the prevalence of English and hybrid linguistic practices on Algerian social media, leading to a shift from traditional languages (Arabic/ French) to more English- based communication.

2. Algerian youth frequently use code switching and borrowing on social media, creating a hybrid language that blends elements of Arabic, French, and English.

3. Algerian social media users have a positive attitude towards multilingualism and globalization.

To achieve the previously set objectives, the researcher adopts a descriptive case study, focusing on the impact of globalization on language use among Algerian social media users. This case study will collect quantitative and qualitative data using questionnaire as research instrument. The results will be analyzed based on a mixed approach combining qualitative and quantitative methods.

The research will be divided into two chapters. The first chapter provides a broad definition of language contact and its outcomes, then dealing with the code-switching phenomenon in Algerians social media. In addition, the chapter explores the social media landscape; it provides an overview of social media, its definition, history, and

characteristics, focusing on popular platforms such as Instagram and Tiktok and its usage in higher education. The second chapter explains the methodology of the work and the research instruments used to collect data, and deals with the analysis and presents the results of research validating or refusing the hypotheses.

Literature Review

1. Introduction

Generally, Social media has become an integral part of everyday life for Algerian youth. Platforms such as Facebook, Instagram, TikTok, Twitter, and YouTube have transformed the way young people communicate, express themselves, and access information. This digital shift has had a profound impact on their social behaviour, cultural identity, and even language use. The social media has played a significant role in recent outbreaks of social protest and resistance such as The Arab Spring, and Algerian popular movement for instance was heavily dependent on the resources provided by the social media. In a networked world, the social media possesses the potential to promote public participation, engagement and the process of democratizing public life. They are powerful instruments for mobilization of people is not in doubt. However, social media sites do have some negative influence on people, especially the youth ones as they are still constructing and shaping their own cultural identities.

Castells (2009) views social media as part of the network society, where communication becomes faster and more interactive, empowering individuals to participate in global dialogues. Jenkins (2006) discusses “participatory culture,” where social media allows users (especially youth) to not just consume but also produce and share content, thus democratizing media. To The advent of the twenty first century gave birth to the idea of making the world a single village, thus, globalization. It has grown to involve aspects of not only economy but also politics and other socio-cultural issues. Globalization affects almost every human being; it has expanded almost throughout the entire world through either transport, commerce, or communication. jones (2010, p. 45) state, “This word, that hardly a soul outside the academic world used fifteen years ago, supposedly captures one of the most important changes occurring in every society in

every country on the planet, and no one can escape its influence “. Furthermore Friedman (2001, p.09) argue that globalization primarily as a positive force, driven by technology and open markets.

“Globalization is the integration of markets, nation-states, and technologies. In a way that enables individuals, corporations, and nation-states to reach around the world farther, faster, deeper, and cheaper than ever before “. He emphasizes how globalization levels the playing field ‘‘the world is flat", especially economically and technologically. In addition, every day, Algerian’s youth use social media platforms to facilitate communication between individuals worldwide. They often use many words from Arabic, Berber, French and English to communicate with others Youth often prefer using English expressions or hashtags to sound modern or globally connected which is due to globalization, which has made many aspects of life easier for them.

This chapter will define globalization and discuss its types, including digital globalization. It will also cover the English global Language and its spread through media and technology, as well as previous studies on globalization's influence on language use in multilingual contexts. Furthermore, it will provide an overview of Algeria’s linguistic landscape, including its linguistic history and the rise of English in Algerian education system, covering how English is increasingly being introduced. And integrated into curricula as part of efforts to Connect with global trends and opportunities in addition to the rise of English as an emerging influence in Algeria due to globalisation

1.1Globalisation

Globalization is considered an important phenomenon because it touches all domains of life. The advent of the 21st century gave birth to the idea of making the world single village. It has expanded beyond economic dimensions to encompass

political and various socio-cultural aspects. It influences nearly every human being because it has spread through transportation, trade, and communication network. As held by et al (1999, p.16) globalization is

> "a process that embodies a transformation in the spatial organisation of social relations and transactions - assessed in terms of their extensity, intensity, velocity, and impact - generating transcontinental or interregional flows and networks of activity, interaction, and power "

This phenomenon shapes societies across all nations, making it possible for anyone to remain und unaffected by its reach.

1.1.1 Definitions of Globalization

The world is becoming more and more interconnected. Even though the term globalization is frequently used, it remain different to define precisely. Globalization is considered one of the most important changes in human history; it is a vast concept in which researchers found a difficulty to come up with a single and uniform definition. Many authors define globalization in a variety of ways and many books have been written about it. However, still globalization considered as a poorly defined concept, requires a clear, specific and distinctive definition. As Wells (2007,p.180) stated; "beginning in the 1990s, human globalization entered an accelerative phase in which the process gained widespread usage as an international term with many interpretations. Perhaps because of its wide usage, there is no universally accepted definition of the term". Understanding the origins of the term helps clarify its meaning. In the English Language, the noun "globe" began to denote the planet several hundred years ago.

Then, the adjective „global" began to designate the world scale in the late nineteenth century, and its earlier meaning of spherical. After that, the verb „globalize" which refers to the emergence of an international network of economic systems which it appeared in the 1940s together with the word globalism. Finally, the term Globalization that entered the dictionary of American English in 1961. Because of the wide usage of the term globalization in different dimensions (economic, political, social...etc.), globalization is defined in a variety of ways without having a clear understanding of what in reality the term means. Scholars and researchers have proposed several definitions. Walters (1995) note that "the Webster's dictionary is the first major dictionary to mention the word Globalization in 1961". The dictionary defines globalization as "to render global" or "the act of globalizing". Also, according to Giddens (1990, p.64) globalization is seen as "the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa". Others offer a critical perspective.

Hurst and Thompson (2003, p.45) state "Globalization is a myth suitable for a world without illusions, but it is also one that robs us of hope. Global markets are dominant, and they face no threat from any viable contrary political project, for it is held that Western social democracy and socialism of the Soviet bloc are both finished". Friedman(2005,p.9) define globalisation as The inexorable integration of markets, nation-states, and technologies to a degree never witnessed before, in a way that is enabling individuals, corporations, and nation-states to reach around the world farther, faster, deeper, and cheaper than ever before. This process of globalization is also producing a powerful backlash from those brutalized or left behind by this new system. It is important to distinguished globalisation from other related concepts. Such as internationalization, liberalization, universalization, Westernization.

Internationalization refers to the cross-border relations between countries. In addition, it describes the growth in international exchange and interdependence. Secondly, liberalization, which designates the removal of barriers and government,

controls on movement of goods and capital, especially in the economic sphere. Thirdly, universalization refers to the universalization of values and norms and the homogenization of cultural values worldwide. Finally, Westernization in which the social structures of modernity (capitalism, industrialism, rationalism, urbanism...etc.) are spread the world over, destroying pre-existent cultures. As it is mentioned, new word should not restate what is already known with other terminology but has to mean something different. He rejects four meanings of globalization – as internationalization, liberalization, universalization or westernization. Globalization in this way is interpreted as colonization, Americanization and imperialism as it was noticed.

1.1.2 Types of Globalization

Globalization is considered an important phenomenon because it touches all domains of life. It involves aspects of not only economy, but politics, ecology and culture. Its pervasive influence reshapes social interactions, communication patterns, and identity formation across the globe.

1.1.2. 1 Economic Globalization

The commonly used definition of globalization comes from the economic realm.

Economic globalization is defined broadly as the decrease of economic distances between nations. Narrowly, it is increasing the economic integration and interdependence of national, regional and local economies across the world through a worldwide economic system that permits easy movement of goods, production and resources from one country to another. In addition, it is defined as the spread of trade, transportation and communication systems on a global scale in the interest of promoting

international commerce. When talking about economic globalization, there are two different types of economy. Firstly, protectionism‟, which is protecting one's economy from foreign competition by creating, trade barriers. Secondly, „trade liberalization‟ which is reducing trade barriers to make international trade easier between countries,

these trade barriers are tariffs which are required fees on imports and exports. The majority of counties follow trade liberalization simply because we are living in a globalized world. As it is, cited. Economic globalization emerged several thousand years ago. Then, it witnessed an accelerating rate because of reduced tariff barriers that encourages global trade through the support of the World Trade Organization (WTO) and the General Agreement on Tariffs and Trade (GATT). Trade became cheaper and more efficient due to the decrease of transportation costs because of the innovations and advances in transportation. Another reason is the growth of multinational companies (MNC) with a global presence in many different economies. Also because of the expansion of the capitalist system after collapse of the Soviet Union which was the biggest threat for capitalism. Finally, the development in the means of communication and information particularly the internet and satellite channels, the exchange of goods and capitals was the important element that controls the relations between states.

1.1.2.2 Political Globalization

In today's world, political issues are no longer limited to national level because the world has become interdependent, which means that what happens on one side of the globe affects people on the other side. Political globalization is the integration and cooperation among states to make decisions and establish policies. Many important issues and problems are increasingly transnational, they require the cooperation of all states working together to solve them. Because of those problems such as human rights, terrorism and war, many of the international governmental organizations emerged and developed to make decisions in broader groups of countries such as the United Nation (UN) which is an international organization founded in 1945. It is currently made up of 193 Member States. In addition, the European Union (EU), which is a political and

economic union that consists of 28 states, located primarily in Europe. Moreover, the World Trade Organization (WTO) which is an international organization dealing with the global rules of trade between nations. Finally, The Group of twenty (G-20) which is a group of 20 finance ministers and central bank governors, the members include 19 individual countries along with the European Union. International political problems and the emergence of the different political organizations lead to the decrease of the political attitude of single states especially of small states. As Milardović, et al (2008, p. 225) mention "The international society of divided countries started to transform into a global net of political inter-dependence".

1.1.2.3 Ecological Globalization

Ecological globalization refers to the global environmental issues; topics of ecological globalization include population growth, access to food, worldwide reduction biodiversity, the gap between rich and poor as well as between the global North and global South and global environmental degradation. Ecological problems appeared and threatened the world because of globalization and modern technology such as climate change. The use of airplanes, ships to transport goods over international borders is constantly increasing; this causes more carbon dioxide to be released into the atmosphere, which is the main cause of the global warming. Other environmental problems are deforestation, water supply and mining. Curran (2016,p.6) argues that "These radicals observe not only the ravages of neo-liberal globalization, and socialism's weakness in stemming them, but also an environmental ruin that critically threatens both people and planet" .

1.1.2.4 Cultural Globalization

Cultural globalization refers to the transmission of thoughts and values around the world to create strong social relations; it occurs when western culture and popular

culture become dominant and destroy cultural diversity. The global distribution of western music, news, products and even the English language emphasizes this idea. Moreover, it occurs when people get away from their local and regional customs. Instead of having a lot of diversity, many different perspectives, cultural globalization is replacing this diversity with one American and why not European model of culture. As it was expressed by Hopper (2007, p. 43) "There is something of a consensus among cultural globalization writers that contemporary processes and technologies are resulting in the greater mobility and fluidity of culture".

1.2 Digital globalization

In recent decades, the world has witnessed a massive technological revolution that has transformed human life. One of the most prominent outcomes of this revolution is the emergence of the concept of digital globalization, which has become a phenomenon affecting all aspects of life, from economy and education to politics and culture.

Digital globalization refers to the integration of the world through digital networks and technology, where the exchange of information, ideas, services, and products occurs via the internet with unprecedented ease and speed. This has led to the shrinking of distances between countries and communities. Global language and its spread through media and technology.

1.3 The Algerian linguistic Profile

The Algerian's linguistic landscape is a fascinating reflection of its complex history, cultural diversity, and political developments. Here is an overview of the major linguistic influences—Arabic, Berber (Amazigh), and French—and how they have evolved and interacted in Algeria.

1.3.1 Overview of Algeria's Linguistic History

The linguistic history of Algeria, is characterized by the rich mixture of cultural influences, migration and colonial encounters spanning centuries. It is shaped by the

indigenous Berber languages, the widespread adoption of Arabic following the Arab conquests and the enduring presence of French during colonial period. Presently,

Algeria showcases a complex linguistic profile with Arabic,Berber,and French coexisting side by side, reflecting the country's diverse cultural heritage.

1.3.1.1 Arabic

Arabic came to Algeria with the Islamic conquest in the 7th century. In addition to

Classical Arabic the language of the Qur'an and Islam, it became closely tied to religion and later governance. Modern Standard Arabic (MSA), the formal version on the other hand is used in education, media, and official documents. Furthermore Algerian Arabic (Darja) a dialectical, spoken form of Arabic influenced by Berber, French, Turkish, and Spanish. It is the language of everyday communication for most Algerians. Arabic is Algeria's official language, enshrined in the constitution.

1.3.1.2. Berber (Amazigh)

The indigenous heritage origins, Amazigh languages predate the Arab-Islamic era by thousands of years and are indigenous to North Africa. Historically marginalized under colonial and post- independence regimes. The 1980 "Berber Spring" marked the beginning of a cultural and linguistic revival. Recognition: 2002: Tamazight (standardized Berber) recognized as a national language in 2016 elevated to an official language, alongside Arabic. Since then it has been taught in schools in some regions (like Kabylie) written in Tifinagh script, though Latin and Arabic scripts that is also can be used informally.

1.3.1.3. French

The colonial legacy, French ruled Algeria from 1830– 1962. During this time,

French was the language of administration, education, and high culture. After the

independence, efforts was made to arabize the country in addition to trying to reduce the French influence. Despite this, French remained widely used, especially in science,

higher education, business, and media. Today, it is not an official language but still dominant in many sectors, spoken fluently by a significant portion of the population. It coexists with Arabic and Berber, often resulting in code switching in everyday conversation. Most Algerians are multilingual, navigating between Arabic, Berber, and French depending on context. Code switching is very common— many people mix French with Arabic or Berber in casual speech. The linguistic identity is fluid and regional: coastal cities: Arabic-French blend dominates. The rise of English as an emerging linguistic influence in Algeria is closely tied to the accelerating forces of globalization. As the world becomes increasingly interconnected through digital technologies, commerce, education, and media, English has solidified its role as the global lingua franca. In Algeria, this is particularly evident among youth who,

through social media platforms like YouTube, TikTok, and Instagram, are constantly exposed to English-language content in the form of music, entertainment, tutorials, and global trends. This exposure has gradually shifted linguistic preferences, with many young Algerians incorporating English expressions into their daily speech alongside Arabic and French, especially in urban and online settings. Furthermore, English is increasingly perceived as a gateway to socioeconomic advancement, as fluency in the language enhances access to international job markets, higher education opportunities, and digital entrepreneurship. While French continues to dominate in academic and

1.4 SOCIAL MEDIA AND LINGUISTIC CHANGE

Social Media has emerged as a central arena for linguistic innovation and transformation, particularly among youth. With the globalization of communication technologies, platforms such as Facebook, Instagram, WhatsApp, and TikTok have become linguistic laboratories where new forms of expression are constantly created, shared, and adopted.as Crystal (2011) says, “The speed and interactivity of online platforms accelerate the creation and diffusion of neologisms, abbreviations, and emoji. These new forms often challenge traditional norms, contributing to the evolution of language in the digital age “.

Androutsopoulos (2015) argues that in multilingual societies like Algeria, this change is especially pronounced. Users frequently engage in code switching between Algerian Arabic, French, English, and even Berber, reflecting a hybrid linguistic identity shaped by both local culture and global influences. This phenomenon illustrates how globalization, via digital platforms, facilitates language contact and promotes linguistic blending. Furthermore, social media encourages informal styles of writing that diverge from standard orthography and grammar. Tagg (2012) explains that Spelling simplifications and phonetic spellings are increasingly normalized in online discourse, especially among users who value speed and creativity over linguistic accuracy.

Blommaert (2010) noted that, Hybridized and globalized forms of language use reflect deeper sociolinguistic processes linked to identity, power, and digital access. These shifts suggest that social media is not only a communication tool but also a driver of ongoing linguistic change in the context of globalization

In the Algerian context, these trends are evident in the everyday online practices of youth, whose language choices on social media reflect both local realities and global influences. Understanding these changes is essential to grasp how globalization shapes language in digitally mediated environments.

1.4.1 DEFINITION OF SOCIAL MEDIA

administrative institutions, there is a noticeable shift in educational policies, with more private schools and universities offering courses and programs in English, particularly in the fields of technology, medicine, and business. Despite these developments, the growing presence of English does not come without tension. Some view it as a neutral tool of global integration, while others see it as a potential threat to Algeria's linguistic identity and heritage. Nevertheless, the adoption of English in Algeria exemplifies how globalization shapes language use and reinforces the dynamic Role of youth in redefining linguistic landscapes.

Social media refers to a range of digital platforms that facilitate the creation, sharing, and exchange of information, ideas, and content in virtual communities and networks. According to Kaplan and Haenlein (2010,p.61) Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” . These platforms are characterized by their interactive nature, enabling users to actively participate in content creation, communication, and community building Boyd and Ellison (2007) further explain social networking sites as web- based services that allow individuals to construct a public or semi-public profile, articulate a list of connections, and navigate their connections; lists within the system. Social media plays a vital role in modern communication, especially among youth, as it allows instant interaction and serves as a powerful tool for socialization, information dissemination, and selfexpression.

1.4.2MAJOR SOCIAL MEDIA PLATFORM

Social media platforms have significantly transformed global communication by enabling individuals to connect, share information, and engage with others. Each major platform serves unique purpose. These platforms have played a pivotal role in shaping digital culture and have had a profound impact on various aspects of society including business, marketing, political and personal expressions.

1.4.2.1 Facebook

It is a popular free social networking website, that allows anyone to create profiles by signing up, using names and phone numbers or emails and answering some questions.it allows its users to share information such as photos, comments and videos online. Mark Zuckerberg founded it in 2004. Over 2.9 billion active users engage in this

platform. It facilitates text, image, and video sharing and enables communication, networking, and business engagement.

1.4.2.2 Instagram

It is a social networking platform, which started by Systorm and Krieger in 2010; it allows its users to share pictures and videos with their friends. Instagram allows its users to communicate through private text messages and comment on each other's posts. There is another feature in this application in which the user can share via Instagram direct feature on one or several other social media sites such as, Facebook, Twitter…..etc. Kemp (2024) emphasises on the visual communication with over 2 billion active users, offering features like Stories, Reels, and IGTV .

1.4.2.3 TikTok

TikTok is a video-sharing platform that allows users to create and view short- form videos, often set to music. It became globally popular in recent years, especially among Gen Z, due to its algorithm-driven feed and creative content tools. According to Zhao (2024) it boasts over 1 billion active users and specializes in short –form videos .

1.4.2.4 Twitter (X)

It is an American micro blogging and social media networking service founded by Jack Dorsey, Noah Glen… etc. All in 2006 Used by Persons to view different news such as art news, economic news and politics news …etc. In addition, it allows its users to send and receive tweets and share posts called tweets. Twitter is not popular so that it is refer to it as the SMS of Internet .and it is used to inform people about various TV events such as the Oscars, MTV Video Music Awards, etc. Because of this Twitter is sometimes called the virtual watercooler or social television.**)** around 600 million active users engage in this platform, known for real-time news and discussions .

1.4.2.5. YouTube

Created in 2005 and acquired by Google in 2006, YouTube is the largest video-sharing platform in the world. It allows users to upload, view, share, and comments videos, making it both a social media site and a content platform.

1.4.2.6. Snapchat

Snapchat is multimedia messaging application known for its disappearing messages and creative filters. It is particularly popular with teenagers and young adults, offering features such as Stories and Snap Map for real-time interaction.

These platforms vary in purpose and design, but all contribute to the broader digital ecosystem of communication, identity formation, and information sharing. They play an increasingly influential role in shaping language, culture, and social norms.

1.4.3 Social Media's Role in Modern Communication

(Castells, 2013) explains that Social media plays a transformative role in modern communication by fostering global connectivity allowing people worldwide to engage in international discourse and cultural exchange. Moreover, Papacharissi (2010) says that it facilitates real-time communication, reshaping how news and updates are disseminated through instant interactions. Additionally, Bruns (2008) state that that the rise of user-generated content (UGC) has democratized media production, empowering individuals to create and share their own narratives, thereby shifting traditional media dynamics. Beyond personal communication, social media serves as a vital tool for brand communication and marketing, enabling businesses to engage with consumers, promote products, and enhance brand awareness. Furthermore, as held by Tufekci, it has become a powerful platform for social movements and activism, providing a space for organizing protests, raising awareness, and mobilizing collective action Together, these functions highlight social media's profound impact on how people connect, communicate, and influence society in the digital age.

1.4.4 Definition of linguistic change

Linguistic change refers to the ongoing and natural process through which evolves over time. This evolution encompasses various dimensions of linguistic structure, including phonology (sound systems), morphology (word formation), syntax (sentence structure), semantics (meaning), and pragmatics (language use in context). These changes may result from internal mechanisms within the language system or from

external factors such as contact with other languages, social transformations, technological innovations, and cultural developments. Several scholars have provided definitions that highlight different aspects of linguistic change. Trask (1996) defines it as any alteration in the form or function of a linguistic item or structure that occurs over time. Similarly, Campbell (2004) characterizes linguistic change as a modification in the structure or use of language, which may involve changes in sound systems, grammatical structures, or vocabulary innovation. Aitchison (2001) describes linguistic change as an inevitable and continuous process, comparing language to a living organism that adapts and transforms to meet the evolving needs of its speakers. Milroy (1992) adds that linguistic change consists of the transition from one linguistic state to another within a speech community over time.

1.4.5 Type of linguistic change

In the view of Hock and Joseph (2009), Linguistic change refers to the ongoing and systematic evolution of language across time. These changes occur at different levels of language structure—namely phonological, morphological, syntactic, and semantic—and are driven b by both internal linguistic developments and external sociocultural forces such as globalization, language contact, and technological innovation .

1.4.5.1 Phonological Change

Phonological change involves modifications in the sound system of a language.

These can manifest through sound shifts, assimilation, or elision. Such changes are often gradual and occur to ease pronunciation or due to contact with other languages and dialects. For example, the transition from Old English “cniht”[knixt] to Modern English “knight” [naɪt] illustrates a clear case of phoneme loss for simplification .

In the context of Algerian youth, phonological variation can also be observed in digital communication where French, Arabic, and English sounds are blended or replaced to reflect spoken pronunciation more closely (e.g., “3lech” for “ ᵃʔlɑʃ”).

1.4.5.2Morphological Change

Morphological change refers to the transformation in the structure and form of words, including inflections and derivations. As Advocated by Bybee (2003), Analogical change occurs when irregular forms become regularized, while grammaticalization describes the process through which lexical words evolve into grammatical elements. For instance, in informal online writing, Algerian youth often create hybrid forms by combining Arabic roots with French affixes (e.g., "liker" from English "like"+ French infinitive suffix "-r"), indicating both morphological innovation and contact- induced change.

1.4.5.3 Syntactic Change

Fischer et al (2000) demonstrates that Syntactic change involves modifications in sentence structure or word order. These may include shifts from SOV to SVO structures, the development or loss of auxiliary verbs, and reanalysis of grammatical roles. Digital communication among Algerian youth often reflects syntactic hybridization, where Arabic sentence structures are blended with French or English syntax. For example, a sentence like “Ana postit wahd l’image” (“I posted an image”) reflects a combination of Arabic pronouns and grammar with an English-derived verb and French noun phrase.

1.4.5.4 Semantic Change

According to Blank (1999), Semantic change concerns the evolution of word meanings. This can take various forms, including broadening (a word acquires a more general meaning), narrowing (becomes more specific), amelioration (becomes more positive), and pejoration (becomes more negative) .On social media platforms, semantic shifts are frequent. For instance, the English word “cringe” is now widely used among Algerian youth use not only in English contexts but also within Arabic or French utterances, often with new connotations shaped by digital culture.

1.4.6 Factors Influencing Linguistic Change

Linguistic change is a natural, inevitable phenomenon that occurs over time due to a combination of social, cultural, political, and internal linguistic pressures. This section

outlines the principal factors that contribute to such change, supported by key theoretical insights.

1.4.6.1 Social Factors

As noted by Labov (2001), social Variables such as class, age, gender, and social networks play a central role in language evolution. Sociolinguistic studies have shown that younger generations are typically more receptive to linguistic innovation, often acting as key agents in the spread of new forms Additionally, social interactions which diverse communities fosters spread and acceptance of linguistic change.

1.4.6.2 Geographical Factors

Chambers and Trudgill (1998) suggested that the geographical distribution plays a pivotal role in linguistic variation and change.Regional isolation, often leads to the developments of distinct dialect while increased interaction between regions may lead to convergence in speech patterns. The geographical barriers provide limited contact opportunities between groups, thus fostering linguistic divergence. Conversely, modern transposition and communication technologies have reduced these barriers facilitating grater linguistic exchange.

1.4.6.3 Language Contact

As proposed by Thomason and Kaufman (1988), In multilingual societies, frequent interaction between speakers of different languages leads to borrowing, code switching, and the development of pidgins or creoles. These changes significantly influence the structure and lexicon of a language these interactions not only shape individuals language but also contribute to the development of new linguistic identities and hybrid forms that reflect cultural exchange.

1.4.6.4 Technological and Media Influence

Crystal (2006) observe that The rise of digital communication has significantly accelerated linguistic change. Social media, messaging apps, and internet culture contribute to the formation and rapid dissemination of new linguistic expressions, especially among young users. Moreover, the globalisation of online discourse

facilitates cross-linguistic interactions leading to the blending of divers' linguistic elements across different cultures.

1.4.6.5 Economic and Political Factors

As held by Blommaert (2010), Language policies, globalization, migration, and historical colonization play a substantial role in shaping linguistic hierarchies and usage patterns. These influences can contribute to both the spread and the decline of certain languages or dialects. Globalisation increases cross-cultural contact, accelerating language change and sometimes lading to language shift or loss.

1.4.6.6 Internal Linguistic Factors

Hock and Joseph (2009), argue that Languages also change internally due to structural processes such as phonological shifts, analogy, and syntactic reanalysis. These changes occur naturally over time, even without external influences, and are vital to understanding the organic evolution of language systems.

Linguistic change is not the result of a single cause but rather an intricate process shaped by the interaction of multiple social, environmental, and systemic factors. A comprehensive understanding of these influences is essential for analysing language development in any context. These interconnected forces shape language evolution in complex ways, driving innovation in vocabulary, grammar and communication style.

1.4.7 The Influence of Social Media in Language innovation

Social media play, a significant role in accelerating and shifting linguistic innovation in several ways. It enables rapid dissemination of linguistic trends Facilitate global influence, and fosters the creation and Spread of new language forms. These processes reflect broader cultural and technological transformations in the digital era. Androutsopoulos (2015) highlights that multilingual users frequently mix languages in digital spaces, leading to hybrid forms of communication. Furthermore, Squires (2016), observed that influencers and online communities play a key role in popularizing slang and new linguistic styles Through these dynamics, social media does not just reflect

language evolution - it actively drives it, creating ever-changing digital dialects that blend global and local influences Social media plays a significant role in accelerating and shaping linguistic innovation in several ways.

1.4.7.1 Speed of Dissemination

As defined by Crystal (2011), Social media enables rapid dissemination of linguistic trends. Localized slang can quickly become viral across cultures; shortening the time, it takes linguistic innovations to spread globally .This rapid spread is unpreceded compared to traditional communication channels.

1.4.7.2 Global Influence and language blending

By connecting users from diverse regions, social media facilitates the blending of languages and dialects, words from leading to the creation of hybrid language forms.

English, for example, borrows Spanish, French, and African languages (Tagg, 2015). It demonstrates he global influence of digital communication.

1.4.7.3 Hashtags, Memes and viral content

As believed by Dewaele and McCloskey **(**2015), Hashtags and memes are crucial in spreading phrases and shaping language usage. They influence online communities' vocabulary and often lead to language adoption by the wider population. The Platforms like TikTok and YouTube enables users to create viral content during linguistic trends that become mainstream.

1.4.7.4 Youth Language and creativity

From the perspective of Androutsopoulos, (2014), Social media platforms are dominated by youth, who introduce and popularize slang, abbreviations, acronyms, and emoji. These innovations affect both digital and real- world communication Platforms with character limits likeTwitter encourage linguistic creativity, leading to the shorten expressions Abbreviations such as "u" for ‘‘you’’ have become widespread.

1.4.7.5 Phonetic and Visual Play

Tagg (2015), explains that Social media allows for playful language experimentation with spelling, punctuation, and formatting. Visual elements like emoji and GIFs

contribute to a new form of communication it helps in combining texts and imagery for enhanced expressions.

1.4.7.6 Influencers and Celebrities

From the perspective of Androutsopoulos (2014), Celebrities and influencers set linguistic trends, with their followers adopting their styles, which helps spread new expressions Creation and Spread of New Language Forms (Slang, Abbreviations, Emoji, Memes) the rise of digital globalization has profoundly influenced language use, leading

to the creation and rapid spread of new language forms such as slang, abbreviations, emoji, and memes. These forms have become dominant in online discourse, especially among youth, and reflect broader cultural shift.

1.4.8 Creation and spread of a new language forms in digital communication

The rise of digital globalization has affected language use. Leading to the creation and dissemination of new language forms such as abbreviation, emoji, slang and memes. These forms have become dominate in online discourse, especially among youth. Moreover, reflect broader cultured shift.

1.4.8.1 Slang

Slang is informal language that often originates within specific social or online communities. It evolves quickly and reflects cultural trends, humour, and identity.

With the global reach of platforms like TikTok, Twitter, and Instagram, slang terms such as “lit,” “sus,” or “cap” can spread worldwide within days. Slang fosters group identity, social belonging, and cultural solidarity, especially among youth. However, it can also create generational or cultural divides, as those outside a particular community may not grasp its meaning.

1.4.8.2 Abbreviations

Abbreviations like “LOL” (laugh out loud), “BRB” (be right back), or “SMH” (shaking my head) have become ubiquitous in digital communication. They emerged as a response to the need for brevity and speed in texting, tweeting, or chatting. Abbreviations contribute to a digital shorthand that enhances communication efficiency. However, like slang, they can create linguistic barriers for non-native speakers or those unfamiliar with digital trends

1.4.8.3 Emoji

Emoji are small visual symbols used to express emotions, ideas, or reactions. They represent a universal visual language that transcends linguistic boundaries, enabling people from different backgrounds to communicate emotions nonverbally. Emoji enrich text-based messages by adding emotional nuance, tone, and context. For example, a simple emoji such as or can express sentiments that would require full sentences in text

1.4.8.4 Memes

Memes combine images, videos, or texts to convey humorous, satirical, or cultural messages. They are highly adaptable and often go viral, becoming part of global internet culture. Memes offer a creative means of social commentary, humour, and identity construction. They are also vehicles for cultural exchange, where global trends are reinterpreted in local contexts. In many cases, memes reflect societal values, review authority, or respond to current events, making them a unique form of digital rhetoric.

1.5 Multilingualism in Social Media

The current era witness’s multilingualism as developing force on social networking platforms. Social media platforms bring different linguistic and cultural speakers together to create spaces where more than one language coexists and interacts. These platforms facilitate bilingual and multilingual speakers to communicate freely across languages using practices like code switching and code mixing. The digital environment fosters a unique form of multilingualism shaped by immediacy, accessibility and inclusivity challenging traditional language boundaries and Norms.

1.5.1 Definition of Multilingualism in social media

Refers to the practice of utilizing multiple languages in digital interactions on platforms such as Facebook, Twitter, Instagram, WhatsApp, among others. This involves individuals or groups engaging in online communication by alternating, combining, or blending different languages, often within the same message, post, or conversation. Multilingual users often act as bridges between monolingual communities by translating or adapting content across languages. English frequently functions as a lingua franca on these platforms, facilitating communication among users with different first languages.

1.5.2 Factors influencing language choice

The choice of language can vary depending on various factors, including sociocultural, demographic and technological. Age plays a crucial role, with younger users often pioneering new linguistic forms and code-switching practices, driven by their exposure to diverse languages and cultures online. The composition of social networks also affects language choice, for instance multilingual participants tend to accommodate monolingual groups by using the dominant language to facilitate communication.
Platforms-specific norms and technical constraints such as character limits and linguistic economy encourage linguistic simplification and creative language use including abbreviations and phonetic spelling. Furthermore, user's identity, cultural background and social affiliations shape their language preferences and translanguaging practices. Reflecting interplay between personal expression and audience adaptation. Influencers and community leaders also drive language trends assist in spreading linguistic innovations between languages and cultures at different velocities.

1.6 Core Linguistic Practices in Digital Multilingualism

Code switching, code mixing, and translanguaging are three related prominent features of online communication. Code switching involves alternating between languages depending on context, while code mixing blends elements of language within a sentence. Translanguaging goes beyond these by allowing speakers to use their full linguistic repertoire fluidly and flexibly, blending languages and language varieties to make meaning and communicate effectively. These practices enable identity expression, group affiliation, and clarification of ideas in digital interactions.

1.6.1 Code Switching

According to Gumperz (1982), Code switching refers to the practice of alternating between two or more languages or dialects during communication. This alternation can occur at different levels, such as between sentences, clauses, or even within a single sentence. It often happens when speakers are fluent in multiple languages and choose to switch languages based on contextual factors such as ease of communication, cultural expression, or to convey specific meanings that one language may better express than the other.

1.6.2 Types of Code switching

Code switching is a linguistic phenomenon in which bilingual or multilingual speakers alternate between languages within a conversation. This dynamic process is influenced by various social, contextual, and psychological factors, allowing individuals to navigate different linguistic environments with ease. Whether consciously or unconsciously, speakers use code switching to express identity, emphasize meaning, or adapt to their audience.

1.6.2.1 Inter-sentential Code-Switching

This involves switching languages between sentences. For example, a speaker might alternate between English and French, saying, “I don’t know if I can make it to the party tonight. Ça dépend de mon travail” (I don’t know if I can make it to the party tonight. It depends on my work).

1.6.2.2 Intra-sentential Code-Switching

This type occurs within a single sentence, where the speaker switches languages midsentence. An example would be, “I was going to the store, et je me suis arrêté” (and I stopped)

1.6.2.3 Tag switching

It occurs when a speaker insert tags, phrases or short expressions from a language into another which out affecting the sentences grammatical stricter for example c’ est complique ,you know .

1.6.3 Code Mixing

As stated by Poplack (1980), Code mixing, on the other hand, involves blending elements from two or more languages within a single sentence or even a single word. Unlike codeswitching, which involves a clear switch between languages, code mixing is a more fluid integration of linguistic elements, such as words, phrases, or even grammatical structures, from different languages

1.6.4 Types of code-mixing

Code mixing, on the other hand, involves the seamless integration of elements from languages within a single sentence or phrase. Unlike code switching, which often occurs. between sentences, code-mixing blends words, expressions, and grammatical structures to create fluid, hybrid communication. This practice reflects the speaker linguistic flexibility and is frequently shaped by social interactions, cultural influences, and exposure to multiple languages

1.6.4.1 Insertional Code-Mixing

In this case, words or phrases from another language are inserted into a sentence.

For example, a speaker might say, «She was always so busy with her homework,

shukran for helping her out.

1.6.4.2 Alternational Code-Mixing

This involves alternating between languages within a sentence but maintaining the integrity of both languages. An example would be: “We need to finish the project by Friday, alors je vais m’occuper de la présentation” (then I will take care of the presentation).

1.6.5 Key Differences between Code Switching and Code Mixing

Although both code switching and code mixing occur in bilingual speech, they differ in terms of structure and function. Code switching involves a more deliberate alternation between languages, whereas code mixing involves a seamless integration of elements from different languages into one sentence (Myers-Scotton, 1993). Furthermore, code switching tends to be more noticeable to speakers, while code mixing often occurs more fluidly and may be less consciously controlled by the speaker.

1.6.6 Translanguaging

Translanguaging is the practice where bilingual or multilingual speakers use their entire linguistic repertoire fluidly and flexibly to communicate and make meaning, rather than treating each language as separate. It is mixing languages and language varieties seamless way within conversation or writing in order to express identity, explain ideas and affiliate with social groups in an integrated and dynamic manner. In online communication, translanguaging enables users to communicate with various audiences and convey nuanced meanings.

1.7 Sociolinguistic Functions of Digital Multilingualism

Multilingualism in digital interaction serves several important functions that can be understood through the perspectives of identity, community building, and expressiveness. Multilingualism in digital interaction serves several important functions that can be understood through the perspectives of identity, community building, and expressiveness. It allows individuals to negotiate and perform complex, multifaceted identities shaped by their linguistic and cultural backgrounds, enabling them to express pride, belonging, and social affiliations across diverse contexts. Additionally,

multilingual digital practices foster inclusive communities by bridging local and global audiences, creating dynamic spaces where multiple languages and cultures coexist and interact fluidly.

1.7.1 Identity Multilingualism

Piller (2016), argue that Multilingualism is a key tool for individuals to express and negotiate their identities in digital environments. In online interactions, the use of multiple languages allows individuals to assert their cultural, social, and personal identities. For example, speakers may choose specific languages to represent their ethnic background or to signal solidarity with particular social or cultural groups. Additionally, the choice of language can vary depending on the digital context, with individuals selecting different languages to align with various audiences or to assert specific aspects of their identity. This fluidity in language choice enables people to navigate and construct multiple, layered identities in the digital space, often facilitating both individual self-expression and group belonging.

1.7.2 Community Building

Multilingualism plays a significant role in building and maintaining online communities. In digital spaces, language is a means through which individuals from diverse linguistic backgrounds can connect, communicate, and collaborate.

Androutsopoulos (2014) believe that, by allowing participants to use their preferred languages, multilingualism fosters inclusivity and promotes a sense of belonging within online communities. This linguistic flexibility helps break down barriers, enabling members from different parts of the world to engage in shared interests, exchange ideas, and support one another. Moreover, the creation of language- specific online groups—

whether based on regional dialects, minority languages, or shared linguistic heritage—strengthens social ties and facilitates more meaningful interactions within these communities.

1.7.3 Expressiveness

One of the most significant benefits of multilingualism in digital interaction is its capacity to enhance expressiveness. Canagarajah (2013) note that by, using multiple languages, individuals can convey emotions, ideas, and humour more effectively, often with a greater degree of nuance and creativity. For instance, speakers may switch between languages to highlight particular meanings or evoke certain emotional responses that might not be easily communicated in a single language .This flexibility also allows for the creative blending of languages, or "code-switching" which can add layers of meaning and cultural significance to digital communication. Furthermore, multilingualism enriches digital interactions by enabling users to employ language in innovative ways—such as through memes, slang, or playful language combinations—thereby enhancing the expressive richness of online exchanges.

1.8 Language Contact outcome in social media contexts

Language contact within social media platforms often leads to a variety of linguistic results, primarily due to the interaction between speakers of different languages. On these platforms, users commonly engage in multilingual exchanges, incorporating and blending various languages. This phenomenon promotes the creation of new linguistic features, such as code-switching, borrowing, and hybrid forms. These exchanges are shaped by global communication trends and the desire for brevity, which contribute to the rapid evolution of language. Furthermore, social media presents a distinct space where informal language practices challenge conventional linguistic rules, encouraging innovation. Thus, examining these outcomes is essential for understanding how social media influences language use, identity, and communication in the modern digital landscapes.

1.8.1 Definition of language contact and its relevance

Language contact refers to the interaction between two or more languages due to the proximity or communication between their speakers. This phenomenon typically occurs in contexts of migration, trade, colonization, or cultural exchange. The result of such contact can be seen in linguistic changes such as borrowing of vocabulary, grammatical

structures, or pronunciation features. Additionally, language contact can lead to the creation of new linguistic variety like pidgins, creoles, or code-switching practices among bilingual or multilingual communities. The relevance of language contact lies in its significant impact on linguistic evolution, cultural identity, and communication. Understanding language contact is crucial for analysing the effects of globalization on language use, especially in social media, where cross-cultural interactions are frequent and language mixing is common.

1.8.2 Outcomes of language contact

Borrowing, convergence, pidginization, creolization, language Shift and bilingualism, Language contact results in several linguistic phenomena, including borrowing, convergence, pidginization, creolization, and language shift. Each of these outcomes plays a significant role in shaping the languages involved and often reflects the social, political, and cultural dynamics between the communities in contact.

1.8.2.1 Borrowing

As explained by Haugen (1950), Borrowing occurs when one language adopts words, phrases, or structures from another due to prolonged contact. This process enriches the vocabulary of the borrowing language and can sometimes affect its grammatical structures. For example, English has borrowed extensively from French, Latin, and other languages, introducing terms such as “ballet” and “sushi” into its lexicon. While borrowing generally affects the vocabulary of a language, it can also influence pronunciation, spelling, and syntactic structures.

1.8.2.2 Convergence

Thomason and Kaufman (1988), refers to Convergence as the phenomenon in which two or more languages or dialects become more similar over time due to close and sustained interaction. This may involve the adoption of phonological, syntactic, or lexical features from one language into another. Convergence typically occurs in

bilingual communities where speakers shift between languages, leading to a blending of linguistic features. An example is the convergence between French and English in Canada, where bilingual speakers often merge the two languages, creating a unique blend of features.

1.8.2.3 Pidginization

As held by Muehlhauser (1996), Pidginization arises when speakers of different native languages need to communicate but do not share a common language. In such cases, a simplified form of language, known as a pidgin, develops. Pidgins are characterized by reduced vocabulary, simplified syntax, and the lack of complex grammatical structures. While pidgins are typically used as a second language, they are not native languages. A well-known example of a pidgin is Tok Pisin, which emerged in Papua New Guinea as a simplified form of English.

1.8.2.4 Creolization

Valdman (2007), Highlights that Creolization occurs when a pidgin develops into a fully functional language, spoken as a first language by subsequent generations. This transition usually happens when children grow up speaking the pidgin as their native language. Over time, a creole language becomes more complex, developing a richer vocabulary and elaborating grammatical structures. Haitian Creole, for instance, originated from a French-based pidgin during the colonial period and eventually became a fully developed creole language, now spoken natively by millions.

1.8.2.5 Bilingualism

Bilingualism refers to the ability to use two languages effectively, often arising from language contact where speakers interact regularly across linguistic boundaries. It can take various forms, such as simultaneous bilingualism (learning two languages from birth) or sequential bilingualism (acquiring a second language later), and involves

complex linguistic phenomena like code-switching, language transfer, and interference. Bilingualism is not only a linguistic skill but also deeply tied to cultural

identity and social dynamics, as bilingual individuals navigate multiple speech communities with distinct communicative norms.

In the Algerian context, bilingualism is a direct outcome of historical and sociopolitical language contact, primarily among Arabic, Berber, and French. The French colonization introduced French as a language of administration and education, fostering a bilingual elite and widespread bilingual practices, especially between Arabic and French. This contact has led to prevalent code-switching and borrowing in daily communication, particularly among younger generations and university students. Moreover, the recognition of Amazigh (Berber) as an official language in the 2016 Algerian constitution reflects ongoing efforts to accommodate linguistic diversity and address cultural grievances. Thus, Algerian bilingualism is shaped by a complex interplay of colonial legacy, ethnic identity, and language policy, resulting in a multilingual society where bilingualism functions as both a practical communication tool and a marker of cultural coexistence.

1.8.3 Consequences of Language Contact on Social Media

Language contact on social media produces both enriching and detrimental effects on the languages involved. Social media plays a crucial role in shaping linguistic diversity by fostering language enrichment, intercultural communication, and language revitalization. Exposure to multiple languages through digital interactions enhances linguistic abilities, broadening vocabulary and enabling multilingual communication.

Platforms encourage users to experiment with language by borrowing foreign terms, particularly in technical fields, which is evident in Algeria, where social media users frequently incorporate French and English vocabulary into Algerian Arabic

conversations. Additionally, social media serves as a powerful tool for intercultural exchanges, connecting individuals from diverse linguistic and cultural backgrounds. It

facilitates mutual understanding and builds global communities that transcend geographical and cultural boundaries, as seen in Algerian diaspora communities, where social media strengthens ties with their homeland while allowing engagement with other cultures. Beyond communication, social media contributes to language revitalization by providing visibility to marginalized languages, ensuring their preservation and continued use. Online spaces empower speakers to express their cultural identities, share linguistic resources, and advocate for linguistic recognition. In Algeria, Amazigh activists effectively use social media to promote their language and culture, highlighting its importance in digital discourse.

Despite these positive consequences, language contact through social media also presents challenges that may threaten linguistic diversity. The dominance of global languages, particularly English, has led to concerns about language erosion, as non-native speakers increasingly prioritize English over their native languages. This shift can accelerate language decline and, in extreme cases, contribute to language extinction. In Algeria, where French and English exert strong influence in digital communication, indigenous languages and dialects face the risk of being overshadowed. Additionally, the widespread presence of English on social media platforms creates a homogenized linguistic landscape that marginalizes smaller languages. As dominant languages gain traction, minority languages struggle to remain relevant, limiting linguistic diversity and reducing their visibility in online spaces. These negative consequences highlight the tension between global connectivity and the preservation of linguistic heritage, underscoring the need for digital efforts to maintain linguistic inclusivity in the era of globalization.

1.9 Globalization and Language Evolution

The rise of English as a global lingua franca has been largely driven by its dominant presence in international media, technology, and global commerce. As globalization has accelerated, so too has the influence of English across diverse linguistic landscapes. Through platforms such as television, film, music, social media, and digital

communication tools, English has permeated everyday life in many multilingual societies.

Previous studies on globalization's influence on language use in multilingual context, Crystal (2003) and Phillipson (1992) emphasize that the widespread use of English is not just a linguistic phenomenon but also a reflection of power dynamics and cultural hegemony. The accessibility of English-language content via the internet and mobile technology has further entrenched its role in education, business, and youth culture. In multilingual contexts, this has led to language shifts, code-switching and even language attrition, as younger generations increasingly prioritize English over indigenous or minority languages. However, scholars like Canagarajah (2007) have also noted the emergence of localized forms of English, or "World Englishness," which reflect how communities adapt the language to suit their cultural and communicative needs. Globalization has led to the dominance of English online, but it also promotes the use of local languages. The internet fosters the preservation and promotion of regional dialects, despite the global spread of English.

1.10 Language Shift

Language shift refers to the process by which a community gradually abandons its native language in favour of another language, often because of social, political, or economic pressures. This phenomenon is especially common in colonial contexts, where colonial languages like English, French, or Spanish replace indigenous languages. In many cases, language shift leads to the decline or extinction of the original language, affecting not only communication but also cultural identity. For example, many

Fishman (1991), explain that Indigenous languages in North America have experienced language shift due to the dominance of English. These outcomes illustrate the dynamic

nature of languages in contact, showing how language can evolve, adapt, or even disappear under various social and historical conditions. The interaction of languages

through contact is not a one-way process; it is influenced by factors such as power, migration, economic opportunities, and cultural exchange.

In the Algerian context, language shift is particularly evident in the gradual replacement of Berber and Arabic dialect by French especially in urban and educational settings due to the Algeria colonial history and ongoing factor French remains dominant in administration and higher education and media experts' pressure on indigenous languages

1.10.1 Social Media as a Facilitator of Language Contact and Its Consequences

In the era of globalization, social media has become a powerful tool facilitating interaction among diverse linguistic communities. By breaking geographical barriers and enabling instantaneous communication, platforms like Facebook, Twitter, Instagram, and WhatsApp have created unprecedented spaces for language contact and interaction. This phenomenon generates various linguistic, social, and cultural consequences, both positive and negative. Instant Communication across Borders Social media platforms enable real-time communication between individuals from different linguistic backgrounds. This occurs through public posts and private messaging, often involving multilingual exchanges. According to Androutsopoulos (2014), social media's global reach allows speakers of various languages to engage in informal yet frequent cross-linguistic conversations. For example, Algerian youth frequently communicate using a mix of Algerian Arabic, French, and Amazigh languages on social media, reflecting their multilingual reality.

1.10.2 Formation of Multilingual Communities

Social media fosters the creation of multilingual communities where multiple languages coexist and are used concurrently. According to Blommaert (2010), Users switch languages depending on their audience, creating hybrid language forms through

language mixing. For instance, Algerians may use French for professional discussions, Algerian Arabic with family and Amazigh in cultural online groups.

1.10.3 Code-Switching and Language Mixing Practices

Social media facilitates code switching, it is the alternation between two or more languages within conversations. This practice is common in multilingual communities, reflecting bilingual or multilingual identities. Gumperz (1982) notes that code switching often leads to new hybrid language forms, a hallmark of language contact in digital spaces. Algerian users frequently mix French and Algerian Arabic in posts and comments, highlighting their linguistic repertoire.

1.10.4 Influence of Dominant Global Languages

Pennycook (2017) notes that English, as a global lingua franca, dominates social media communication. Non- native English speakers often incorporate English words and expressions into their native languages. This process contributes to language globalization, where regional languages absorb global elements, potentially accelerating language shift.

In Algeria, English is increasingly used among youth and professionals alongside French and Arabic, adding complexity to the linguistic landscape.

1.10.5 Language Evolution and Digital Transformation

New linguistic expressions, acronyms, and memes spread rapidly on social media, accelerating language evolution. The informal nature of online communication encourages slang, abbreviations, hashtags, and emojis that transcend language barriers.

Crystal (2006) argues that these developments transform traditional language structures as internet-specific forms gain wider acceptance. Algerian social media users creatively blend Arabic and Latin scripts (Franco-Arabic) with emojis, exemplifying this transformation.

1.11 The Use of Language in Social Media in Algeria

According to Yahiaoui and Aissa (2023), the emergence of social media as dominant mode of communication has transformed language use across the globe, and Algeria is no exception. The language used on platforms such as Facebook, Tiktok, Instagram

shaped by the country's multilingual context, reflecting a complex sociolinguistic reality determined by historical, political, and cultural influences. This multilingualism is often manifesting through creative language use such as transliteration -writing (Arabic in Latin scripts) and neographic innovations that adapt writing to the digital environment. Such practices reflect the informal and dynamic nature of online Communications where users blend languages and scripts to express identity and creativity. These results highlight how Algerian social media users navigate multilingualism in a manner that challenge traditional linguistic boundaries.

1.11.1Multilingualism in Algerian Society and its Reflection Online

Numerous researchers have previously deeply explored the phenomenon of code switching Gumperz (1982) describes code switching as a conversational strategy where context, shape the language choices. Similarly, Blommaert (2010) particularly in multilingual and digital spaces he shed light on the influence of globalization. Androutsopoulos (2015) state that ''depending on the previous ideas he came up with the objective of the fosteration" social media in language use and identity expression.

Algeria's linguistic identity reflects its unique history, with the use of Arabic, Berber (Tamazight), and French each one playing roles that is different, representing more just communication. It embodies the country's cultural heritage and complexities therefore, it is regarded as source of diversity and pride. While the official language is the standard Arabic that is used for education and social media platforms, Berber and its various dialects was spoken in Amazigh communities only, however it

was officially recognized as a national language in 2002. French on the other side is regarded as a legacy and a remnant left by the colonial past, the French language is still to this day plays a major role as a defacto second language used in higher education, administration and professional settings. Together, these languages paint a unique picture of Algeria's complex identity, shaped by its history and cultural influences.

According to Chami (2019), Social media has become a digital space where this linguistic creativity thrives and multilingualism comes to life. Algerians tend to blend

Arabic, Berber, and French in a single conversation or post frequently, creating a codeswitching situation that serves as both a practical tool and an expression of identity, as users adapt their language choices to the context, audience, and purpose of their communication

1.11.2Globalization and language shifts

Globalization has influenced the use of language so deeply, especially in digital spaces like social media. The interconnectedness brought about by globalization has reshaped how language coexist particularly in multilingual societies such as Algeria. Globalisation mainly results in the dominance of globally influential languages, such as English and French in digital contexts. According to Blommaert's (2010), sociolinguistics of globalisation group of people, ideas, and technology increasingly shapes language use.

Benrabah (2014) argues that In Algeria this contribute in the continued prominence of French, a colonial heritage and the adaptation of the English language which is perceived as a gateway to global opportunities in education, business, and technology On social media, these global linguistic influences intersect with local languages like Arabic and Berber, creating hybrid forms of communication. Users often use and mix languages mix strategically to align with their audience, express identity, or access broader networks. This phenomenon aligns with Gumperz's (1982) concept of code switching as a conversational strategy, where language choice serves social and practical purposes. Social media platforms act as incubators for linguistic creativity, allowing users to experiment with vocabulary, grammar, and script such as the case in Algeria, a phenomenon known as Arabizi, which refers to the adaptation of Latin characters and numbers within the Arabic, reflecting both practical constraints and a desire to engage in globalized digital spaces. Similarly, the blending of French, Arabic, and Berber creates unique hybrid expressions that embody the fluidity of modern communication. Androutsopoulos (2015) highlights the networked multilingualism, which is fostered by

social media therefor enabling users to blend linguistic resources in ways that are innovative and reflective of their identities which often transcends formal language norms, creating a new layer of linguistic diversity that mirrors globalization's influence on cultural practices. A tension was brought between global influences and local identities caused by the shift in languages preferences and innovation while on the other hand languages such as English and French had gain traction as tools of global connectivity, native languages such as Berber. Berber is facing challenges in maintaining their relevance especially among youngsters; however, users integrate them into their digital interactions, to revitalizing and normalizing these languages thanks to social media. Globalization, therefore, does not merely homogenize language practices but instead creates a complex and dynamic linguistic landscape where tradition and modernity coexist and evolve.

1.12 Conclusion

This chapter has explored the fantastic rich linguistic mosaic of Algeria and the deep influence of globalisation on language use, particularly in digital spaces.

Algeria's multilingualism, rooted in its complex history and cultural diversity, which is reflected in the effective interaction between Arabic, French, Berber and English. These languages function as tools of communication and markers of identity, allowing Algerians to navigate and share their cultural legacy. Social media thrives the linguistic diversity since it is regarded as a powerful platform, triggering creativity through linguistic practice such as code switching. this digital realm has not only widen the global influence on Algerian language practices however provide more opportunities for the indigenous languages like Berber.

Globalization is seen as a dynamic process that reshaped the use and performance of languages, it creates chances for linguistic innovation while keeping and preserving local identities. Algerian social media users tend to blend global and local linguistic elements to express their identities. Through this lens, the relation between globalization

and language use in Algeria shows the flexibility and adaptation of linguistic and cultural identities in an interconnected world.

Chapter two

2.1 Introduction

In recent years, globalization has influenced language use particularly among younger generations in digital spaces. With the fast-technological revolution and the rise of different digital platforms like TIKTOK and INSTAGRAM, young Algerians are more exposed to multilingual and multicultural interactions. This led to the introduction of new languages into Algerian society. Therefore, this chapter represents the practical part of the study, presenting a structured analysis of the methodologies and techniques utilized to analyse the impact of digital globalization on language use among Algerians' youth. It explores aspects such as the emergence of distinct language patterns in online communications and the attitude of Algerians' youth users of social media toward multilingualism in digital spaces. First, this chapter cites the research design opted for this study. Then it demonstrates the results obtained from the collected data in order to analyse and interpret them. Finally, some suggestions and recommendations are provided to guide future research.

2.2 Research methodology

Saunders et al. (2019, p.5) defined research methodology as the systematic process of collecting, analysing, and interpreting data to increase understanding of a phenomenon. It involves the techniques and the procedures used to conduct a research, ensuring reliability, objectivity and validity in findings. The objective of this study is to describe how digital globalization affects language used by youngsters on social media platforms and examine the dynamic interplay between linguistic adaptation and youth. This study aims to identify how globalization influences the linguistic practices of Algerians' youth on TIKTOK. It seeks to achieve the interplay between digital language adaptations and determine whether these practices reflect cultural assimilation resistance or hybrid identities. Therefore, both qualitative and quantitative approaches are used in this study. The questionnaire is composed of closed-ended questions and open-ended questions, which provide quantitative and qualitative analysis built on the

percentages table's bar graphs and students' view all the contrary commands both as data collection to provide qualitative analysis.

2.3Research Design

Designing a well-structured research design is essential for the successful execution of any academic investigation. The following section outlines the framework of the present study, detailing the chosen research methodology from its theoretical foundation to its practical application. It highlights the nature of the research, and describes the tools used for data collection.

2.3.1 Type of Research

Planning a research framework is a necessary task that must be conducted carefully to ensure the validity and reliability of the study. In investigating the influence of globalization on language use among Algerian youth, a pragmatic research paradigm combined with mixed methods approach is deemed most appropriate. In the current research, a fieldwork design underpinned by a case study strategy is employed in an attempt to collect authentic and contextually rich data .According to Green and Thorogood (2009, p.284) involves and "in-depth study undertaken of one particular case, which could be a site, individual or policy allowing for comprehensive exploration of the phenomenon.

The present research focuses on first year university students as the singular case aiming to understand how globalization shapes their language attitude and practices on social media. The study is exploratory seeking to uncover patterns of language use. The research is not concerned with broad generalization but strives for a nuance understanding of language dynamics within this specific sociolinguistic environment.

2.3.2 Instruments

Since the objectives of this research paper is to discuss how globalization influence linguistic practices in Algeria, particularly on social media, and to examine specific

language pattern, (code switching) , a mixed methods is used to collect data about the mentioned purposes, namely the questionnaire (quantitative and qualitative method), thematic analysis (qualitative method), and comments analysis (qualitative methode.

2.3.2.1 QUESTIONNAIRE

Questionnaire is a structured data collection instrument that consists of series of questions designed by the researcher to obtain quantitative and qualitative data. It can include both objective (closed-ended / multiple choices questions) and subjective (open-ended) questions based on the research objectives. The questionnaire is fundamental research tool; its primary objectives include enabling large-scale data acquisition for broader generalizability, minimizing researcher bias through uniform questioning. -Moreover, questionnaires are easy to analyse, especially with the use of close-ended questions. In this research work, the researchers have used a questionnaire devoted to L1 students in order to investigate the research question and hypothesis. The administration of the questionnaire took place in February 2025. The participants were kindly requested to answer the given questions. The questionnaire includes 12 items, 3 items represent students' demographic data such as age, field of study ,and language spoken at home, one open-ended question and eight multiple choice questions. The answers to the questions seek to investigate Algerians' youth language preferences and practices on social media and assess their attitudes toward multilingualism in globalized digital world. It also explores whether globalization has affected their linguistic identity in online communication.

2.3.2.2Qualitative Thematic Analysis

This study employs a reflective thematic analysis of 30 Instagram comments. This approach is particularly suited for exploring patterns of meaning within qualitative data in order to enable the researchers to create rich insight into Algerian youth's linguistic practices on Instagram. Reflective thematic analysis is

characterized by its flexibility and theoretical freedom, thus enabling researchers to engage deeply with data and construct meaningful interpretations without any preconceived framework.

2.3.2.3 Instagram comments Analysis

To know the most frequent linguistic pattern that occurs in youth's comments, different comments have been collected from Instagram's posts used predominantly by Algerian youth. These analysed based on the occurrence of codeswitching in each comments. It is observed that code switching exists in all the posts; in each comments we will identify which type is dominant over the others.

2.4 Sampling

A population is defined by Kumar (2019) as the aggregate of all cases that conform to some designated set of specifications and to which study findings are to be generalized. (p.157). In other words, population is the entire group of interest in a study, defined by specific characteristics. It encompasses every possible case that meets the study's criteria, and the research seeks to generalize its findings to this broader category-not simply the sample that was analysed. The study sample consisted of 50 first year undergraduate students from the University of Tlemcen, selected through stratified sampling to ensure disciplinary diversity. Participants are equally distributed across five academic departments. Biology, human sciences, law, medicine and computer sciences, with 10 students representing each field. The sample consists of males and females with more or less same age. They have collaborated to make this research succeed and to achieve reliability and objectivity. The reason of choosing this sample, L1 serves as the bridge between secondary school and university life as they are representative of Algerians' youth and active social media users. Their fresh perspectives and diverse educational backgrounds enrich the study. This demographic feature corresponds perfectly with the aim of the

research. Before collecting data, students were aware about the purpose of the study and their privacy and confidentiality were protected. Furthermore, the data corpus consists of 40 Instagram comments collected from three universities clubs' pages followed predominantly by Algerian youth. The forty comments were selected randomly from posts published over a period of four months. Moreover, the comments were selected to reveal diverse linguistic phenomena. They were chosen for relevance to the studies

Objectives, her influence of digital globalization in every-day language use on social media.

2.5 Data analysis and interpretation

The data obtained from the research instrument was analysed using two methods. The open-ended questions, qualitative thematic analysis and code-switching analysis were analysed thematically and classified into categories. Therefore, the data elicited from the questionnaire was statistically analysed and presented in different figures.

2.5.1 Qualitative thematic analysis results

The data collected from Instagram comments were analysed using a qualitative thematic analysis approach. This involved multiple stages, beginning with thorough familiarization with the data, followed by systematic coding to identify significant patterns. Codes were then organized and refined through an iterative process to develop coherent categories. Throughout the analysis, careful attention was paid to maintaining the reliability and validity of the findings by cross-checking codes and ensuring consistency. This methodological framework provided a structured yet flexible means to explore the data in depth.

Theme 1: Multilingual Expressions and code switching

One of the most prominent features of Algerian digital conversations is code switching, often occurs naturally within a single sentence. Algerian youth often

combine Arabic (MSA +Dialect), French and English to reflect their multilingual reality and their exposure to global culture.

EXAMPLE 01

"je suis très contente to see you /kʊl təwfiq/

This comment demonstrates inter-sentential code switching among French, English and Arabic. The French phrase "Je suis très contente" (I'm very happy) is followed by English phrase (to see you) and the Arabic expression /kʊltawfiq/ (all the best). This trilingual mix demonstrates comfort in switching between languages and speaker's desire to convey a sense of cultural interconnectedness.

EXAMPLE 02

"Editing harab bzzaf. I like it"

The user combines between the Algerian dialect and English. Harab bzzaf is an Algerian utterance which means too amazing, is immediately followed by the English utterance "I like it it". It shows that the user is comfortable moving between languages. This utterance reflects the hybrid linguistic identity of Algerian youth on social media.

Example 03

Bonne continuation and more beautiful is coming

This comment blends French and English. The message is consistent with the structure of motivating discourse on Instagram, demonstrating how English is assimilated into local communication patterns. This theme emphasizes that code switching online is a type of identity performance where youth demonstrate their cosmopolitanism, cultural understanding and social flexibility.

Theme 02: Encouragement and motivational phrases

Numerous comments contained motivational language which reflects the influence of global discourses on self-help and empowerment as well as the encouraging atmosphere of digital youth communities. These phrases are frequently borrowed from English language internet culture, combined with Arabic or French expressions.

EXAMPLE 01

" you are doing good job mashallah"

This comment is a mix of English encouragement and Arabic religious utterance. This combination demonstrates how Algerian youth use global discourse frames while preserving local cultural norms.

EXAMPLE 02

"keep going alfikra harba

This comment combines the Algerian dialectal utterance /alfikra harba/ that means the idea is incredible with English utterance keep going. The example demonstrates the interweaving of localized praise and global encouragement.

EXAMPLES 03

Slayed the year/ keep shining

These comments reflect the adoption of popular phrases from Western digital culture. Slayed the year and keep shinning are commonly used on platforms like TIKTOK and INSTAGRAM. Their usage demonstrates how Algerian youth repurpose global expressions to affirm local accomplishments and aesthetic achievements.

This theme demonstrates how western media language has significant influence on motivational discourse on Algerian Instagram pages.

Theme 03: Digital engagement and social media interactions

This category involves short, direct comments that facilitate digital engagement community building and interpersonal connections. This expressions are concise performative and frequently impacted by global social media customs

EXAMPLE 01

Tag me / Can't wait/ let's go/ just wow

These utterances are common in digital interactions with English speakers. They represent the hallmark of digital communication – high emotional intensity in a minimalist form. Their popularity is a result of Instagram's format constraints and culture, which values brevity, and punchiness is in addition to English language's influence.

EXAMPLE 02

My bro dima present

In Algerian Arabic "dima present" expression means always here. It is paired with "my bro". This utterance communicates solidarity, loyality,and familiarity. It represents how global terms as my bro are contextualized in local linguistic and relational norms.

Theme 04: Borrowing from International social media trends

This theme represents how Algerian youth adopt and adapt expressions, slogans and stylistic elements from global digital cultures, especially from Anglophone social media platforms.

Example 01 Power is powers /powers speaks powers

These utterances are influenced by meme-based language or viral quotes, which are frequently used in discussions about global digital empowerment. Their brevity and ambiguity give them stylistic significance rather than literal meaning, serving as status marker or cultural symbols.

EXAMPLE 02

The one and only

This utterance exhibits semantic borrowing. This type of usage indicates partial acquisition of global idioms, which are modified for local users and comprehension.

These examples highlight the process of language hybridization, where global content is not copied however, re-created in a locally meaningful way, frequently leading to creative and innovative expressions.

These findings support the idea that Algerian youth are active agents in globalized digital spaces not passive recipients. Their engagement in digital spaces enables them to challenge the stereotypes. We can notice the crucial role that linguistic diversity plays in forming identity. The Arabic French, Berber and increasingly English languages that make up Algeria's complex linguistic landscape give young people a variety of ways to communicate and express themselves. This multilingualism reinforces hybrid identities by enabling young people to interact with diverse digital communities in addition to reflecting historical effects.

2.5.2 Analysis of Instagram's comments

Code switching is a natural linguistic behaviour observed in Algerian users of Instagram comments. These involves a mix of French, English, Arabic (MSA+dialect).

In digital spaces, code switching serves multiple communicative and social functions, shaping linguistic identity and interaction patterns.

EXAMPLE 01

Franchement tres bon initiative good luck.

This example contains a clear instance of code switching. Blending elements from both French and English languages. By using Poplarck's typology, the switch can be classified as intra-sentential code switching. This switch occurs within the sentence edges combining grammatical structures of different languages. Moreover, French dominates the language structure while English occurs at the end of the sentence as closing expression. "Good luck" adds a positive emotional tone that may be more aligned with global digital norms than its French equivalent "bonne chance."

EXAMPLE 02

Stay creative and let's be a part of /mʊstaqbal mʊʃriq/. Keep growing

The switch occurs within the same utterance, often requiring linguistic competence in both languages to keep the consistency of grammar. The Arabic phrase مستقبل مشرق / mʊ stə qbəl muʃriq/ means bright future is embedded within another English utterance. This type of intrasentential switching can be interpreted through Myers-Scotton's Matrix Language Frame (MLF) model, where English acts as the matrix language and Arabic provides a meaningful lexical insertion.

EXAMPLE 03

Please more information for biotechnologies et agronomie u'r so good.

In this example intra-sentential code switching occurs within a single sentence. Instagram's user starts his/her comments in English (please more information about), but switches to French for technical terms related to biotechnology and agronomy. This

reflects that the user is more comfortable with English for general communication however the use of French suggests domain-specific vocabulary preference — likely due to educational exposure to French in scientific fields.

EXAMPLE04

Evenement cute

This comment exemplifies intra-sentential code switching. The phrase mixes the French with English, which means the switch happens within a single phrase .The speaker uses French noun but an English to describe it. The use of term cute over mignon highlights that the English term carries youthful, trendy, girly and internet savvy associations. Such code switching function as an identity marker, reinforcing in -group solidarity among young multilingual speakers.

EXAMPLE 05

Vraiment C super ca this club numero uno

This example exemplifies intra-sentential code switching. Multiple languages are used within a single sentence. The user uses three different languages within a single

Utterance French+ English+ Spanish, which reflects speaker's multilingual repertoire and communicative intentions, and their ability to navigate multiple linguistic systems fluidly. Such hybrid expressions represent the cosmopolitan orientation of digitally connected youth and their openness to global linguistic influences. **Example 06**

/manaqraʃ/ biologie .Mais tu m'as donné envie de m'y intéressé.

Islem cooking like always.

This example involves code switching between Algerian Arabic, French and English.

/manaqraʃ/ biologie means I don't study biology.

Mais tu m'as donné envie de m'y intéressé, is a fully sentence in French which means but you made me want to get interested in it.

Islem cooking like always is an English sentence.

The first utterance reflects an intra-sentential switching because the Algerian Arabic and French languages are mixed within one clause. Moreover, there are an Intersentential switching because Islam cooking as always in English follows the second utterance. The transitions are indicators of shift in topic, emotion, and audience address.

EXAMPLE 07

/kifaʃ tərbaħ alaʒar ɣars ʃaʒara wa anta mʊstamtiʕ/. we are the green family

This sentence involves code switching between Algerian Arabic and English. The language switch occurs between sentences.

The first sentence:/kifaʃ tərbaħ alaʒar ɣars ʃaʒara /

The second sentence: we are the green family

This is classic inter-sentential code switching where the user completes the full thoughts in Algerian Arabic, then switches to a new sentence in English. Moreover, the

Sentence exemplifies also intra-sentential code switching as concept introduced in modern Standard Arabic. The English sentence "we are the green family" likely represents a community slogan or branding. This illustrates how code switching facilitates participation in global discourses (like environmentalism) while maintaining local relevance.

EXAMPLE 08

Well done 💜 Mashallah

In this example, Masha Allah can be considered as a tag switching. “Well done” is a full meaningful utterance in English. It is semantically and grammatically complete

while Masha Allah is a religious tag added to the sentence for extra meaning like protection from envy.

EXAMPLE 09

We look great

In this utterance, there is no code switching, the sentence is fully in English.

EXAMPLE 10

Number one even fel /al fɔkaha/

The comment starts in English, the switches to Algerian Arabic. Both parts are part of the same sentence, and together they complete a single idea. The sentence involves an intra-sentential switching. The switch occurs smoothly within one cohesive structure. The use of Arabic here may serve a **localizing function**, grounding the message in the speaker's cultural context despite starting in English.

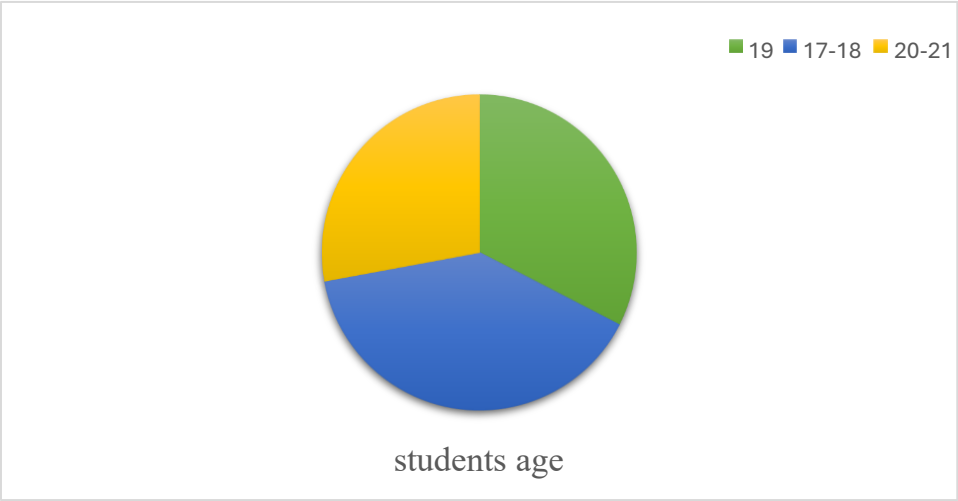
2.5.3 Students' questionnaire results

The aim of using the questionnaire is to analyse students' answers concerning Algerian social media user's attitudes towards multilingualism influenced by digital globalization.

Section 1: Informants' personal data

Item 1: the first item of the questionnaire is about age

Figure 1: Informants' personal data



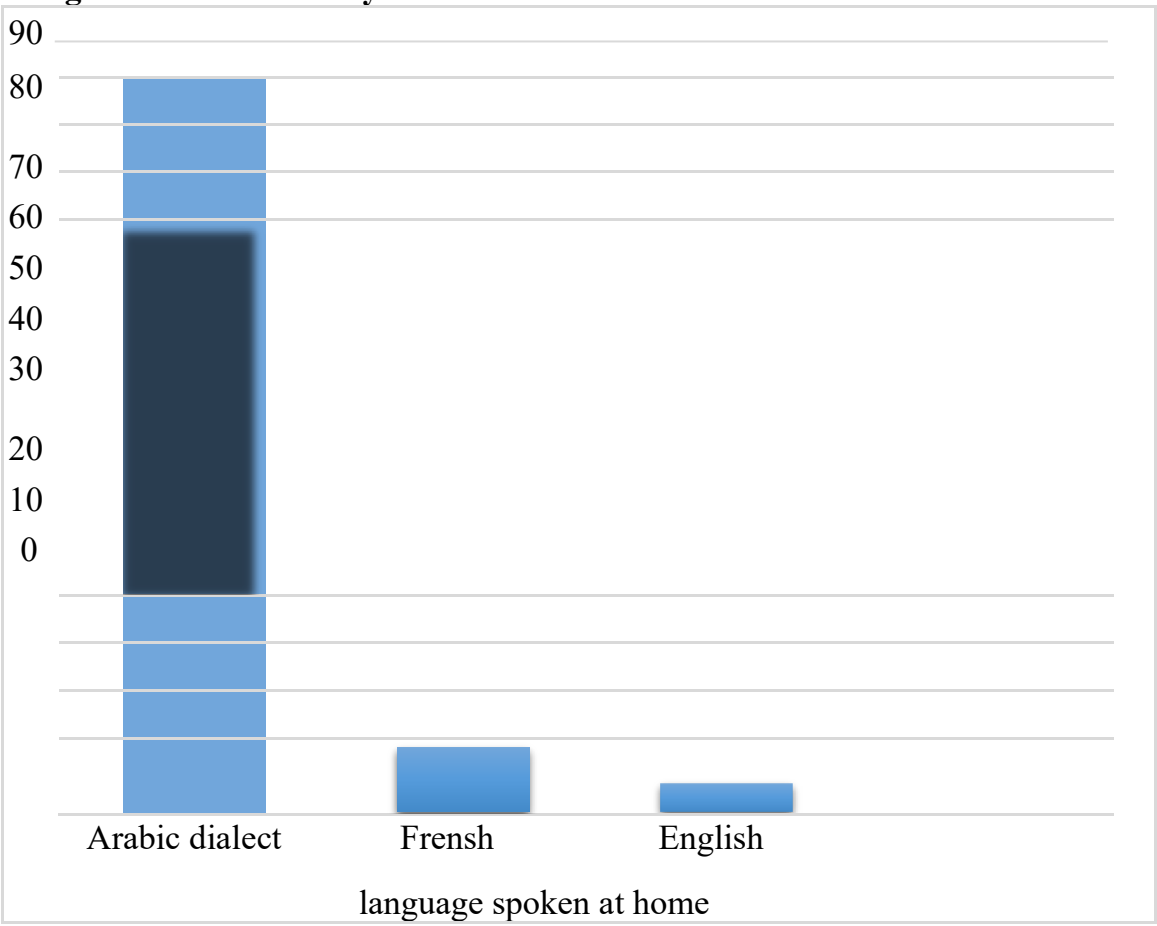
The majority of the participants are 19 years old, representing 34% from the total. Whereas the participants who are 18 and 20 years old make up 28%and 26%, respectively. The least represented age categories are 17, 21, and 23 years old, with each category representing 2% of the participants.

Item 02: The second item of students' questionnaire is about their field of study.

The second item seeks to know participants' field of study.

All of them are L1 students in the University of TLEMCEN. The researcher ensured equal representation by selecting 10 students from each field: Medicine, law, computer sciences, human sciences and biology.

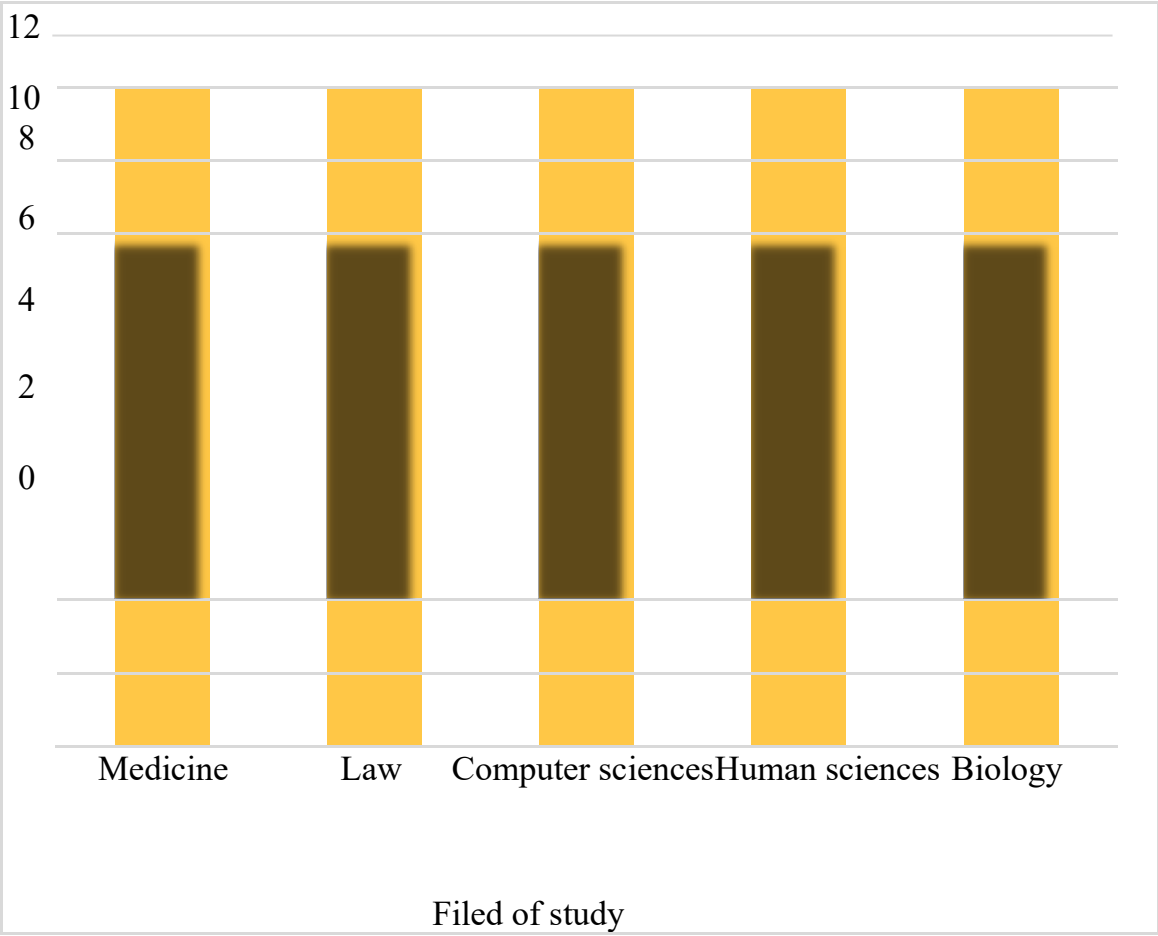
Figure 2: Field of study



Item 03: The third item of students 'questionnaire is about their language spoken at home. The third item explores participants' language spoken at home.

The majority of the participants speak Algerian dialect with percentage of 80%. Therefore, French is a spoken by 14% of participants, while English is used by 6%.

Figure 3: Language spoken at home



Item 04: the fourth item of the students' questionnaire is about the prominent used social media platform.

The fourth item elucidates the prominent social media platform used by Algerian youth. The results reveal that Instagram is the most widely used social media with percentage of 36.92%. Tiktok and snapchat follow closely behind, with 26.15% and 16.92% indicating their presence in user's engagement. These platforms provide users with opportunities to interact with diverse cultures, access international content, and participate in international conversations. Facebook and Telegram demonstrate

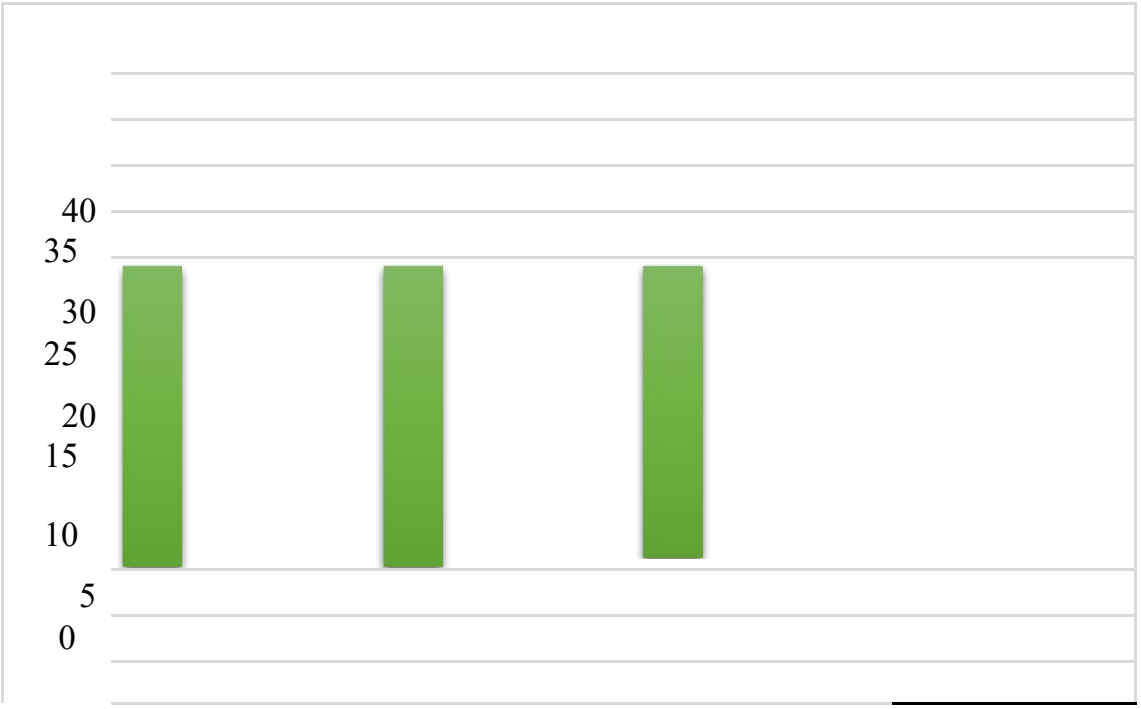
moderate usage level with percentages of 15.35% and 1.53%. Meanwhile Twitter, WhatsApp, Reddit and discord share the same percentage, they are less frequently used with percentage 1%.

Figure 4: The prominent used social media platform.

Item05: The fifth item of the students 'questionnaire is about the languages used on social media.

The data shows that the Algerian dialect and French language are the most predominant languages used on social media among the participants with percentage of 34% for each. However, 33% of the respondents assert that they use English as language of communication in social media. Only 1% of students claim that they use Spanish. The results are illustrated and the figure.

Figure 5: Languages used on social media



Algerian dialect	French	English	Spanish

Item06: The sixth item of the students' questionnaire is about the importance of using multiple languages on social media.

the data highlights a strong inclination towards recognizing the importance of using multiple languages on social media. The majority of respondents, 16 choosing very important and 14 selecting important, indicating a significant acknowledgment of the role multilingualism plays in digital communication. Additionally, 15 respondents Research Methodology

consider it moderately important suggesting crucial support for multilingual content. A small portion, 3 individuals, selected slightly important and only two choose not important at all indicating minimal opposition to the concept to the concept. Qst: How important is it for you to use multiple languages on social media?

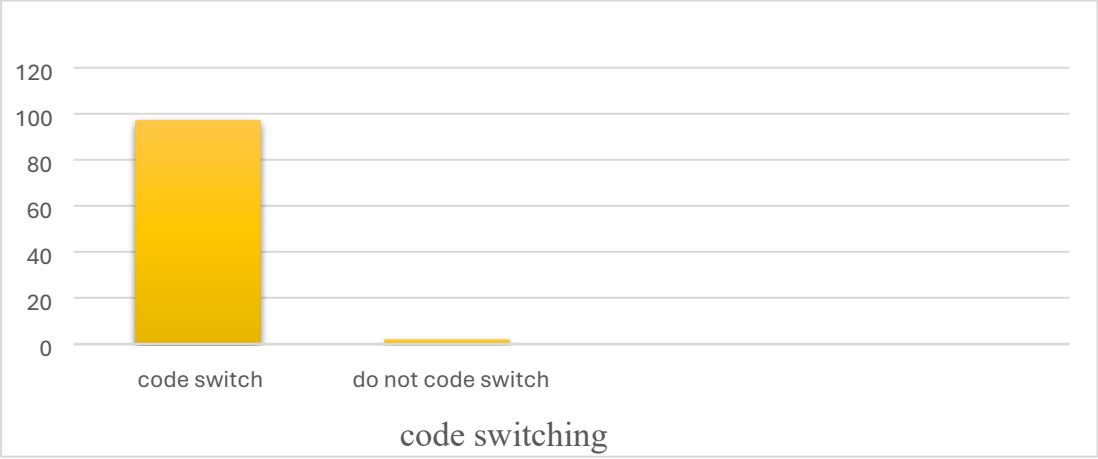
Figure 06 The importance of using multiple languages on social media

Item07: the seventh item of a students' questionnaire is about Language switching in social media posts and comments.

The results confirm the occurrence of code switching in their social media posts and comments. (48) 97% out of 50 students' population code switch in the digital spaces, indicating that code- switching is a typical behaviour among social media users. While only 2% of them do not mix languages

Qst: Do you code-switch) in your social media posts and Comments?

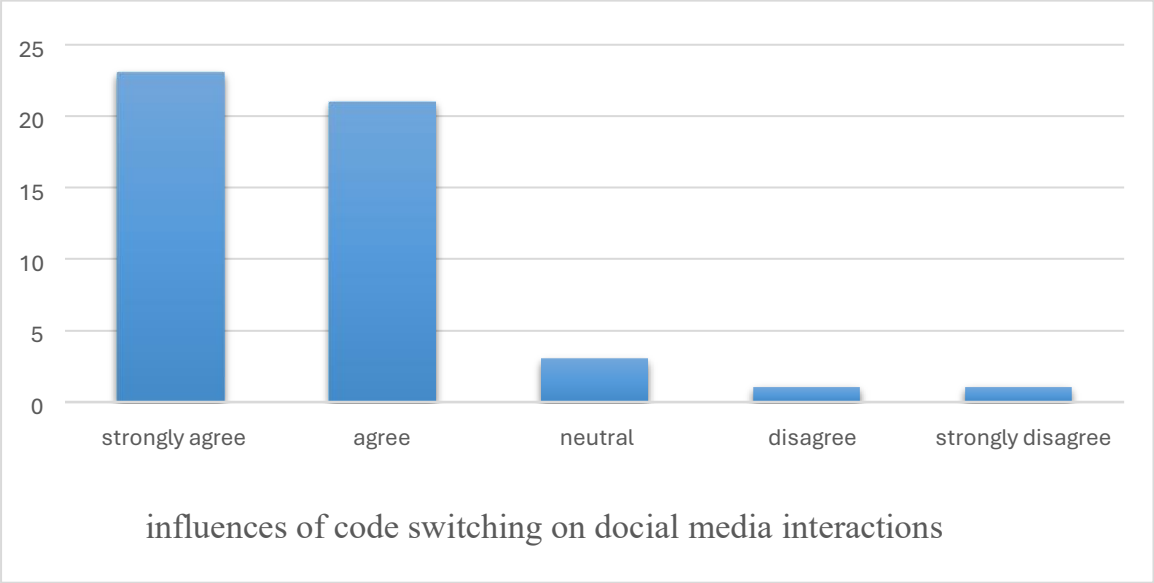
Figure7: switching languages in social media posts and comments



Item08: the eighth item of students' questionnaire is about whether using multiple languages on social media influences communication and interaction with diverse groups of people.

A Linkert scale was given (strongly agree, agree, neutral, disagree, and strongly disagree) to know students' perspectives on whether using multiple languages on social media helps them connect better with different groups of people. The results show that the majority of the participants support the idea of using multiple languages on social media and it helps them to connect better with different groups of people. Meanwhile 3 students selected neutral. Only one participant selected disagree and another one chose true strongly disagree which indicates a minimal opposition to the idea. These findings highlight how social media, as a space where cultures and languages meet, encourages users to adapt their communication to engage with diverse audiences. By using multiple languages, users can better understand others, build stronger relationships, and connect with broader global communities.

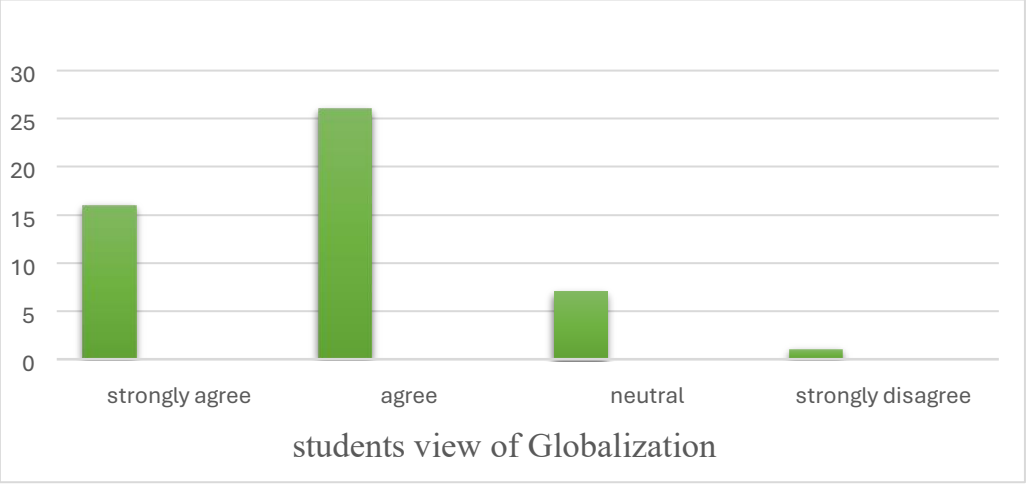
Figure 8 Using multiple languages on social media influences communication and interaction with diverse groups of people



Item 09: the ninth item of students' questionnaire is about the students' views on the globalization influence on multilingual communication, in social media interactions.

A Linkert scale was given to know the extent of the influence of globalization on multilingual communication in social media interactions. The results reveals that the majority (16 strongly agree, 26 agree) of the participants recognized globalization as a positive influence on their ability to communicate in multiple languages. Seven students held a neutral stance. Only one choose strongly disagree which indicates minimal opposition to the statements. These findings underscore how globalization promotes language diversity by exposing users to various cultures and communication styles, with social media serving as a bridge that empowers individuals to engage across linguistic and cultural boundaries.

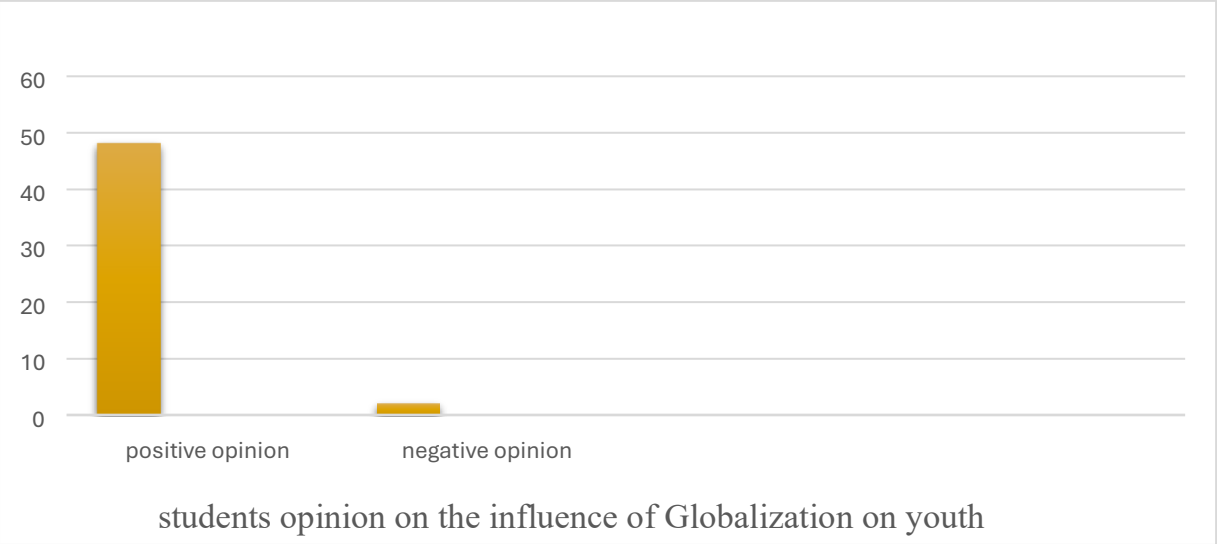
Figure 9: the students' views on the globalization influence on multilingual communication, in social media interactions



Item10: The 10 the item of students' questionnaire is about the globalization influence on the English use among Algerians youth' social media.

An opinion scale was given to know students' perspectives on the influence of globalization on English usage among Algerians' youth on social media. The results show that the majority believe that globalization has positive influence on the use of English meanwhile 3% participants perceive the effects as negative. Only 2% expressed uncertainty.

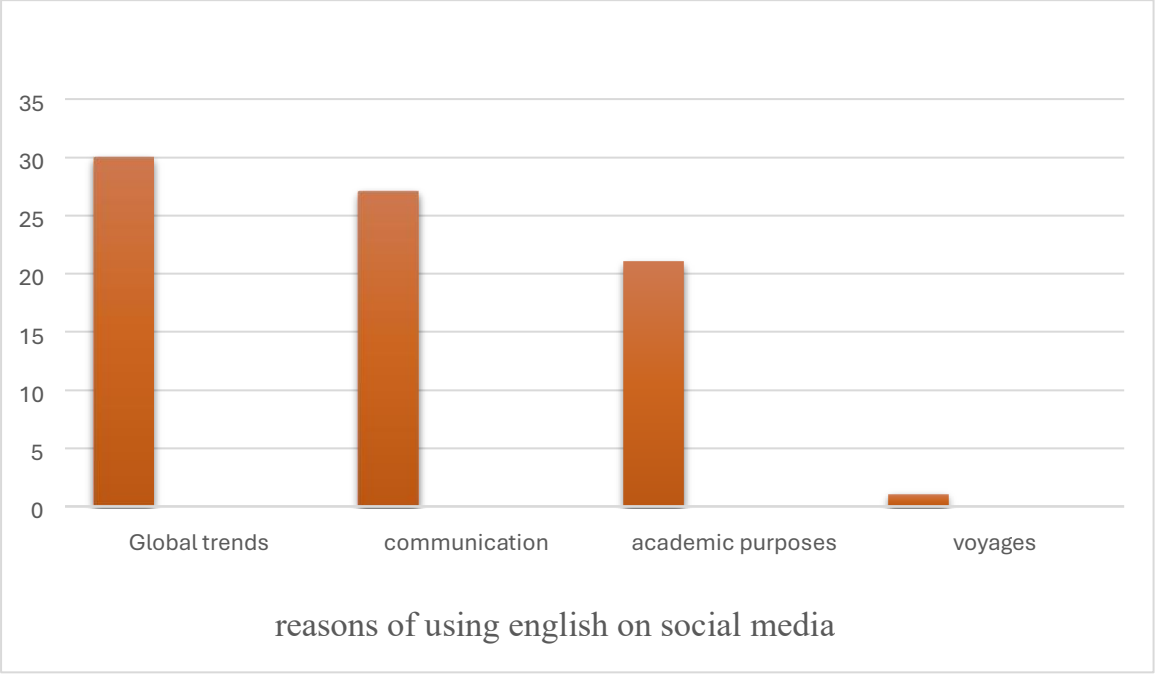
Figure10: The globalization influence on the English use among Algerians youth' social media



Item 11: the 11 the item of students' questionnaire is about the reasons behind using English on social media.

This question was given in order to know the main reasons behind using English on social media to explore these four multiple-choice options were provided. The results show that the primary reason for language use on social media is to follow and understand the global trend with 30% of the respondent selecting this option. 27% cited that they use English to communicate with friends and family. Notable 21% use English for academic purposes reflecting its necessity for education and professional growth. Furthermore, only one mentioned English is crucial language that helps in voyages. This result reflects the diverse motivation behind the use of English and digital spaces.

Figure11 The reasons behind using English on social media.



Item 12: the 12th item is about the influence of the use of English in social media on linguistic identity.

Do you feel that the use of multiple languages on social media has impacted your linguistic identity?

The study shows that English fulfils a complex function in the shaping of the linguistic identity of Algerian youth of these platforms. On one hand, it is a passport to global communication. On the other hand, it is a force for language decay, and finally it is considered another lingua franca rather than French. English is a language of modernism, and prestige, associated with computers, and internet. so, code switching will help accessing these kinds of communities globally, for the youth. Yet, the English-insertion of Dialect was also a matter of contention in public opinion, as it has accelerated loss of the Arabic language – especially among the younger generation,

who tend to replace dialectal phrases with English ones or refrain from writing in Arabic. English, as a less attached, less laden, voluntary alternative and option than French, which bears the stain of the colonial past, enable youth to negotiate postcolonial linguistic tensions and to assert their own identity in transglobal digital world.

2.6 Summary of the main findings

The main findings from the research instruments reveal key patterns and significant data that directly address the research questions, providing comprehensive insights into the study objectives. These results include both expected outcomes and notable observations, which together form a coherent picture that supports the interpretation and discussion of the research, while also acknowledging any contradictory or peripheral findings for further consideration.

2.6.1 Comparison between linguistic practices at home Vs online

The data mirrors a contrast between language use in domestic and digital spheres. Algerian dialect dominates home communication (80%). However, social media usage reflects near equal distribution between dialect French English. This shift demonstrates how digital platforms promote linguistic diversity with users adopting their language preferences to accommodate to globalized online interactions.

2.6.2 Platforms preferences and language function

Most participants favour visual platforms such as Instagram and Tiktok, which promotes informal, casual, and multilingual exchanges, whereas text-based platforms for example twitter and reedit are marginalized. This contrast highlights how platform design effects language use, for instance, image/video-centric spaces encourage code switching and vernacular language and inventiveness.

2.6.3 Comparison of attitude towards multilingualism

The majority of the students rated multilingualism as important for digital communication, indicating strong consensus on its importance, however motivations vary. English is the preferred language for accessing trends and academic content however; the Algerian dialect continues to be vital to cultural expressions.

2.6.4 Code switching motivation

Almost all participants (97%) code switch, though their motivations vary. many cite “social reasons” such as connecting with diverse audiences and expressing cultural of openness. While others highlight practical benefits such as accessing global content, academic resources and digital trends. Despite the low level of criticism (only 2%) code switching and has become normative aspect of digital communication among Algerian youth, demonstrating its profound integration into their online language behaviour.

2.7 DISCUSSION

Overall, the questionnaire, discourse analysis, and comments analysis that were collected from Algerian youth helped us finish this work and give it an importance since the participants’ responses are needed to answer the research questions and test the hypotheses. The objective of this present work was to investigate first how globalization affects language use on Algerian social media, second to examine specific language pattern (code switching) and finally to explore Algerian’s youth perceptions of language in context of globalization.

Accordingly, the following statements represents the findings reached from the questionnaire, discourse analysis and comment analysis. The findings reveal how globalization has shaped the linguistic landscape of Algerian social media spaces.

- Algerian youth view globalization as a positive force improves multilingual communication, especially through exposure to English.

- Instagram, TikTok, Snapchat are the most popular platforms used by Algerian youth, aligning with international trends where visual and short form content dominates.
- Algerian dialect is the most widely spoken home language; social media use indicates a more balanced distribution between dialect, French, and English. This shift indicates that online environments encourage linguistic flexibility where code switching is a common practice.
- The association of English with global trends and academic advancement reflects its perceived utility as a lingua franca.
- Multilingualism is not just a communicative strategy, but also a central feature of identity performance.
- The Algerian youth participate in globalized forms of online interaction by adopting shorts performative expressions such as Tag me/ can't wait. These utterances mirror global digital discourse norms, especially those shaped by English -speaking social media sphere. Moreover, Instagram's format or any other platform formats favour concise and interactive content.

- The global digital cultures influence Algerian youth culture. The use of phrases like power is power one and only illustrates the creative appropriation of trending content from Anglophone platforms. Algerian youth are not passively consuming global content, yet they are transforming it and blending it within their cultural norms and produce hybrid forms of expressions.

- The use of motivational language is often borrowed from English digital culture, which reflects the impact of the global discourse Frameworks.
- The use of global linguistic elements (my bro) are interwoven with Algerian dialect. These expressions Foster digital community-building

- Code switching is seen as a response to the hegemonic influence of Western media and language ideologies.
- The existence of code switching among Algerian social media users illustrates the natural multilingualism embedded in the country's sociolinguistic reality. From a social angle code switching is not random linguistic behaviour but Code switching is not a random behaviour but a strategic linguistic practice with multiple social and expressive functions.
- Intra-sentential code switching is widely used by Algerian youth, where users blend multiple languages within a single sentence or close, this reflects the high level of multilingual competence among Algerian youth.
- Code switching helps manage different discursive roles within the same comment: expressing emotion, signalling identity and aligning with social norms. The alternation between languages often represents shift in topic, tone, and audience.

2.8 Suggestions and Future Recommendations

This research has investigated deeply into the influence of globalization on language practices in Algerian social media of Tlemcen University. Indeed, the linguistic choices made online reflect broader sociocultural dynamics, emphasizing the importance of developing positive attitudes towards multilingualism. It is imperative for Algerian society to embrace linguistic diversity, as a strength rather than a threat to cultural identity. This is why it is high time for society as a whole to overcome the stereotypes put on foreign languages, furthermore see the essence of it, which is being a mean for communication. To do so, universities should put more efforts on creating environments that support linguistic diversity. This can include promoting research initiatives on language practices in digital spaces and encouraging students to explore the role of globalization in shaping their linguistic identities. For instance, hosting workshops or conferences on digital multilingualism can raise awareness and provide

insights into the benefits of hybrid language use. In addition to encouraging, the integration of multilingual digital tools and resources in university programs can also empower students to leverage their linguistic skills effectively. This partnership could generate valuable data that informs future strategies for embracing linguistic hybridity while preserving Algeria's culture and linguistic heritage. By adopting with these recommendations, Algeria can manage the complexities of globalization while promoting a linguistic landscape that balances local identity with global connectivity.

2.9 Conclusion

This chapter represents the practical part of the investigation it explains the research methodology used to study the issue of how globalization might influence linguistic practices in Algeria particularly on social media. It seeks to analyse the students' answers the questionnaire in addition to the comments used by Algerian youth on Instagram posts. The analysis of the find revealed that the Algerian social media users have a positive attitude towards multilingualism and globalization while the analysis of comments proved that Algerian youth use the use code switching on social media, which leads to the creation of a hybrid language that blends elements from multiple languages Algerian Arabic, MSA, French and English. In addition, the discourse analysis showed that digital globalization increases the prevalence of English and hybrid linguistic practices on Algerian social media leading to a shift from traditional Language to more English-based communication. The integration of thematic analysis and statistical techniques facilitated the comprehension of the phenomenon being investigated finally this chapter give a value to the investigation since the designed research methodology tackled clearly the research questions and the cooperation from the students helped to complete the study and to confirm the hypotheses.

General Conclusion

General Conclusion

The process of shifting from one language or dialect to another is called code switching that outcome of language contact. Code switching is recognized among students in their speech and written communication. The focus of the scholars has been directed toward the switch that happen on the internet and especially social media. Instagram, Tiktok has been widely used among students as a mean of communication .these platforms help to collaborate and exchange materials.

The present research aimed to the reasons of switching codes in social media of Tlemcen university students of different majors. Tree main research questions were triggered to explore this theme. The first research question was about how globalization influence language use on Algerian social media. The second one investigate the patterns of language use emerge in online communication (e.g., code Switching, Borrowing).the third one was about the attitude of Algerian social media users toward multilingualism influenced by globalization. Globalization fosters the use of English and hybrid linguistic practices on Algerian social media, where youth frequently codeswitch and borrow from Arabic, French, and English. This reflects their positive attitude toward multilingualism and global influences.

This research work Consists of two chapters. The first chapter deals with the linguistic situation in Algeria. In addition to the definition of social media focusing on popular platforms such as Instagram and Tiktok and its usage in higher education. Furthermore It also covered the concept of CS theoretically with a highlight of the main researchers which aids the reader understand the phenomenon. The second chapter was devoted to the research methods and instruments used; finally, it presented the data analysis and the results to answer the research questions.

Via the analysis of the data collected from the questionnaire. The results revealed that students code-switch on social media to express r thoughts and ideas clearly and communicate which confirmed the first hypothesis. When it comes to the Frequency of CS on social media the results Proven that most students code-switch on social media which confirmed the second hypothesis. When it comes to the attitude, it was reveals by the analysis that Algerian social media users was positive towards multilingualism and globalisation.

This research was an attempt to Supply the current discussion about the use of code switching in social media platforms, which remain limited as the researcher only focuses on Arabic, Berber, French, and English may overlook other linguistic minorities or dialectal variations within Algeria. Furthermore, the rapid evolution of social media since trends and language practices change quickly, so findings might become outdated if the study that take a long period.

As a matter of fact, due to the human nature there is no such a perfect research, therefore this limitations should be taken into consideration in the future researches to Strengthen and back up the literature. Taking into account the founded results. We suggest to Explore how globalization affects language use in rural areas of Algeria, as opposed to urban settings often emphasized in studies.

To conclude one may argue that conveying ideas is the prominent reason of the phenomena of code switch in social media. Students code switch on a regular basis

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APPENDICES

Students 'Questionnaire

This questionnaire explores the impact of globalization on language use and attitudes towards

Multilingualism among Algerian youth on social media. Your responses will provide valuable insights for our research at University of Tlemcen. Thank you for your participation.

Part 1: Demographic Information

1. Age: ___

2. Field of study: ___

3. Language(s) spoken at home: ___

Part 2: Language Use on Social Media

04. Which social media platforms do you use most frequently? (Select all that apply)

- TikTok

- Facebook

- Instagram

- Twitter

- Snapchat

- Other: ___

05. Which language(s) do you predominantly use on social media? (Select all that apply)

- Arabic
- French
- English
- Tamazight
- Other: ___

Part 3: Attitudes toward Multilingualism

06. How important is it for you to use multiple languages on social media?

1. Not important at all
2. Slightly important
3. Moderately important
4. Important
5. Very important

07. Do you code-switch) in your social media posts and Comments?

1. Yes
2. No

08. Do you think that using multiple languages on social media helps you connect better with different groups of people?

1) Strongly disagree

2) Disagree

3) Neutral

4) Agree

5) Strongly agree

09. How much do you agree with the following statement (Globalization has positively influenced my ability to communicate in multiple languages on social media?)

1. Strongly disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly agree

Part 4: Perceptions and Experiences

10. In your opinion, how has globalization affected the use of English among Algerian youth on social media?

1) Positively

2) Negatively

3) No significant effect

4) Unsure

11. What are the main reasons behind the use certain languages on social media?

1- To connect with friends and family

2- To follow and understand global trends

3- For Academic or Professional purposes

4- To express cultural identity

- Other: ___

12. Do you feel that the use of multiple languages on social media has impacted your linguistic identity?

Please explain.

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PHONETICS SYMBOLS

ك	K	ف	f	ع	ʕ
ت	T	ض	ɖ	ه	h
ء	ʔ	س	s	ص	ʂ
ب	B	ش	ʃ	م	m
د	D	خ	x	ن	n
ق	Q	ح	ħ	ر	r
ط	T	ث	θ	ل	l
ذ	Δ	ز	z	و	w
ج	ʒ	غ	ɣ	ي	j

الملخص:

تتناول هذه الأطروحة تأثير العولمة على استخدام اللغات بين الطلاب الجزائريين على وسائل التواصل الاجتماعي، مع التركيز على الممارسات متعددة اللغات مثل التناوب اللغوي وظهور أشكال هجينة مثل "عربيزية." من خلال دراسة حالة تشمل استبيانات وتحليل الخطاب، تكشف الدراسة أن العولمة تعزز الدمج اللغوي وإدخال اللغة الإنجليزية جنبًا إلى جنب مع العربية والفرنسية. وتستنتج الأطروحة أن الشباب الجزائري يكيف ممارساته اللغوية مع التأثيرات العالمية مع الحفاظ على الهوية المحلية.

Résumé :

Cette thèse examine l'impact de la mondialisation sur l'utilisation des langues chez les étudiants algériens sur les réseaux sociaux, en mettant l'accent sur des pratiques multilingues telles que l'alternance codique et l'émergence de formes hybrides comme "Arabizi." À travers une étude de cas incluant des questionnaires et une analyse du discours, la recherche montre que la mondialisation favorise le mélange linguistique et l'intégration de l'anglais aux côtés de l'arabe et du français. Elle conclut que la jeunesse algérienne adapte ses pratiques linguistiques aux influences mondiales tout en préservant son identité locale.

Summary:

This thesis explores the impact of globalization on language use among Algerian students on social media, focusing on multilingual practices such as code-switching and the rise of hybrid forms like "Arabizi." Through a case study involving questionnaires and discourse analysis, the research reveals that globalization promotes linguistic blending and the integration of English alongside Arabic and French. It concludes that Algerian youth adapt their linguistic practices to global influences while preserving local identity.