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**The Language of Advertising and Its Role in Consumer
Persuasion: A Linguistic Analysis of Algerian Online
Advertising**

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the requirements for Master's degree in Language Sciences

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Dedication

This work is dedicated to my beloved parents, without your sacrifices, none of this would have been possible. And to my friends and everyone who helped me and me guidance and inspiration throughout my academic journey.

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

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Abstract

This Article shows that consumers' language attitudes are an important consideration when it comes to writing ads. Consumers attach certain associations to different languages. These associations then influence their attitudes toward ads that are written in that language. For marketers, the importance of consumers' attitude is found in targeting multilingual public. The article discussed here is part of the authors' broader investigation of code-switching & code mixing in Algerian advertising. By studying this linguistic practice in depth, consumer researchers will gain insight into bilingual and multilingual consumers' minds, motivations, and actions. The research generally explores the role of language in Algerian advertising, focusing on the increasing use of English in branding and online marketing. The study examines that the strategic use of language enhances the appeal of advertisements; that Algerian consumers generally prefer Algerian Arabic and Modern Standard Arabic in advertising; that persuasive and informative advertising function complementarily but Algerian customers prefer to be more informative; and that English is becoming increasingly accepted in Algerian online advertising as a global lingua franca. Algerian businessmen within the fact that this language is not only presents companies, products, and services as modern but also allows advertisers to target younger, more modern audiences and extend their reach internationally. For this purpose, a case study of 93 participants from Tlemcen speech community was undertaken. Two main research tools (questionnaire and semi-structured interview) were applied to collect the data primarily concerning the centered subject of this study. The research, though representative in its alignment with existing literature and questionnaire findings, faced limitations such as a small interview sample size and potential biases in the ads shown. The study underscores the importance of further investigation into the impact of multilingualism and the growing prominence of English in Algerian advertising. It also points to the need for broader research encompassing additional marketing components and mediums, given the crucial role language plays in shaping consumer engagement.

Keywords: Online business, Linguistic Landscape, Code-switching, Code-mixing, Persuasion, Informative advertisement, English, Algerian advertising, Social media, Rhymes and humor.

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List of Arabic phonetic symbols

Arabic Consonants:

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

Arabic Short Vowels:

Vowel	Symbol
ا	[a /æ /a]
ي	[i]
و	[u]

Arabic Long Vowels:

Vowel	Symbol
[a:]	آ
[i:]	ي
[u:]	و

List of Acronyms and Abbreviations

MSA: Modern Standard Arabic

AA: Algerian Arabic

Ad (s): Advertisement (s)

AIDAS: Attention, Interest, Desire, Action, and Satisfaction

CS: Code-switching

CM: Code-mixing

H variety: High variety.

L variety: Low variety.

SMM: Social Media Marketing

SEO: Search Engine Optimization

General Introduction

General introduction

A product or service on the way of reaching consumers requires a great deal of support from advertising, but also it requires a language. In a full of information scope, Advertising is about more than just saying words; it is also about saying them properly. In the other side language is often regarded as humanity's most powerful tool giving that it shapes both thought and behavior. It influences day-to-day social interactions and possesses a significant power over opinion formation and decision-making process. This fact has drawn the interest of many advertisers and marketing researchers alike. As a result, advertisers started discovering many techniques to use the power of words, to get the target audiences interesting with their products and buy them. Since the lexical choices are extremely instrumental in communicating brand identity and motivating action, the ability to understand how language works serves as a basic tool within the sphere of advertising, through how it can construct persuasive messages. In Algeria, the electronic commerce is growing fast, yet it is still at an infant stage and lags behind the markets of other countries. In Algeria, for a business to be successful, they must speak to their target audience clearly and convincingly while being understood. The advertising agencies in Algeria face a special challenge because this society is multiethnic and multilingual with various speech communities. Arabic, French, Berber, and increasingly nowadays English languages. All of these are spoken in the country to greater or lesser extents. These facts create a series of pressing decisions for companies and advertising agencies regarding which language to use, how to adapt that language to different contexts, and what linguistic strategies the multilingual audience responds best to.

This dissertation, aims to the intricate the digital advertising in Algeria from different linguistic perspectives and how does this affect the interpretation of promoting ads, dealing with the most common persuasion strategies used. Furthermore, it will explore the evolution of advertising language over time, considering the socio-cultural contexts that shape language usage by marketers. This research work would also investigate the ethical issues associated with persuasive advertising techniques and find a balance between effective communication and consumer welfare. It is in this bid that this dissertation addresses these key aspects to contribute to a deeper understanding of the role of language in forming consumer attitudes and behaviors within the advertising domain. The problematic study in this thesis is then situated by examining what task the advertiser faces in creating one private message to the public audience.

The main challenge for advertisers is the multiform linguistic nature of advertising in the Algerian context which offers very fertile ground for studying then interplay between language, culture, and consumer behavior. Analyzing the Algerian digital advertisements from a linguistic perspective needs to be based on awareness of the community's linguistic background. By examining what are those many tongues co-exist in the same society and wondering about what is the impact of switching and mixing between many codes in solely one ad on customers' behavior and perception, considering genre and age also; and the main linguistic features which help to put the consumers in the action to buy. Considering that, this research offers basic outlines of how the choice of the appropriate language can determine the choice of the Algerian customers within the digital advertisements. The researcher has opted to hypothesize the below questions:

- 1- What is the role of language in transforming a mere image to an attractive advertisement?
- 2- What is the impact of multifaceted linguistic context in Algeria on consumers' engagement?
- 3- Algerian customers' preferences toward the balance between persuasive with linguistic and rhetorical techniques and informative elements that are used in online advertising?
- 4- What preferences do Algerians have towards the use of English language in online advertising?

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

- 1- The strategic use of language enhances the appeal of an image by adding context, emotional resonance, and clarity, making the advertisement more compelling and persuasive.
- 2- In online advertising, the majority of the Algerian public prefer the use of Algerian Arabic and Modern Standard Arabic in online advertisements more while French is decreasing in nowadays. In terms of the complex linguistic landscape of their speech community, Algerians might be affected positively with switching and mixing between codes and or languages in online advertisements.
- 3- Since they both aim to persuade individuals, persuasive advertising and informative advertising are like complements to each. Algerian customers might prefer the informative advertising more, but they do not reject the persuasive side. For them the most linguistic rhetorical techniques might be slogans with rhymes and humor respectively.
- 4- In terms of modernity, the majority of Algerian customers might show a growing acceptance concerning the addition of English language in the

sphere of online advertisements. Advertisers also might recognize it as an international communication tool which is linguistically known as *Lingua franca*.

This dissertation is made up of two chapters; the first one represents a theoretical framework of advertising language from different perspectives which were previously shown by many studies, in addition to the linguistic background of Algerian country and the main linguistic tactics which could be used whereas marketing online with different figures from different famous campaigns.

CHAPTER ONE THE REVIEW OF LITERATURE

1.1 Introduction

One important part of marketing communication is advertising. Since it is always surrounding the daily lives of human beings, it draws upon many disciplines, for example, psychology, sociology, linguistics, etc. Then the advertisers use those to influence consumers efficiently, ultimately to create a purchase. They are in a position to create messages to touch consumers' emotions, desires, and needs. In the center of this art dominates persuasive language as a mighty tool that the advertisers use in their promotional texts. Generally, this chapter will lead to an intricate world of advertising depending on the previous theoretical searches in the field. Knowing where advertising is located in different places within the scope of language sciences, with the main role of the latter in improving that marketing is not based just on designed pictures and videos, but how strategies of persuasive language are being used nowadays across different mediums, and the way Algerian consumers perceive its recent usage according to the background of the advertising discourse as an Algerian socio-linguistic case. Join to crack the code of an effective ad message.

1.2 Advertising as a tool of communication

In a competitive advertising landscape, language becomes as a bridging tool between brands and their audiences. Understanding how it works, will help a lot for the businesses and brands to understand their customers too.

1.2.1 Advertising defined

The phenomenon called advertising surrounds us every day and everywhere. Goddard (2002) sums this up, quoting the words, “Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us—perhaps because it is all around us—we do not often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting ‘conversations’ with the writers of countless texts” (p. 5).

This observation by Goddard highlights the commonness of the nowadays advertisement differs from the past ads. People regard it as a part of daily life. A view shared by Cook (2001) confirms this idea, who notes that “advertising is everywhere. We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd,

advertising is always with us, if only on the label of something we are using.” (p.1). Thus it is almost impossible for any advertisement to be unnoticeable because of the economic and technological advancements the world witnesses, there nevertheless exist huge numbers of attempts to explain what advertisement exactly is.

The word ‘advertising’ is derived from the Latin word “Adverte”, which means “turn towards”. While advertising as a field is defined as an art and a science that has existed for years.

According the most popular definition, that of the American Marketing Association (AMA), advertising is “Any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor (...). The presentation is meant for promoting the ideas, goods and services to create awareness and assist in selling the product.” (Mathur,U C. 2008.p.336). In other words, it is the process of publicizing products, brands, services, or ideas through paid messages communicated via various media outlets to an intended audience, all with the purpose of attracting interest and sales. Besides, Walter defines it as “the art of attracting people to behave in a particular way”. His definition includes all the type of advertising without exception.

Ads or adverts, otherwise known as advertisements, manifest in various formats, ranging from simple written copy to interactive videos, and have adapted to become a necessary aspect of the marketplace ; however, many scholars differ on what constitutes advertising and what does not.

1.3 Advertising language

The role of language in human life has been known and discussed for centuries, with many linguists debating its importance. “The effects of language are remarkable, and include much of what distinguishes man from the animals” (Bloomfield, 1935, p. 3). In addition, the disabilities one would face apart from this ability are also studied in various researches. Just as men have a dire need for speaking to convey their needs, just as traders and marketers need it for negotiating too. Although they might create attractive visual elements like images and videos solely with no speech in nowadays which are also useful for providing a general sense for the product or service. As well the non-verbal communication, including body language and facial expressions, still they often lack the depth needed to explain some complex features. For instance, in advertising, if it is a video by the promoter, smiling or opening one's posture allows friendly spaces, or with eye contact or even a confident stance may catch the attention of the viewer; however, with these, no the details of the product could be captured, nor the terms negotiated. This reinforces the idea, as noted earlier in the general introduction, that advertising

serves not only as a persuasive function but also an informative one that will be explored in more details later. Thus, the required message cannot be properly delivered without words, then, language remains the most suitable one in this case. Historically, new ways to reach people while trading, such as Lingua Franca, were even created to help people speaking different native languages communicate with each other, underlining the crucial role of language in filling gaps in communication.

1.4 The evolution of advertising

The primary form of advertising was in the 15th century when the messages were conveyed by word of mouth like the trade man who walks in the street and promote for his product. Therefore, Advertising has always persisted throughout history. It has been present and influential from ancient civilizations to the modern era. From ancient times when merchants used simple signs to promote their goods, to the rise of print advertising in the 17th century, and the explosion of digital marketing in the 21st century.

Algeria witnessed the first advertisement in newspaper calls “El Mobashir” in 1830. The ad was also about how to participate in the newspaper. This dynamic field has continually adapted to reach and influence humanity. In 1841, Volney Palmer of Philadelphia emerged as the first newspaper advertising sales agent. Then, consequently it was established as the premier advertising agency, after he had worked for a newspaper recognizing the advantages of independently procuring and re-selling. Also it is mentioned in a textbook titled “Advertising History” that “the role of advertising agencies has evolved with changes in media technology. When radio became broadly available in the 1930’s, advertising agencies created a new way for their clients to sell products, with programs like the Lucky Strike radio show . ” (Jef Richars et al.,2015:2).

Afterwards, the expansion of television during the late 1940s had a dramatic impact at the advertising industry. Although advertising agencies found it economically practicable to create radio content, the expense associated with television production presented a serious profitability challenge within their commission framework. Nonetheless, many agencies successfully adapted to this change such as the “Kraft” company which started sponsoring the Kraft Television Theater in 1947. Indeed, in 1950, sponsors were shifting in large numbers from radio to television.

Advertising has undergone through many important shifts over the years. And today it is everywhere, on computers, television, radio, billboards, in newspapers and magazines, even on the clothing. But it has particularly taken place on mobile

phones. As it has to adapt with new the world of technology evolving media platforms, and some of the most popular social networks on the internet include Instagram, Facebook, Twitter, Tiktok, Gmail, LinkedIn. Moreover, as society is frequently in motion and change, advertisements will continue to be affected by the multiple improvements in mass media that society is recently experiencing. The billions of active users on those Social Media platforms worldwide has provided marketers with access to vast and diverse audiences because it offers unparalleled reach and targeting capabilities. Although advertising on social media seems to be a new trend, it has been in use for a while having started a few decades ago. These new social media platforms allowed registered users to share brand opinions and connect with others about their favorite products, sparking the rise of blogging. The explosion of blogging and social media resulted in the establishment of sites such as My Space and LinkedIn during 2000 (Barker, Barker, Bormann, Roberts & Zahay, 2016). Further technological advancements led to the creation of Facebook in 2004, YouTube in 2005 and Twitter in 2006.

1.5 The hierarchy of effect in advertising (AIDAS as a model)

To understand consumers make choices and reach conclusions. Marketers use various models. These market models track how people navigate communication channels like ads on their way to buying a product. To measure the impact of advertising different classes of theoretical models were given by researchers, specifically, hierarchical models which are particular useful for measuring the effectiveness of ad messages. “A review of the advertising and marketing literature leads to the conclusion that there is not one but many hierarchy of effects models. “While many of these models were developed in the personal selling literature, they were adopted early on by advertising researchers and practitioners and came to be known as hierarchy of effects models, a term first used by Palda [1966] in responding to the advertising effectiveness work of Lavidge and Steiner [1961]” (Barry, 1987). Coupled to this, Barry confirms that the historical advancement of the hierarchy framework in selling and advertising can be categorized into three main phases; early development (Pre-1960), modern development (1961-Mid 1970s), then challenges and defense (Mid-1970s-Present). In the middle phase the focus was on the work of Lavidge and Steiner and focused on further developing the model.

Consequently, there is not just one single Hierarchy of Effects Model, but rather existing literature reveals that several hierarchies of effects models namely, the Attention, Interest, Desire, Action, and Satisfaction (AIDAS) model which came as an extension to the AIDA model proposed by E. Lewis in 1898 and later popularized by William Wundt in 1925. AIDAS model, which adds the element of

“Satisfaction” as the final stage. This modification goes beyond the purchase itself, recognizing the centrality of customer satisfaction. This point ensures the idea that; a positive post-purchase experience is crucial to build brand loyalty and to encourage repeat business. This might involve providing excellent customer service, offering warranties or guarantees, and gathering customer feedback to improve your product or service.

The first stage in the AIDAS model is attention. This stage is all about introducing the customers to the product and making them become aware of it. The ad needs to grab their attention and create a lasting positive impression. Once the advertiser has grabbed their attention, it's time to pique their “interest” (the second stage). In the first stage, it was all about catching their eye, but now the goal is to keep them engaged by sparking their curiosity and make them want to learn more. The next phase is “desire”, where the goal is to bridge the gap from “I like it” to “I want it” by developing a favorable view and solidifying trust in the brand. After, it comes the moment of “action”. In this phase, the consumers decide to act on their desire and purchase the product. The final stage is “satisfaction” that it has been already discussed above, and here where it all comes together.

Parenthetically, it is important to mention that Lavidge and Steiner, in their contribution to the Hierarchy of Effects Model; they disagreed with the idea of consumers moving through stages in a perfectly linear fashion one step at a time. They believed audiences could jump ahead or move through several stages simultaneously.

The AIDAS model is indeed a useful tool for advertisement agencies. It also offers a clear process and presents it as a linear effect while in reality; it is more complicated than just moving from awareness to satisfaction. Overall, not solely AIDAS but several models added extra stages like AIDCAS, but every hierarchy of effects models follows the exact same sequence of “Cognition- Affect-Behaviour”.

1.6 Integrating conversational language strategies in Social Media ads

Social media has offered important potential opportunities for advertisements. It has attracted a large number of users. Social media advertising (SMA) has been defined as: “a form of internet marketing that utilizes various social networking sites in order to achieve marketing communication and branding goals” (Wordstream, 2015). One could be allowed to effectively practice user-to-user communications, sharing ideas, posting updates, sharing comments, reviewing services, and accessing direct links of shopping to the sites. All of these care about the main goal that is negotiation. Social media today see advertisements written as conversations in a bid to strike conversations with users. Rather than use sales

rhetoric typical of other forms of advertisements, these ads speak directly to people. This aspect of the presentation of language creates a friendly and interactive experience. This is not just some passing trend; it's a new certified shift in how brands are connecting with their audiences. That's why the emergence of SM has changed how advertising works and put conversational language as the prime factor in developing more engaging interactions with the consumer. Take, for instance, a skin care advertisement employing conversational language. The advertiser opens a personalized invitation to address common skin care concerns. Specific questions are presented as a way of ensuring users participate and provide their feedback; this engulfs a feeling of inclusiveness and conversation. Example: "Hello! Are you suffering from dry skin and looking for the perfect solution? We have a new skincare product that deeply moisturizes your skin and gives it an unmatched radiance". Asking specific questions then would go like: "Have you tried any of our products before?", "What's the biggest challenge you face with your skin?", "How do you usually like to take care of your skin?" Then smartly invite him/her to the conversation such as "Share your thoughts in the comments below and we will be happy to connect with you". There is more emphasis on responses like: "We are here to listen to your experiences and answer your questions!"

1.6.1 The increase of visitors through SEO theory

Any marketer for his project seeks to attract more visitors to his media platform or website to make enough sales. To call for a successful business, it is crucial that one facilitated the road for customers to the target platform or post. There are few ways to do this but the most popular way to target the leads is through using search engine optimization. The literal meaning is improving the search engine; however, the user of a web has no right for this. Thus, the main intent is to prepare the website to be adapted with search engine requirements i.e., it concerns with people's interests, focusing on what topics they are actively searching. Moreover, contrasting with the overt language use in advertisements, SEO presents the hidden language of digital platforms. It is an instrument that helps one's audience to find him more easily. It is an authoritative link building or blending keywords that have a powerful relationship to the product or service. Furthermore, this process begins with identifying pertinent keywords that align with user's search intent. To explain more, aligning one's content with user intent involves SEO strategy. Assuming that a commercial strategically places his website link in a position where it appears at the top of the search engine results page through practicing the SEO theory. The higher his ranking is in research results, the faster users will reach the website or post when searching for the same content. This holds, particularly when one's traffic source from the search engine is higher than at any other level.

For improved website traffic, strategic use of SEO should entail finding and including relevant keywords in the content. If the website is for educating others about climate change, then one would want to research terms such as “impacts of climate change” and “sustainable practices.” One could build well Search Engine Optimized content, like an article titled “Understanding the Impacts of Climate Change and Sustainable Practices to Combat It,” and use such keywords in the page titles, headings, and meta descriptions. The result of such an approach is that the content will go hand in hand with the user search queries; hence, reasonable traffic of the targeted audience will be generated for information.

1.7 Language and Gendered Advertising

The use of color, language, and imagery is not an act of art, but part of a deliberate and strategically devised plan positively based on gendered advertisement. Lori D. Wolin in her research indicated that advertisements are generally moving toward a slightly less stereotypical stance. Stating that " Gender, understood as a biological binary (e.g. women vs men), is easily identifiable, the gender-based segments are accessible, they seem responsive to marketing mix elements and they are large and therefore potentially profitable" (Wolin, 2003). Envision the situation: down the cosmetics walkway, on one side colorful advertisements show images of women in soft pastel hues exclaiming elegance and youth, while on the other side are brave and striking advertisements showing men in dark tones exclaiming strength and efficiency. Furthermore, most women focus more on the linguistic features such as accents, voices, and intonations more than a man do. For this reason, males and females exhibit distinct attitudes and beliefs toward and advertisement whether a digital or traditional one. Male customers are often interested in masculine products like cars and household, while ladies almost seem to be excited when talking about beauty care products or clothing more.

Insisting more about the language of gendered advertising, women would like to use more adjectives evoking femininity: “elegant”, “delicate”, or “beautiful”. Besides, the soft tone in cases of voiceover in advertising videos. Below are two sample images to illustrate the distinct between to advertisements about two genders:



Figure 1 Advertisement N1 “LACONIC” brand for women clothing

This figure applied the use of pink gradient colors, which is likely to be visually appealing and consistent with the brand identity. They can also be associated with feelings or conditions.

Unlike the first figure the advertisement below (figure n°2), presents a combination of dark and neutral tones, such as navy, gray, and brown, to convey a sense of dark side and professionalism. The image might feature a well-dressed man in a custom suit, showcasing the quality of the product. The man on the picture is portrayed as confident and readiness, at some times may be intimidating.

Although there is not, universally speaking, an agreed-upon color representing masculinity, certain colors are often associated with traditional masculine traits in most Western cultures. And these associations might vary across cultures and time. And so it is with the female side. However other factor which that proves the gender of an ad encoded in their poses, their gestures, and facial expressions can convey gender stereotypes. For example, women might be depicted in more submissive poses or with exaggerated facial expressions, while men are often shown in dominant postures. Consistently, the language crafted on the ad like “The secret of beauty” reflecting a female side.



Figure 2 Advertisement N2 “KREYATE” brand for custom clothing

1.8 The Algerian discourse in Advertising (a socio-linguistic context)

The concept of the discourse of advertising extends beyond the mere analysis of language use within a specific context. Advertisements are not simply passive messages; rather, they are strategically constructed with a distinct communicative purpose. While most of the public generally associates advertising with just the direct selling of products or services, but ads can be used for much more than that. Advertising functions as multifaceted communicative tools, conveying messages through a carefully formulated use of language. Advertisers deliberately employ a specific linguistic style to target a specific audience, taking into account the broader social and cultural context in which the message is received. Additionally, Guy Cook (1992) assumes in his book “The Discourse of Advertising” that advertising is a major force in modern societies. Also ds can reveal information about our society and psychology.

Based on the historical background, the socio-linguistic context in Algeria is complex. Algerian discourse is shaped by a rich tapestry of historical, cultural, and linguistic influences. The country's experience with French colonization from 1830

to 1962 has left an indelible mark on its linguistic landscape, resulting in a complex interplay between Standard Arabic, Berber, and French.

1.8.1 Diglossia in the Algerian context:

Diglossia is a linguistic phenomenon where two distinct varieties of the same language are used under several circumstances within a speech community. Diglossia is a core concept in the study of language and society. While different definitions exist in various writings, the one by Ferguson is the most commonly accepted. Ferguson (1972) argued that it is “the co-existence of two varieties of the same language used for different purposes in a particular speech community. The term specifically applies to languages that have two distinct varieties: a high variety (H) used in formal settings and a low variety (L) used in everyday speech.

Algeria represents a well-defined case of classical diglossia. In this country, diglossia is prominently observed between Modern Standard Arabic (MSA) and Algerian Arabic (Darija). MSA is the formal variant, used in written communication, official speeches, education, and also media. It adheres to grammatical rules and vocabulary that are consistent across the Arab world, facilitating a sense of unity and formal discourse. In contrast, Darija is the informal, everyday spoken language, rich with local expressions, borrowings from French and may be Berber in particular regions or individuals, and simplifying the grammatical structures. It is the language of daily conversation, family interactions, and informal media. This duality creates a dynamic linguistic environment where individuals switch between MSA and Darija based on context, audience, and goal. The use of MSA in formal settings projects literacy, thus, those Algerian People who can't read and write (illiterates) are expected to stay silent in situations where the H variety is expected, while Darija fosters intimacy, spontaneity, and local identity. e.i, MSA is for the high variety whereas AA which demonstrates several mutually intelligible regional dialects is the low variety. Overall, diglossia as a continuum between H and L encompasses various shadings from one style to another, depending on the degree of formality.

Besides to the situation described above; while it goes under the simple clear-cut of functional separation between two language varieties within a community, extended diglossia expands this concept further, illustrating a more complex linguistic landscape where multiple languages or dialects coexist and interact across various social, political, and cultural domains. This concept; extended diglossia was first brought about in 1967 by Fishman who argued that a diglossic situation does not have to be always between languages with a shared ancestry. In Algeria, French, despite not being related to Arabic or Berber languages, functions as a H variety

used in formal settings and academia. AA and regional Berber dialects, on the other hand, serve as the low L varieties used in everyday life.

In the realm of advertising, this multilingual environment is reflected through strategic use of language to reach diverse audiences. Algerian marketers often blend SA, AA, and sometimes mix them with French or English to appeal to different demographic segments, employing cultural symbols and references that resonate with both traditional and modern sensibilities.

1.8.2 Bilingualism in the Algerian context:

People become bilingual and or multilingual because they live in communities with more than just one prevalent language or in a country with two languages or more they learned in school. Again many people learned a new foreign language and use their original language or dialect regularly. The ability to use two languages proficiently; is a phenomenon that significantly enriches cognitive, social, and cultural dimensions of individuals and societies. This phenomenon is the so-called bilingualism.

Bilingualism has many definitions; Macnamara (1967) for example argued that for a person to be considered bilingual he needs to have at least minimal competency in another language in one of the four language skills (speaking, reading, writing, and listening).

It has revolutionized the way we connect for the last decade, breaking down the language barrier between countries. In the most countries, bilingualism issues emerge from the historical, social, and economic interactions that form identity and communicational practices. Due to its colonial history from French and strategic linguistic policy, the Arabic country Algeria exemplifies this perfectly. Standard Arabic and French co-exist as major languages, with Arabic serving as the official language that takes a place in education, administration, and media, and sometimes French also used in those formal cases. This linguistic duality is further enriched by another formal language which is Berber (Tamazight) language, yet not all Algerian people speak it. Along with those, those, a great number of Algerians nowadays increasingly use English because it is the dominant language internationally.

In any country and not only in the scope of advertisements, the use of a languages act as a mirror to the culture and tradition of its people. In the other hand, the work of an advertiser is to create tailored messages that speak directly to the identity of the target audience. Recognizing Algeria's unique bilingual profile, advertisers skillfully reflect this multifaceted linguistic context in their strategies. So they switch and or mix between the co-exist languages to be more attractive and

creative. Furthermore, each language in Algeria carries its own cultural and emotional significance. Arabic might evoke a sense of national identity or tradition, while French often conveys modernity, education, or sophistication. By choosing specific languages for their ads, marketers can tap into these associations, making the advertisement more relatable and impactful for different audience segments.

1.8.3 The impact of code-switching and code-mixing switching on Algerian consumer engagement

Code-Switching and Code Mixing are two terms present a widely spread linguistic phenomenon among bilingual and multilingual communities. Both of them share two distinct features: the first is “code” which is conceptualized by linguists as an “umbrella term for languages, dialects, styles, etc.” (Gardner-Chloros,2009) and the two other terms “switching” and “mixing” refer to the way individuals manipulate the language they use talk with or write. Similar to every phenomenon, scholars of the field versed in a distinction of definitions. One of them stated by Gardner-Chloros (2009) that “code switching is the result of such different combinations of two or more language varieties that take place in countless bilingual/multilingual social networks. This phenomenon, he writes “refers to the use of several languages or dialects in the same conversation or sentence by bilingual people”.

It is widely held belief again that the language of any advertisement reflects the language(s) of the targeted speech community. Hence, “Consumer advertising deals with the actual buyers and users of the market segment and therefore use a language and a medium best suited to the target segment.” Mathur (2008:336). This distinct from one context to another like it is clarified in the citation. If we are to choose the Algerian society as a linguistic context, which is our concern, and after clarifying the situation of bilingualism in Algeria above, it becomes evident that Algeria is described as being a multilingual country in which various languages and language varieties are used. For this reason, designers who aim to publish with this audience give more attention to the sentences introduced in their ads. But employing code switching or mixing in advertisements is subject to a thoughtful selection and mix. Since it is not just about switching languages; it's about playing with sounds, words, and phrases to create a unique, memorable experience. Starting by exchange, insertion or deletion of letters (phonemes), brands can create new words or phrases that feel both familiar. In Algerian speech community CS and CM is appeared as alternations of High and Low Arabic varieties further French and Arabic and recently English. Due to this CS is manifested in terms of borrowing and, interference as well. Thus advertisers borrow from English and French also with the AA. In the advertising picture below by “MOBILIS” company, reads “Mabru:k la 4

G Mobilis Laḥqet Rapide 3la Tout De Suite à Oran et Ouargla”, which means: “congratulations the fourth generation Mobilis arrived faster than the fastest right now in Oran and Ouargla”. The designer switches two aspects, on the one hand includes lexical item from both standard and Algerian dialectal Arabic transliterated using the Latin script in capital form “MABROUKLAHKET”. “Mabru:k” is from AA use by Algerian and borrowed from the SA, “Laḥqet” is a colloquial term means “arrived”. On the other hand it includes French lexical items “LA 4G MOBILIS RAPIDE...TOUT DE SUITE À ORAN ET OUARGLA” that aims to share the translation to the meaning “at lightning speed”. In addition to the preposition “3la” in the middle which belongs to the dialectal Arabic. The symbol “3” transcribes the Arabic alphabetical letter “ʕajn” though it has the corresponding the international phonetic symbol [ʕ], that is also borrowed from the SA word “ʕala”.



Figure 3 Advertisement N3 (Rapide 3la Tout De Suite)

In another situation presenting the CM on the Algerian advertisements, the picture bellows seems to be totally written using the Arabic scripts, “Twanti ahdar u: conekti: 80 G ʕajr maḥduda naḥwa kulli jabakat” meaning “with twenty talk and connect, 80 G unlimited access to all networks”. This ad is again a telecom service suggested through the company of “MOBILIS”. The designer mixes between four aspects, he uses English in the word “twenty”, a lexical item from dialectal Arabic in the word “ahdar” that means “talk”, additionally; French in the script “conekti” which belongs to “connectez-vous” or “connect-toi”, signifying that with this special service you can enjoy unlimited calls a wide range of online platforms. They did not stop here, but they also added lexical terms from SA: “ʕajr maḥduda naḥwa kulli jabakat”. Mixing English with the mother tongue of Algerian audience gives some fun and emotions also to the ad. It is clear that the designer has made the ad to seek their culture indirectly with adding French lexical items also. The main goal is to align them with their everyday language practice.



Figure 4 Advertisement N4 by Mobilis company of “twenty” service

Consequently, switching codes does not mean only two proficient languages, nevertheless; code switching in a monolingual situation indicates Diglossic switching i.e., shifting codes from standard variety to a low variety or vice versa depending upon the demands of some of social and psychological situations. Sometimes, even a person who knows more than one dialect uses different codes.

To sum up the idea, distinct ways of code-switching and code-mixing are employed in advertising language, particularly concerning multilingual audiences. This approach highlights users' varied linguistic competences each accordingly, and each reflecting their unique language skills. It may occur either consciously or unconsciously. However the right selection of words and phonemes shows the game of linguistic homonyms in advertising which leverages the ability to convey multiple meanings without redundancy, giving the fact that they are economical units of linguistics. This offers the joy for readers.

1.9 The linguistic features as persuasive strategies

The aim of an advertiser is to employ a memorable language that sticks in the mind. Advertisers continually strive to manipulate words and their meanings relying on different linguistic options. The right choice of words gives the rise to different interpretations. Mirabela (2010) asserts that “Advertising language often uses the techniques similar to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) is the memo technical effect. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment”. Mahmudova Umida (2020) who’s a PhD student of Karshi State University, Uzbekistan also noted that “In order to obtain target

consumers, advertisers use colorful pictures, word games, puns, slogans, images, jargons, music and jingles. The advertised product is most likely shown in a desirable context, evoking emotions and feelings in the audience by promising them to gain pleasure if they purchase a product”.

Based on the perspective that individuals get more drawn with the visual than the textual aspects of advertising, all of these studies reveal some universal linguistic characteristics that are universal in ads across different languages:

1.9.1 Phonological features

Marketers who align their efforts more directly with advertising are aimed at making slogans memorable because it leads to a success in customers’ perception, therefore many sound techniques are applied in Algerian advertisements.

The following section emphasizes on the most known and utilized phonological components which are presently specific to advertising.

1.9.1.1 Rhyme

From the beginning of its history of advertising, rhymes were used and were treated as the inseparable part of advertising. It is necessary to note that rhymes do not refer to the spelling of the word, but to the sounds. Rhyming makes slogans easier to remember and repeat. Beyond traditional features like visuals and product benefits, advertising also leverages the power of language to influence consumer perception. In their research, Filkuková and Klempe (2013) investigated such aspect the use of rhyme in advertising slogans. This research suggested that rhyming slogans enhances memorability, then, slogans are perceived easier to remember compared to non-rhyming ones. They found that rhymes weren't just catchy, but also rated as more original, persuasive, and trustworthy. This positive association with rhyme can increase the perceived value of the advertised product or service. Interestingly, the study found that rhyme's effectiveness transcends advertising type, benefiting both commercial and social messages. However, the effect was stronger for commercial slogans. This suggests that rhyme might be particularly valuable for promoting products where memorability is a key. To illustrate, The slogan used by “TOP Javel”, “Darek di:ma nqija, ġayeltek di:ma hanija”. “Your home is always clean, your family always happy”. The agency employed rhyme in the sentence above, using rhyme, as (Nqija/clean) and (Hanija/happy) end with the same sound “ija”. Adding rhyme in this slogan indeed made the phrase more rhythmic and pleasing to the ear.

1.9.1.2 Rhythm

While rhyme focuses on sound similarity at the ends of words, rhythm creates a sense of flow and movement of the words themselves. Rhythm can be considered a great device for better remembering an advertisement slogan.

1.9.2 Semantic features

According to Cuddon semantics is “a branch of linguistics which deals with the meaning of words and particularly with changes in the meaning.” (20.p.643). The crucial role of persuasive strategies at the semantic level is that they involve the manipulation of meaning, to evoke specific emotions in the audience. Whether through the use of pun, metaphor, personification or simile, which are considered as the most important figures employed in ad slogans, semantic features enable brands to craft narratives that engage consumers on a deeper level.

1.9.2.1 Pun

Since semantic level of language analysis focuses on the meaning of words and how they combine to create sentences, puns exploit the semantic properties of language by using words with multiple meanings, homophones (words that sound the same but have different meanings), or wordplay that creates new meanings through unexpected combinations. Scholars generally classify puns as a subcategory of wordplay, whereas wordplay is a more expansive concept that encompasses all subcategories.

There is no uniform description for pun or wordplay, but according to The Oxford English Dictionary, pun means the use of a word in such a way as to suggest two or more meanings or different connotations, or the use of two or more words of the same or nearly the same sound with different meanings, so as to produce a humorous effect.

As a special language, puns make advertisements content more exciting, more attractive, more competitive. Thus, a pun is a form of wordplay that leverages the multiple meanings of a word or the similarity in sound between different words to create humor, for example, “I used to be a math teacher, but I found the job too calculating”. The word “calculating” has a dual meaning. It refers to performing mathematical calculations and also describes someone as being scheming or shrewd. The humor arises from this wordplay.

The utilization of puns within the domain of digital advertising extends to Algeria, albeit with a demonstrably lower frequency compared to other regions. This disparity can be primarily attributed to cultural distinctions. Algerian

audiences exhibit a distinct comedic sensibility that deviates considerably from that of, for instance, the United States or the United Kingdom. In Algerian culture, puns are not typically employed as extensively as other humor techniques. However, when strategically implemented within the advertising landscape, puns can serve as a highly effective tool in fostering memorability and a pleasurable user experience. For instance:



Figure 5 Advertisement N5 (No one replaces Amir Clean)

The slogan uses humor to capture the Algerian audience's attention from a cultural perspective. The use of the Algerian Arabic dialect (*makaṣ li yelḥaq*) adds cultural relevance and authenticity to the slogan. It resonates with the target audience and enhances its impact.

1.9.2.2 Metaphor

Even though similes achieve the goal of relating things through comparison tools, metaphors take a more nuanced approach. They function as a “special kind of comparison” (Lieberman & Foster, 1968, p. 138) where something unfamiliar (the target concept) is directly equated with something familiar (the source concept). Oxford Advanced Learner’s Dictionary defines metaphor as “a word or phrase used in an imaginative way to subject something else, in order to show that the two things have the same qualities and to make the description more powerful”. As a Masterful persuasive tool in Advertising, metaphor shine a light on a product's key features and benefits. By comparing the product to something with positive attributes, the advertisement memorably underscores the product's inherent worth. An ad comparing a coffee brand to a “morning wake-up call” effectively conveys its energizing properties. For instance:

e.g: *Yir qahwet famiku li tfaṭnek*



Figure 6 Advertisement N6 (Only the smell of Famico can wake you up)

This slogan primarily targets the sense of smell which means it seeks to appeal the consumers at the sensory level. Coupled to this, the phrase “Only the smell of Famico can wake you up” employs a metaphor by likening the aroma of the coffee to an alarm clock or a wake-up call. This comparison implies that the coffee's scent possesses the capability to awaken an individual, thereby emphasizing its efficacious and stimulating qualities.

1.9.2.3 Simile

Simile might be known as highly in potent than other features. It needs just to win over the consumer through comparing the present product/service to something that promoter knows what absolutely his/her audience love and he/she draws a direct association to the customers. Advertisers employs a simile in their message, likely using words like “like,” “as,” or “similar” to establish a comparison between two things. For instance: “Johnson Krim yjʕal baʕarataki na ʕima mila al atfal. “Johnson Cream makes your skin smooth like the babe”. As it is noticed in this illustration, Johnson campaign knows that a woman's weakness lies in the beauty of her skin. They also knew that many women are searching for such guaranteed results of ads. Intelligently they seized the opportunity and hit the target.

1.9.3 Pragmatic features

Cook (2003: 51) defined pragmatics as discipline which studies the knowledge and procedures which enable people to understand each other's words. Its main concern is not the literal meaning, but what speakers intend to do with their words and what it is which makes this intention clear.

According to Hickey (1998), pragmatics is concerned with the relations between languages and their users. Hickey's (1998) definition of pragmatics focusing on the relationship between language and users provides a strong foundation for exploring how speech acts contribute to persuasive advertising strategies. And as previously mentioned on multiple occasions that effective advertising builds on the power of language to not just inform, but also persuade viewers or readers, this is where pragmatics becomes crucial like the other linguistic features, given that it is the study of how language is used in context to achieve intended effects.

1.10 Advertising and persuasive tactics

“With the rapid development of the advertising industry, the importance of modern advertising has been greatly increased in international social activities” (Zheng, 2019).

Pathos, logos, and ethos are three tools speakers use to convince their audience.

To begin with pathos is a rhetorical and psychological strategy that appeals to emotions. According to Demirdogen (2010), pathos functions as a psychological tactic that targets the audience's emotions. To achieve its desired effect, it is essential for advertisers to have a deep understanding of their audience's beliefs and values. Knowing how to trigger an emotional response enables advertisers to select the type of appeal that will evoke the intended emotions. Otherwise, they risk provoking the opposite response, leading to unintended consequences. This emotional appeal often takes the form of a personal story or anecdote to stir feelings of joy or sorrow in the audience. In Algerian society, social media platforms, particularly Facebook, are among the most prominent spaces for self-promotion. On these platforms, the use of pathos to persuade is widespread. Since users are typically connected to people they care about, such as friends and family, it provides an ideal environment for emotional appeals. For instance, Facebook refers to its users as “friends,” and posts on someone's timeline or newsfeed often convey emotions such as joy, sadness, or anger. These emotions are amplified through interactions with friends, whether through "likes" or comments that reinforce the original sentiment (Berlanga et al., 132). The term "friend" on Facebook helps strengthen the emotional appeal, as it implies a closer bond and increases trust between users due to the perceived relationship.

Ethos in the other side, Ethos means the appeal to credibility or authority; that is to say, it is a means of persuading an audience by alluding to the credibility, trustworthiness, or expertise of the speaker, brand, or product. In advertising, ethos is generally achieved by relating the product to people, companies, or decades-old brand images the consumer already trusts. For the Algerian example, this could be a

brand stating how long it has been in the market, especially linking to Algerian traditions and good craftsmanship. This will be an appeal to ethos, where consumers' trust is gained in showing Famico as a respected, reliable, and authentic brand emanating from culture.

Logos in final which is the last mode of rhetorical appeal which was put by Aristotle Logos refers to an appeal to logic or reason in rhetoric and advertising. It involves persuading the audience through facts, data, or logical arguments. In advertising, logos might include emphasizing the practical benefits of a product, using statistics, or highlighting the logical reasons for choosing a particular brand. For an Algerian example: An advertisement for “Djezzy,” a popular telecom company in Algeria, might use logos by showcasing a comparison of mobile data plans, highlighting how their package offers more data for a lower price compared to competitors. The ad could also mention the company's wide network coverage, using these logical arguments to convince consumers of the practical benefits of choosing Djezzy over other providers.

1.11 Informative VS informative advertising

One difference between informative advertising and persuasive advertising is that the former aims to inform about the product/service, whereas the latter intends to persuade to order; however, they have one common point: the role of language in both cases. Whatever the advertisement is informative or persuasive, “For commercials, the aim is to catch the eye of consumers and stimulate their desire to buy” (Zheng, 2019).

1.11.1 Informative advertising

Whether one realizes or not, we have likely encountered informative advertising. An informative advertisement aims to educate potential consumers about the product or service features to build trust and credibility but through more information. Supposing a consumer is looking for a reliable internet service from, and he was previously using an offer from “Mobilis” at a certain monthly price but was not getting enough gigabytes or value for the price he pays each month. Suddenly, he sees the following offer: “MABROUK LA 4 G MOBILIS LAHKET RAPIDE 3LA TOUT DE SUITE À ORAN ET OUARGLA,” For one moment, he might be pleased to see a new service from a company that he uses in his daily life; however, it lacks essential informative details such as, the price. The consumer for example, might have the desire to know whether the new price is appropriate for him or not. Moreover, an informative ad seeks not only to reliability, but also empowers customers to choose the product or service that suit their needs and best preferences. It aims to provide data and evidence showing the benefits of usage,

especially for those innovative electronic and complex products or financial expensive sells.

1.11.2 Persuasive advertising

Persuasive advertising in the other hand follows more the emotive orientation. Keeping the same example above, if someone has slow internet service, and he sees this ad, writing “MABROUK LA 4 G MOBILIS LAHKET RAPIDE 3LA TOUT DE SUITE À ORAN ET OUARGLA”. As soon as he reads “RAPIDE 3LA TOUT DE SUITE” that means “faster than the fastest”. For this reason, he would like to buy it, since the language of that advertisement appeals his needs. Therefore, the primary aim of this technique is to stimulate a selective demand for particular products or services. This type of ads may utilize popular people in commercial campaigns to encourage consumers to associate positive emotions with their company. Like when “Djezzy” company has used the famous football gamer “Riyad Mahrez” in one of their new offer’s advertisements.

1.11.3 The balance between persuasive and informative elements in persuasion

While emotional appeals can be effective, they are not always useful. Or in another way they should be completed with some piece of information through links or a copy writing description like those in postures at social media. To explain further, a brand of clothing posting one model of their collections and write upon “Be Elegant”. It is clear that many of individuals are searching for elegancy and best look. It would also be great once the brand completes the mission with statistic data about the model, either through writing the on description or through a link that leads directly to the brand's website for further information. Although both forms of advertising are useful resources for building a brand and conveying a message, they should each be used strategically. Each has its own role to reach successful persuasion. And the major distinction between the two advertising techniques relates to the ways each aims to deliver information. However, it is very noticed that many people like to know more about what they will request or buy.

1.12 The use of English in Algerian public sphere

Many studies have been conducted concerning English in the context of Algerian teaching and learning, while the presence of this language in the Algerian sphere has received less attention until recently. Therefore, a number of studies since 2016 have started dealing with the issue of linguistic landscapes, were begun to address this issue. Fodil (2017), for instance, investigated how Kabyle shop owners in Bouira and Tizi Ouzou use English to label their shops. His research

revealed that these shop owners view English as a symbol of modernity, fashion, sophistication, reliability, and high social status. Consequently, they choose English for their shop names to associate these qualities with the products they sell. These assumptions held by Kabyle shop owners bear witness of the high prestige English is acquiring in the business sphere (Fodil, 2017). Notably, the work of Fodil stems from this observation of the fact that the number of shops using English names doubled over a three-year period, highlighting a growing trend.

Kasdi (2016) worked the similar issue but within a different context: the world of fine arts. In her Master's dissertation, Radia Kasdi aimed to uncover the underlying ideologies conveyed by Maghrebi singers who incorporate English into their song lyrics, intend to convey. Her findings suggest that these singers, including those from Algeria, use English either as a means to critique societal issues and advocate for change or to expand their reach to a broader, international audience (Kasdi, 2016).

1.12.1 Algerian's attitudes towards English

The recent advancing showcase of English in the Algerian linguistic scenery raises questions regarding the nature Algerians' attitudes have towards this global language. Benrabah sought to answer such questions by distributing a questionnaire to Algerian students from three main urban cities: Oran, Saida, and Ghazaouet. The questionnaire asked students to agree or disagree with three statements: 1) English will replace French in Algeria, 2) scientific subjects should be taught in English, and 3) English should be embraced without excluding French. Interestingly, 49.9% of students opposed the idea of English replacing French in Algeria, and 62.3% rejected English as a medium of instruction for scientific subjects. However, 76.4% expressed a willingness to opt for English without eliminating French from the Algerian linguistic scenery. These findings indicate that English while has gained certain degree of significance, it has not yet established a strong presence in Algeria. It is rather than being seen as a replacement for French, English is more widely accepted as an additional language alongside the others already in use.

In his 2013 study again, Benrabah measured informants' attitudes toward English by asking them to identify the languages they believe would enable them to succeed both in Algeria and internationally. A notable 58.6% selected Arabic, English, and French. These responses highlight, to some degree, the awareness among Algerian students of the growing significance of English as a global language for communication.

1.12.3 English as a Lingua Franca

In today's current globalized world, geographic boundaries no longer pose a barrier to international communication across various sectors. The business world is particularly impacted by this shift, especially with the rise of the free market economy, which has encouraged global trade between nations. These exchanges have undoubtedly fostered greater international communication, making language a crucial tool in cross-border interactions. In multilingual contexts, business professionals often turn to English as their preferred means of communication. The American university (2005) supported this notion stating that “The dominance of English as a lingua franca in international business contexts is now seemingly beyond dispute.” Therefore, the use English as a global language has extended to the sphere of business. Many studies around the world aim to bear witness of this phenomenon and many of all confirm that English is an intrinsic part of contact in multilingual settings for many business people.

1.13 Conclusion

The main goal of advertising is to increase sales and improve projects. Companies usually connect advertising aims to convince and inform, but no one might do this without language. The literature review of this field presented that many scholars are interested with analyzing the linguistic features which help advertisements to be retentive for the public. Again, the majority proved that only language has the power for companies to remind people about their products or services. For a linguist, human language is a complex system comprising phonological, lexical, and pragmatic aspects. If talking about the scope of advertising from a linguistic perspective, linguistic levels of analysis must be taken into consideration also that are persuasive strategies. Furthermore, age, gender and culture are all factors to affect consumers from each society; nevertheless, each of them has an impact of which tongues or languages must be practiced in the chosen speech community. This situation leads to switch and mix between codes and languages in case of what kind of advertising language the target audience want to read, specifically when taking into consideration the shifts between the old and new generations. In this theoretical chapter, the multifaceted linguistic situation was examined to clarify the Algerian audience's attitudes toward electronic advertisements.

CHAPTER TWO

Research Design Data Analysis, and interpretation

2.1 Introduction

The previous chapter went through the theoretical side of the study. The second chapter is, therefore, the practical side of the study and it is empirical in nature. It seeks to reveal the attitude the targeted Algerian market segment upon the linguistic levels of analysis, the code-switching and code-mixing impact; the of English in the Algerian public sphere nowadays due to external factors in advertising, specifically with the new generation. This research is devoted to the analysis and findings of the gathered data via research on the internet which comprises a list of Algerian companies and brands, also via questionnaire that oriented to the target audience to know their opinions toward what is previously mentioned above, what they support and what they oppose with. Additionally, from a semi-structured interview was conducted with content makers to confirm that what they are using imitates the segment needs.

2.2 The research design

A well-planned research design ensures that the method used matched the research objectives, and that the researcher utilized the right kind of analysis for collecting data from the selective area for work. In other words, it aims to outline the procedures for collecting, analyzing, interpreting, and reporting data within a research study. In this context, the research design serves as a comprehensive framework that guides how the necessary data will be gathered, the methodologies employed for analysis, and the overall approach to answering the research questions. As explained by Helen “Research design is a blue point or plan specifically created to answer the research questions and control variance”.

Analyzing a linguistic phenomenon needs a deep description since it must describe the linguistic situation in the selected speech community. Given the structured nature of this study, the right approach is adopted for detailed data results. And since the researcher’s aim is to present the data as it occurs specifically in Algerian online media landscape, the purpose of this study is descriptive. This research adopts a case study approach, focusing on the Algerian speech community. It aims to identify, describe, and critically analyze the persuasive linguistic techniques utilized in Algerian electronic ads. For this particular work the purpose is to describe the great role of linguistic features in advertising improvement and gives an analysis to the linguistic landscape in Algerian society including the impact of the ultimate languages and dialects that exist in this large population on the culture of the Algerians towards ads and the language employed.

To examine the perception Algerians have towards electronic advertisements, the study will rely on a mixed-methods approach since the investigation needs to comprehensively

combine between both qualitative and quantitative methodologies to capture a depth in understanding the phenomena under study. Dörnyei (2007) states that "Mixed methods research involves different combination of qualitative and quantitative research either at the data collection or at analysis level". That is to say, mixed methods research tends to imply of both numerical and non-numerical data, to help giving a more complete picture through noting generations' new trends as well as to gain a larger knowledge from participants' perspective. To sum up, it is often used in multidisciplinary settings, complex situational or societal research. For this reason, it is suitable to use this methodology in such a linguistic situation in Algeria.

2.3 The Sample

Sample is defined as "the group participants whom the researcher actually examines in an empirical investigation" Dörnyei (2007). The basis of participant selection for research studies is sampling. The simple random sampling approach has been used in this research study. This has been preferred because there is less chance of sample biases, the sample size is relevant to test attitudes and perceptions, and because it is most appropriate for this researching. This will ensure that the sample drawn is representative of the larger population in order to make meaningful statements on the basis of conclusions drawn. In this perspective, a random selection procedure was adopted to capture the total population fairly. In this connection, a total of 93 participants belonging to different social groups were engaged in the research study. A structured questionnaire was administered to the respondents. Out of which a few were invited for semi-structured interviews. Significantly, the respondents were members from the Algerian speech community and real internet users with social media presence.

2.4 Data collection instruments

The term research instruments refer to the tool used to obtain data. The commonly used instruments include questionnaires, surveys, interviews, tests, and observations, among others. A good research tool should be pre-tested to ensure its reliability and validity to show that it can capture data as required by the study. The research instruments also have to be appropriate for the objectives of the research, address the research questions, and confirm or refute the hypotheses of the study. In addition, research instruments should be utilized neutrally in order to protect the integrity of data collection. The type and purpose of the study dictates the research instrument choice. The format of a research instrument may consist of surveys, questionnaires, interviews, even simple tests. For instance, attitudes and perceptions, and opinions, questionnaires and interviews are used, whereas tests would fall under research that involves assessment or measurement like linguistic, psychological, and other types of phenomena.

A combination of questionnaires and interviews was selected for this study, which aims at examining not only the linguistic strategies of online advertising but also the impact of multilingual situation in Algeria which automatically used in ads that are transmitted to the intended Algerian customer base and their perceptions about such strategies and such situation. This will allow quantitative data to be gathered, showing trends and general attitudes, and qualitative data, which provides detailed insight into consumer opinion. These tools, used in combination, ensure depth in the understanding of how advertising language shapes consumer behavioral patterns, meeting the objective of the project through the description of the current practices and investigation of the consumer responses to such linguistic behavior.

2.4.1 Questionnaire

Questionnaires are not just forms with a series of questions but tools for understanding the public. As a research instrument, questionnaires are very useful for collecting personal opinions and facts that confirm or reject what a research has previously known about some specific field. “A questionnaire is a behavioral/psychological measuring instrument designed to collect qualitative information from members of a population which can then later be transformed into quantitative or numerical data for analysis” (Amin, 2005). This kind of instruments is very useful in assessing the preferences, intentions and views of the subject. When it is necessary to collect exploratory data to ensure or reject a theory, qualitative analysis are the best in this case. In contrast, quantitative analysis is for testing a hypothesis that has already developed. A researcher can acquire both of the two through using the open and ended research questions, accessing more comprehensive results.

A questionnaire is a very practical way that allows collecting huge quantities from big sample sizes like in Algerian sample size. For this reason, this research’s sample was taken from a representative voice of the larger Algerian society; it was taken from “Tlemcen” speech community. The questionnaire was delivered to 93 customers from different regions from the state of “Tlemcen”. It is made up of twenty-one (21) questions arranged in three (3) sections. The first one dealt with the profile of participants; it includes eight (8) questions targeting information about their background. The second one discussed the participants’ preferences regarding language use in Algerian digital advertising; it includes six (7) questions. The last section presented examples via pictures solely to examine linguistic strategies and blending languages in advertising and asked the participants to choose between them based on their preferences; it includes six (6) questions. From the total of the twenty-one questions there was a mixture between closed-ended, multiple-choices and open-ended questions that let the respondents use their own words and add as many details as they want.

2.4.2 Interview:

Interviews involve more social interaction than questionnaires do. Interviews are one of the research methods to gather data from face to face. They described as formal structured conversations used to assess a person's opinion to explore something based on some questions. It is known that an interview has more social interaction due to its advantage to obtain extensive data on the research question. Moreover, while using this method for primary data collection, the interviewer has the ability for a directly control to the flow of the process and can address any issue that arise along the way if needed. Two or more people are included in on one interview; the interviewer who asks questions and the participant that responds to them. Quite often, researchers record interviews, and the data is later transcribed into written document which be analyzed through the interview questions and responses at a later stage.

Interviews are divided to three different formats: structured, semi-structured and unstructured interviews. A structured interview has predetermined a set of questions that all participants must respond is the same order. Asking questions in a set order might help the researcher to easily compare answers between participants while keeping other factors constant, thus data analysis in this situation is less complicated. In contrast, unstructured interview is a more flexible type because the questions and the order in which they are asked are not planned before the interview. However, this flexibility might lead challenge in conduct data properly since the unstructured interviews are linked with high degree of bias. Therefore, the interviewer must be very careful to not ask leading questions, as biased answers might lead to lower reliability or invalidate the research. In semi-structured interviews, the researcher has a general plan for what he/she want to ask and that all the participants must to respond to. For this reason this kind of interviews is often considered the best, and it is often included open-ended questions to access the validity.

This work is made up based on a semi-structured interview to collect further qualitative data about the research topic. Six participants were selected are content makers and advertisers. Some of them provides a service and others have small brands. The aim is to recognize if there is compatibility between the consumers' desires from public and the advertisers who always tend to know their customers intend. Dialectal Arabic was primarily employed while communicating with the interviewees, to make them comfortable so they feel the present in a natural setting and lower biases. They were asked seven questions, but since the interview were guided by a semi-structured format, a number of additional questions were also asked to get more information and the wording of each question varied. Their responses were also recorded upon giving their permission.

2.5 Data Analysis

The important aspect of any study is data analysis as it summarizes the gathered data. It is the process which entails on logical cleaning, transforming, describing and analyzing the data. It is generally employing statistical strategies. The techniques of data analysis are useful to gain reliable insights from the datasets, which might then be used to make an interpretation to the information collected for the goal of making decisions about the final results. To confirm or reject this research work hypotheses, in this part, the results of questionnaires, the interview, the internet research will all be analyzed and interpreted.

2.5.1 Public Questionnaire Analysis

First rubric: Information about the participant background

This section aims to acquire a clear background of the participants to determine the general profile if the chosen sample.

Question one and two: participants were asked about their age and gender

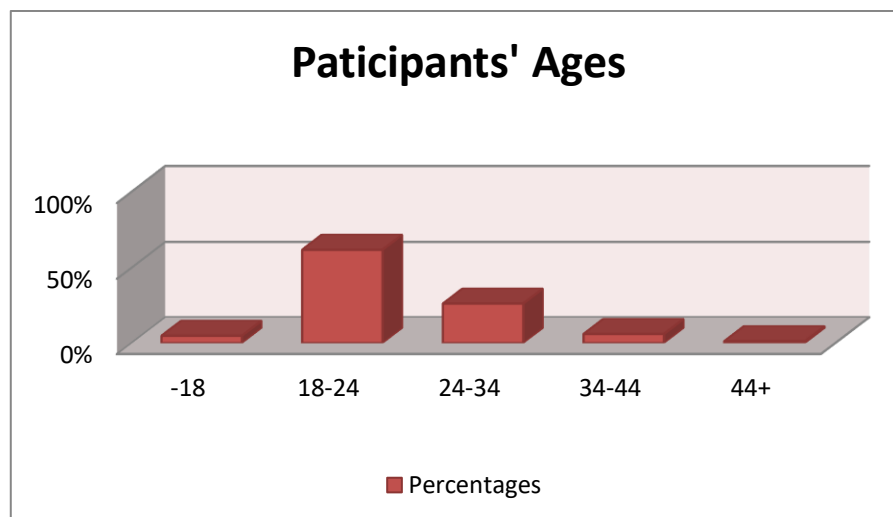


Figure 7 Participants' Age

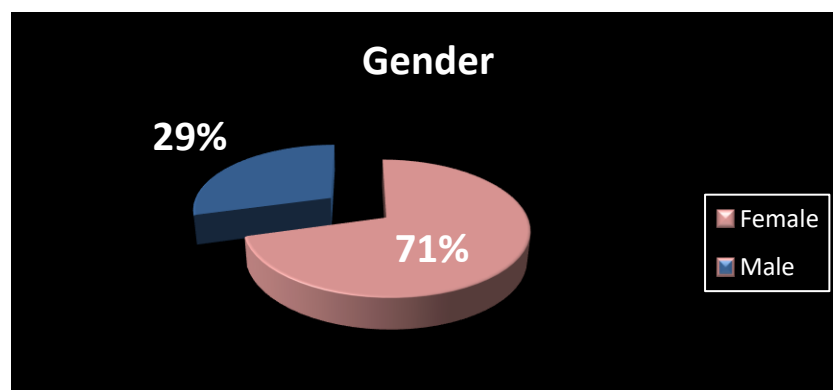


Figure 8 Participants' Gender

As the two graphs show, the majority of participants were aged between 18 and 24, which aligns with the fact that most internet users are young adults. In terms of gender distribution, females were overrepresented in the 18-24 age categories, whereas males were more prevalent in the 24-34 age groups. Nevertheless, the overall gender balance among the participants was maintained.

Question Three: How many ours do you often spend on the internet per day?

This question was asked to test Algerians’ perception of how much time they spend often on the internet. The results were summarized in the following graphic:

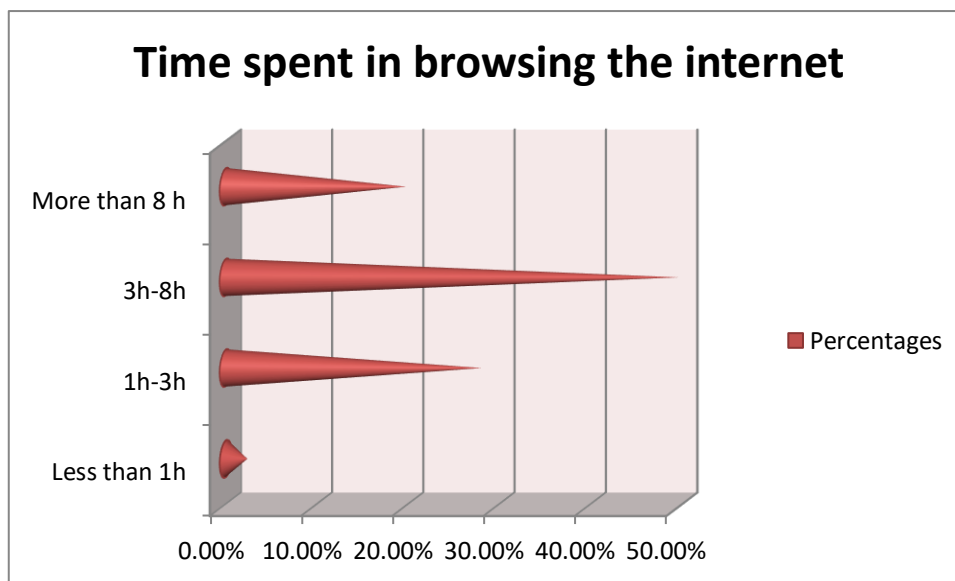


Figure 9 Time spent in browsing the internet

Since it is important to understand the familiarity of the selective sample with social media and internet use, the aim of this question was to determine how much the Algerian public spent browsing the internet per day. The results show that only (2.4 %) browses less than one hour on the internet while a (28.1%) of the participants spend between 1h-3h, (49.7%) of them say they use it between 3h-8h. While the least selected option was more than 8 hours daily which only (19.8%) of them did. According to a 2017 report by eMarketer,¹ which provides data insights on digital media consumption “Consumers are spending more of their time on mobile devices conducting attention-heavy activities like video viewing and mobile gaming, but also with less visual activities like audio listening that enable continuous media intake.”

This question result really shows that the great majority of Algerian Internet users are spending much time online, with almost 70% using the internet for more than 3 hours

¹eMarketer: *Adults spend Half Of Daily Media Usage On Digital*. Extracted from: https://www.insideradio.com/free/emarketer-adults-spend-half-of-daily-media-usage-on-digital/article_24addc46-ad97-11e7-bbda-4f926ba26027.html

daily. The wide-ranging nature of this engagement reflects a wider trend seen globally, with digital media consumption taking an increasingly large share in everyday activities.

Question four: What type of advertisements do you prefer the most?

This question was oriented to Algerian public with the aim to ensure that the majority of them pay attention to the digital advertising more than the traditional one:

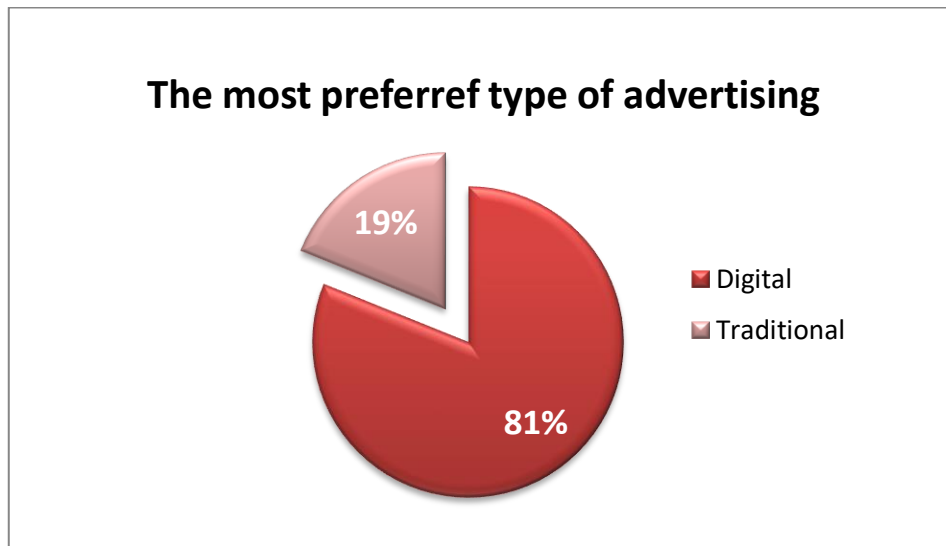


Figure 10 The most preferred type of advertisements

As the pie demonstrates, (81.1%) of participants prefer digital advertising, while only (18.9%° of them prefer traditional one. The data indicates a strong preference for digital advertising, with a significant majority favoring this medium. This trend highlights the growing impact and reach of digital platforms, possibly due to factors like accessibility, personalized content, and the increasing time people spend online. In the other side, low preferences for the traditional medium such as TV, or radio and print advertising. This low percentage might suggest that nowadays traditional ads are perceived as less engaging or effective compared to their digital counterparts. The reason of this may be due to the lack of interactive features and targeted reach that digital ads offer. Therefore, the results show that the overall of participants see that digital ads are useful to find products and services.

Question Five: If you respond with digital advertising, how often do you encounter advertisements online?

The question was asked to test Algerians' perception of how much they think they come across advertisements each day. The results are summarized in the following table:

Options	Participants	Percentages
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Rarely	5	3.2 %
Sometimes	24	28%
Frequently	26	68.8 %

Table 1 Participants' exposure to ads per day

Most participants who are (68.8 %) report that they see advertisements frequently per day; while (28%) say it is just sometimes each day. While only (3.2%) of them stated their answers with “rarely”. These suggest that ads are a prominent part of their online experience. This notion has already been explored previously according to “eMarketer” report which indicated that with advertisers continuing to increase their spend on digital media, consumers are devoting more of their media time to digital, especially to mobile and social media. Time spent with digital media among adults has risen to almost six hours daily-47% of total media time spending.

The data shown in the table above would appear to suggest that the respondents are exposed to an extremely high level of adverts, and there is also a tendency for people to underestimate how many they really encounter. This could be due to some sort of saturation effect in which inordinate frequency reduces their distinctiveness or memorability. Their answers varied based on their time spent browsing on the internet, but overall most participants underestimated the number of advertisements that they are actually exposed to.

Question Six: Which social media do you visit most?

This question demonstrates which social media sites are considering to be the most useful by the participants. There were 4 choices for answering this question, "Instagram", "Facebook", "TikTok" and "others". The findings are shown in the following chart:

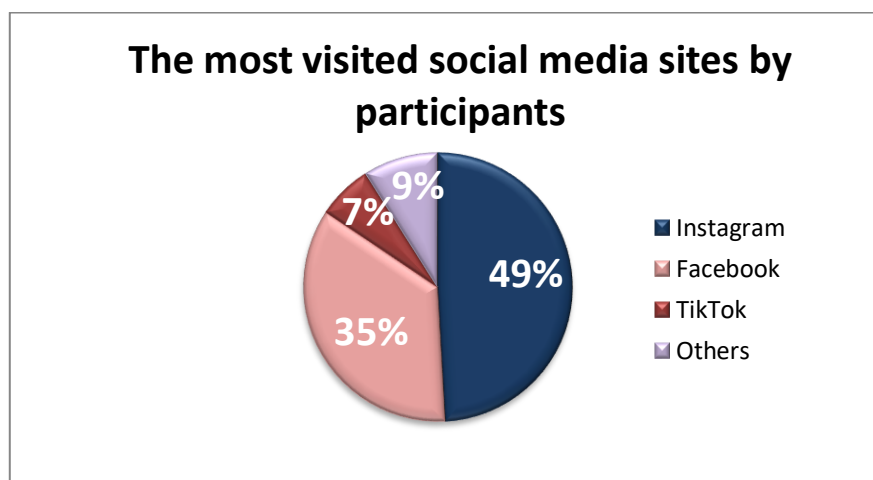


Figure 11 The Most visited social media websites by the participants.

As the pie chart shows, half of the participants (49%) say they visit Instagram the most. Meanwhile (35%) of the sample say they visit Facebook more while (7%) claim they use TiKTok more, and the rest of (9%) are for the last option with a few people who uses more other social media's application, some of them including Youtube, Twitter, Snapchat, and Telegram. The findings reveal a strong preference for social media platforms that facilitate communication and connection among users. While platforms like TikTok primarily function as spaces for passive consumption, where users mainly engage with video content, Instagram and Facebook stand out by offering a more interactive experience. These platforms not only enable users to consume content by reading posts and watching videos but also foster content production through social interactions. This dual functionality drives higher user engagement and increased traffic. Additionally, given the high cost of communication in Algeria, free platforms for interaction are particularly favored. These results provide valuable insight into the preferences of the typical Algerian internet user.

Question Seven: In your opinion, which social media platform do you believe uses online advertising most effectively?

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

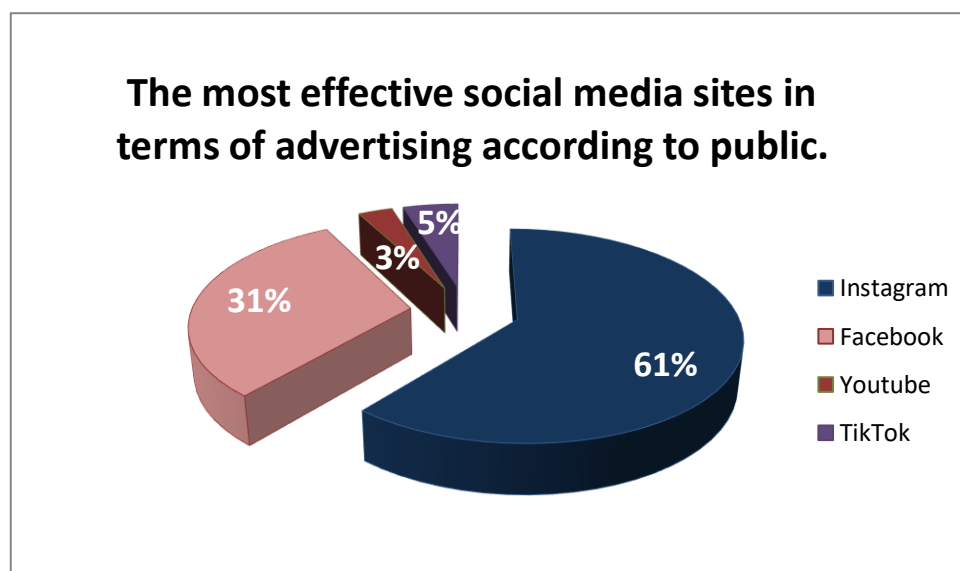


Figure 12 Participant's beliefs concerning the most effective platform in terms of advertising

Much as in the previous question, a vast number of participants with (92%) selected Instagram and Facebook more than Youtube and TikTok with solely (8%). This findings make sense since marketing companies tend to invest more money in popular social media

sites for higher quality and more persuasive ads on such well-used Platforms as Instagram. Increased investment in these sites probably makes them more capable of carrying relevant, entertaining advertisements, which is potentially one of the reasons why they dominate digital advertising. Besides, the higher usage of Instagram and Facebook opens up possibilities for reaching different audiences, making them more attractive outlets for running marketing campaigns. This further corroborates the fact that the popularity of a platform indeed shares a proportional relationship with the perceived effectiveness of its advertising.

Question Eight: How would you assess your English skills?

The aim of this question is to look at which extent the Algerian participants are interested in learning this global language at least among the youth. The participants had four options in the answers: “I am not interesting with”, “Beginner”, “Intermediate” and “Advanced”. The following table shows the findings:

Options	Participants	Percentages
I am not interesting with	6	7.1%
Beginner	32	35.7%
Intermediate	40	40.5%
Advanced	15	16.7%

Table 2 The English proficiency of Algerian consumers

If we are to prove that a significant portion of Algerian people, particularly; young individuals (as indicated by the age distribution in the first question), are interested in the English language nowadays, this question is so crucial. It helps to ensure or refute the idea that if Algerian consumers have an intermediate level in their English proficiency, they may at least be interested with seeing this language in Algerian advertisements. As it is highlighted in the table, the majority of participants (76.2%) identified themselves as beginners or at an intermediate level in English. In contrast, 16.7% reported having an advanced level of proficiency. The option “I am not interested” accounted for only 7.1% of responses, which makes sense given that six (6) out of the ninety-three (93) individuals surveyed expressed disinterest in learning English. On a positive note, 35.7% of participants indicated an interest in continuing their English language studies. This suggests that the public is increasingly open to incorporating English in Algerian advertisements.

Second rubric: Language attitudes in digital advertisements

Question nine: In terms of language, do you prefer ads with: AA dialect, SA, English or French languages?

This question was shown in a pie chart which indicated consumers' perception concerning which language they prefer to be useful by companies. The results are shown as following:

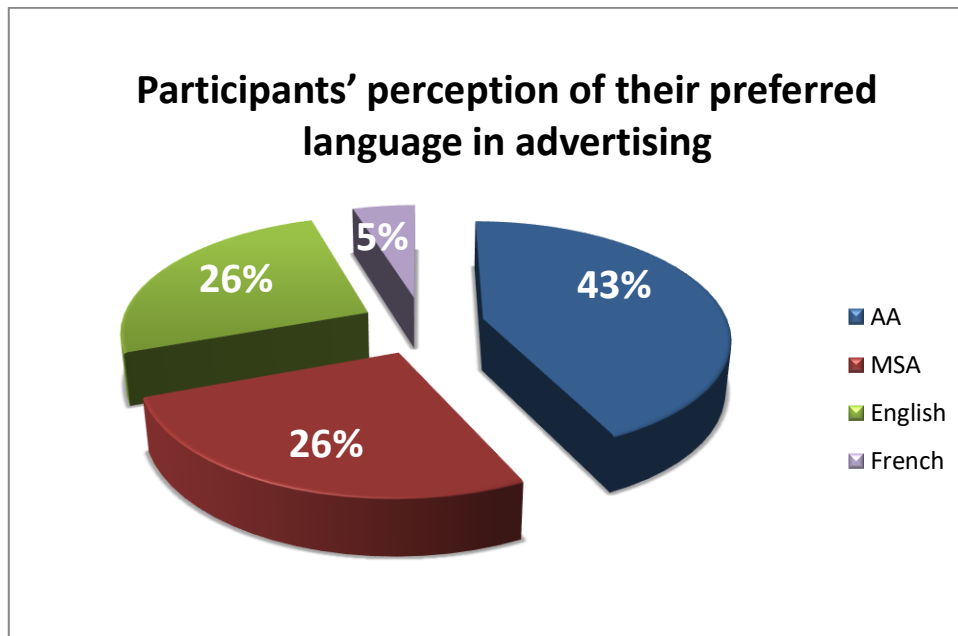


Figure 13 Participants' perception of their preferred language in advertising

As the pie highlights, when the participants were asked about their preferred language in advertising the results changed. Algerian Arabic was the most selected option (43%) followed by MSA (26%) then English also with (26%) and French (5%). These findings highlight the current perception and attitudes towards languages that are found in Algerian ads. French was the only language that dropped to (5%). This drop indicates that a large portion of Algerian users does not feel represented by this language. In contrast, Algerian dialect, Modern Standard Arabic was the dominant tongues which were the most preferred by the public. Unlike previous years, English increased to 26% respectively. This increase implies that numbers from the population are recognizing the value of this global language to be represented in the Algerian digital marketing landscape.

Questions ten: Do you encourage designers to include more English in Algerian advertisements like in the picture below?



Figure 14 Advertisement N1 (from which team you are?)

After recognizing the participants' levels in English language proficiency, and also their attitudes towards the preferred language to be used Algerian advertising where English gained (26%) of their interests. This question then came with the goal to confirm their attitudes concerning this idea, with focusing only on English language in this question. The responds indicated in the following chart:

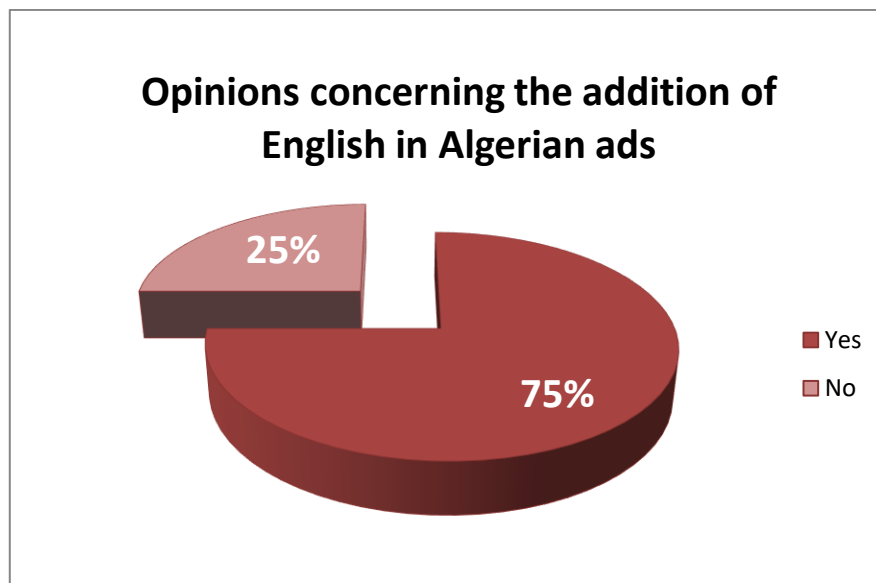


Figure 15 Participants' opinion concerning adding English language in Algerian advertising

As mentioned in the analysis of the previous question and indicated in the pie above, the majority of participants confirm their agreements regarding the addition of this global language. Where the survey results indicate that a significant majority of participants (75%) support the inclusion of more English in Algerian advertisements and only a smaller portion of (25%) are opposed with this notion. This shows a growing acceptance of

English as an influential language in Algerian advertising, possibly due to its global reach and modern appeal.

The attitudes for English could reflect Algeria's increasing interaction with international markets, where English serves as a key communication tool. On the other hand, the 25% who oppose the inclusion of more English might prioritize the preservation of Algerian cultural and linguistic identity, favoring advertisements that emphasize Arabic or French, which are more traditionally linked to the local culture and history. This segment might be worried that using too much English could make people feel left out because they don't speak English well.

Question eleven and twelve: Do you think it is common for Algerians to blend between languages during their daily conversations? If yes, give an example?

The aim of this question is to clarify the code-switching and situation in Algerian population. The public's perceptions about this question are highlighted in the following chart:

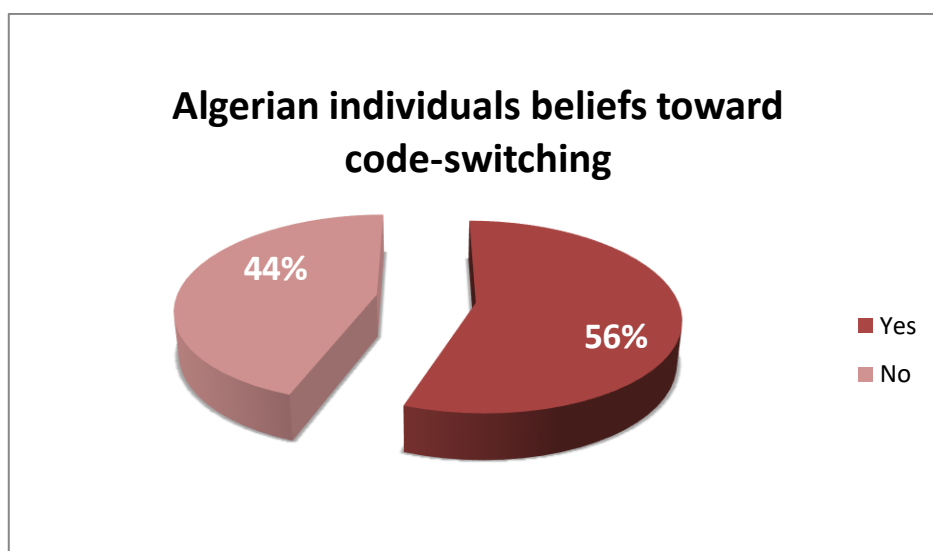


Figure 16 Public beliefs toward switching between codes while talking in daily conversations

The results of question eleven indicate that a slight majority (56%) of participants believe it is common for Algerians to blend languages in their daily conversations, while (44%) do not share this view. This data highlights the practice of switching between two or more languages within a conversation among the Algerian population.

The 44% who said “no,” however, may perceive that Algerians generally stick to one language per conversation, possibly due to their own social circles or experiences in regions where bilingualism or multilingualism is less prominent. Alternatively, they might feel that formal settings such as business or education tend to favor a single language,

often Modern Standard Arabic or French, over a blend. However, it is quite possible that people mix between tongues without being aware of it. As a predominantly Arabic society, we frequently incorporate foreign terms into our conversations, and sometimes switch to French expressions without even realizing it.

To sum up, the data suggests that people's tastes are changing, and advertisements that use more than one language might be more popular with younger people who are comfortable with different cultures.

The participants' responds with "yes" option, then were asked to add examples. Here are the most common examples as shown in the following table:

Examples	In English version
_[rwæhu nweriku:m shooting of the day].	Let me show you shooting of the day.
_[Læ kælite tæʃhæd lqmeʃ bezæf ʃæbæ].	This cloth's quality is so much beautiful.
_[ʒiblɪ læ telekomu:nd].	Hand me the TV remote.

Table 3 Examples mentioned by participants

Question thirteen: When viewing an advertisement, would you rather an advertisement that gives you more detailed information about the product, or are you more drawn to catchy slogans and phrases?

In the question number thirteen the main goal was to conduct a small analysis between informative advertising and persuasive one to see the advertisements most preferred category by participants. The results are as following:

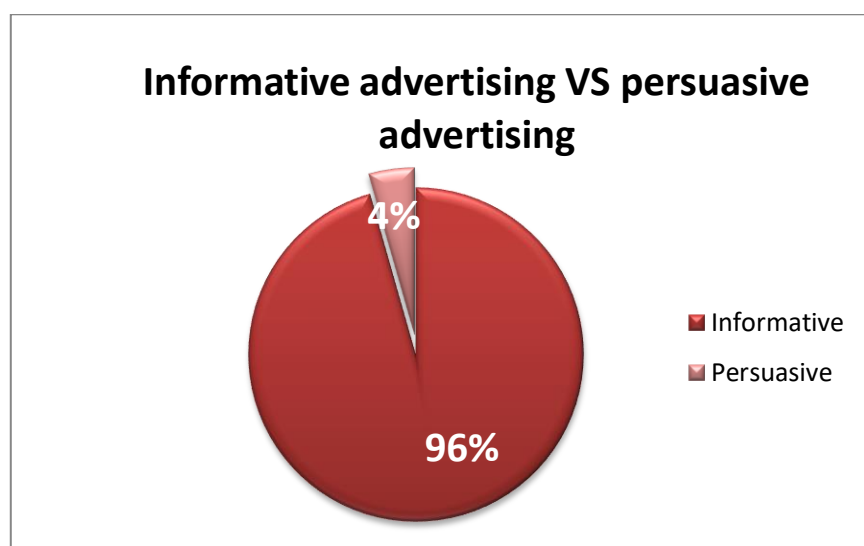


Figure 17 Pubic' preferences toward informative VS persuasive advertising

As the pie highlighted, the results reveal a notable bias toward informative advertising, with (96%) favoring it, compared to only (4%) who preferred persuasive advertising. This vast preference suggests that participants place a high value on advertisements that provide clear, factual, and useful information. The favoring of informative ads may reflect a desire for transparency and practicality in the advertising content, where consumers can directly benefit from the information presented, such as product features, prices, or specific advantages. This type of advertising aligns more with a logical decision-making process, since consumers want to make informed choices based on the visible details provided.

On the other hand, the small percentage (4%) favoring persuasive advertising might indicate that emotional appeals, brand loyalty, or attempts to influence consumer behavior through psychological provocations are less effective or appreciated by this specific audience. This could be particularly significant in the context of Algerian society, where cultural values and consumer habits might tend toward usefulness and honesty rather than being directed by emotional or persuasive rhetoric.

Question fourteen: What type of language do you find more persuasive and attention-grabbing in the advertisements you come across?

In the question above, the aim is to analyze what linguistic features or what kind of language that Algerian consumers prefer the most while advertising. The participants were asked to choose between four choices like in the following tables with findings:

Options	Participants	Percentages
Simple and clear language	43	61%
Humorous language	32	29.4%
Language that uses rhymes	14	7.2%
Formal language	4	2.4%

Table 4 Participants' choices regarding the language to be used in Algerian ads

As was shown in the table above, the participants' responds indicates the fact that there are types of language preferred in advertisements by Algerian consumers. Clear and simple language was highly supported, as (61%) of participants chose this option, which indicates a great liking for honest and direct messages which are easily understood. This is followed by humor, where (29.4%) found it is effective, hence supporting the fact that using humor in advertising makes it more enjoyable and remembered. By contrast, rhyming languages were favored by only (7.2%) of participants. This is indicative that while there is entertainment to be derived from rhyming, it does little compared to clear and transparent language. Finally, formal language had some of the lowest regard, favored only by (2.4%),

and thus may be less efficient at gaining attention and interest. Thus, from what has been reviewed, these findings suggest that clear and simple language combined with humorous language was most appropriate for advertising to Algerian consumers.

Question fifteen: Focus on the sentence in the advertisement below. Did you like the way French, English, and Algerian dialect were blended?



Figure 18 Advertisement N2 (German quality made in my homeland)

This question aims to observe the public attitude towards code-mixing indirectly through one picture advertisement. The findings are shown in the following pie chart:

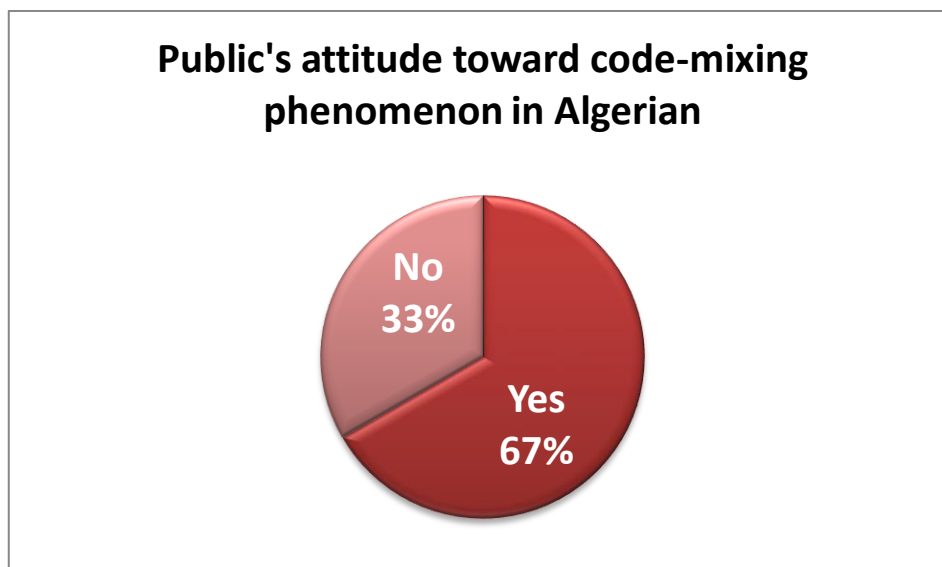


Figure 19 Participants' reactions toward mixing between to language with their mother tongue.

The results this question indicate that a significant majority of respondents (67%) reported their appreciation concerning the blending of French, English, and Algerian dialect in the advertisement. This highlights that the use of code-mixing in the advertisement was generally well-received and seen as effective. The positive response reflects a favorable attitude toward multilingual content, which may enhance connection

and impact with a diverse audience by reflecting the linguistic diversity of Algerian society.

Conversely, (33%) of participants did not favor the blended language approach. It provides that; while a majority finds code-mixing appealing, there is still a notable portion of the audience that may prefer a more uniform linguistic presentation. Their preference might be influenced by a desire for clarity or a more traditional approach to advertising that avoids the complexity of multiple languages.

Third rubric: Participants’ preferences concerning the language used in advertisements via pictures.

In this part of the questionnaire, the participants were asked about their preferences regarding the language used and rhetorical techniques through examples via pictures solely to examine linguistic strategies and blending languages in advertising. In this section participants are asked to choose between the selective advertisements’ options based on their tendency, in addition to one open-ended question at the end about their opinions regarding Algerian ads generally and some advices to improve them.

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



Figure 20 Advertisements N3 (picture “1”) and N4 (picture “2”, summer discounts, offer valid for twenty-four hours)

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

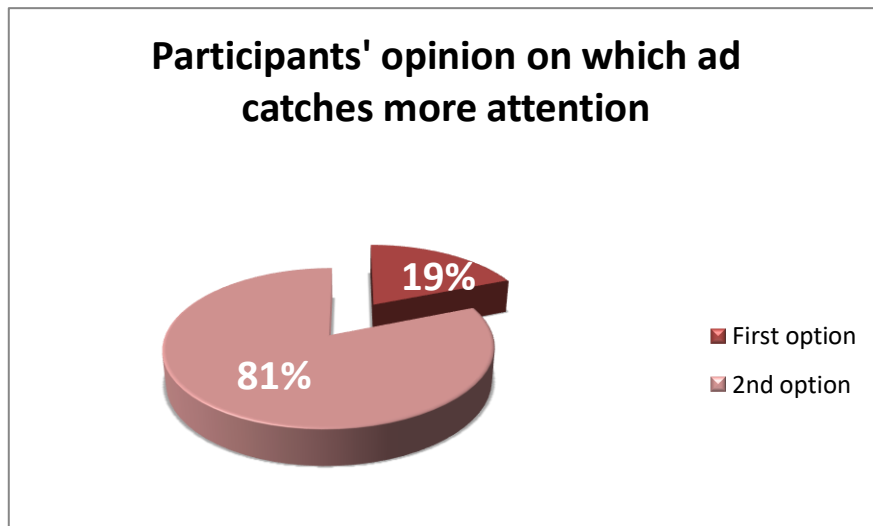


Figure 21 Participants' opinion on which ad catches more attention

As the above pie chart shows, the majority of participants (81%) agree that ad 1 caught their attention first, while (19%) say it was the second one. These results suggest language in the first advertisement caught their attention since the advertiser proved that language writing was his first solution to tell people that there is a discount for the summer in his product. The results highlighted the evidence that language shift a mere picture into one effective advertisement. Also it shows that the use of vibrant colors and text enhance the prominence of the advert. As the AIDA model shows, catching attention is the first goal of any advertisement. It is very important for advertisers to maximize the visibility of the advertisement.

Question seventeen: Focus on the text only. Which advertisement caught your attention more?



Figure 22 Advertisements N5 (Picture “1”) and ad N6 (Picture “2”)

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

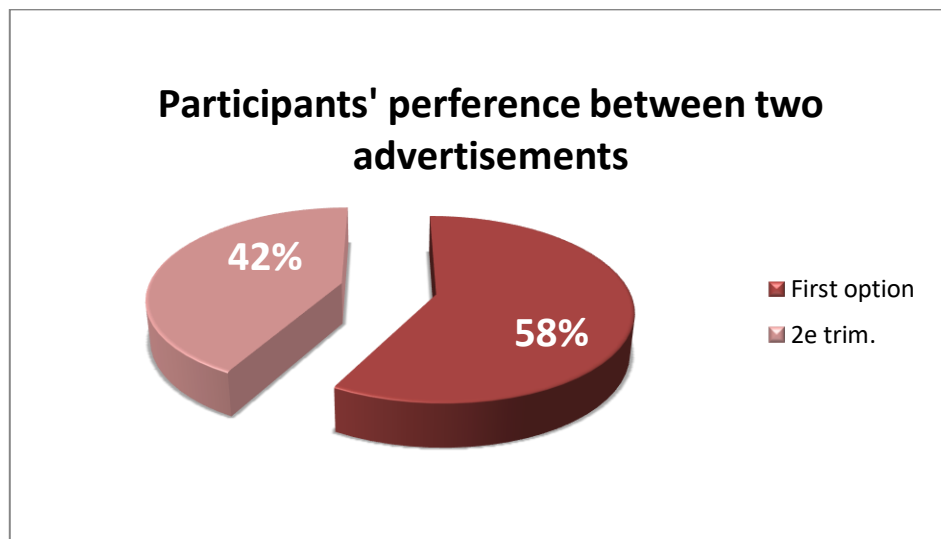


Figure 23 Participants' preference between two advertisements

The pie chart shows the participants had a mixed opinion between the two ads but slightly preferred the second one. The first advertisement was in dialectal AA and used a simple declarative statement while the second advertisement which also was in Algerian Arabic, used humorous sentence with rhyming as a persuasive linguistic technique. Additionally, the words used in the second advertisements refers to a popular Algerian comedy series actor, for this reason the statement make sense and was more creative choice for efficient perception. The participants were instructed to focus on the text only. (42%) of them chose the first ad, and (58%) chose the second one.

There was no significant distinction between the two ads. This might suggest that both features might be affective for Algerian population since the first picture is also creative in a simple language which conveys the message that this company's coffee helps you stay alert. However, the results reveal that although puns are considered a persuasive technique, in this instance it was not as memorable as rhyming and humor.

Question eighteen: Which of these two advertisements do you feel represents you more? (Focus on the text only)



1



2

Figure 24 Advertisements N 7 (picture “1”) and N8 (picture “2”). (Unlimited calls to “Ooredoo,” gifted “Anazik” and “Anaflix,” free “Facebook”).

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

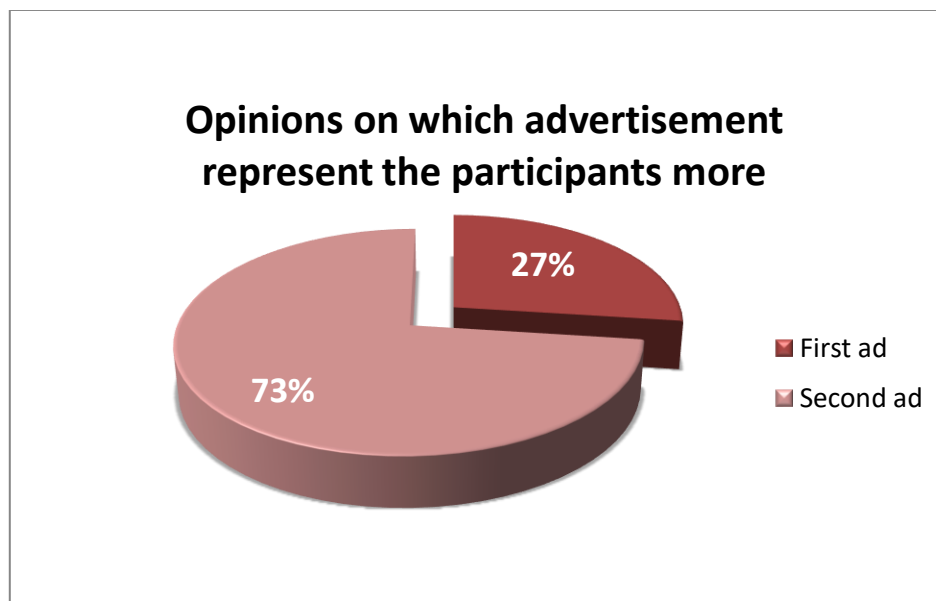


Figure 25 Participants' opinions on which advertisement represent them more

This question compared two ads that are identical but use different languages; Arabic and French. The results showed that the majority of participants (73%) felt that Arabic represented them more by selecting the second advertisement while (27%) said it was French selecting the first one. These findings indicate a

preference for MS Arabic over French. The result also shows that there are still some segments of the population that prefer French.

Question nineteen: Focus only on the text. Which of these two advertisements caught your attention more? Justify?



Figure 26 Advertisements N9 (picture “1”, everything easy) and N10 (picture”2”, 50 GB valid for 30 day, with easy box connect your house)

In the question nineteen, the aim was to compare between two pictures where code-switching occurs between AA with English in one hand at the first ad, and between AA and French in the other hand at the second ad. The Participants were asked to pick the advertisement which they thought was the most attractive for them. The findings are presented in the following chart:

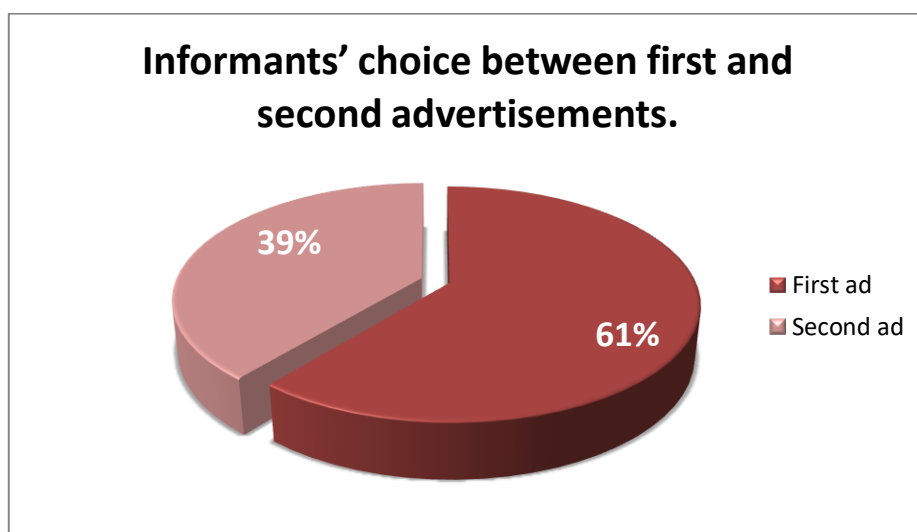


Figure 27 Participants' choice between first and second advertisements

As illustrated by the pie chart, the majority of respondents (61%) indicated that the first ad grabbed their attention more than the second ad, which was chosen by (39%). The inclusion of English in the first ad, where the advertiser alternates between the Algerian Arabic word “kulef” and the English word “easy,” conveys the idea that “everything is easy with Ooredoo,” evoking a sense of joy and modernity. This aligns with the responses to question n° ten, where most participants agreed that they support the use of English in Algerian advertisements by local designers or brands.

Meanwhile, the findings of the second ad which combines Algerian Arabic with French using phrases like (50 G VALABLES 30 JOURS) and (sæhlæ BOX konekti dærek), suggest that some individuals still prefer French over English in advertisements. This reflects the ongoing relevance of French for a segment of the population, even as English grows in popularity.

Although there is no significant gap between the results of the two ads, yet the fact that Algerian Arabic with English received (61%) of the choices might substantiate the assertion that English is gaining strength as the language of modernity, globalism, and youth culture. This preference may indicate that, in the case of most participants, once English is paired with Algerian Arabic, it makes the ad more appealing as it carries connotations of international prestige and modernity. In this case, the presence of English might suggest novelty, international accessibility, or a link to the global pace that becomes increasingly relevant in modern advertising.

Question twenty and twenty-one: Which of these two advertisements do you think is more persuasive? Justify your choice.



Figure 28 Advertisements N11 (picture “1”, flavor and freshness) and N12 (picture “2” the flag and Hammoud Boualem)

Participants were presented with two advertisements featuring Hamoud Boualem and were asked to choose their favorite. The results of this preference survey are depicted in the following pie chart:

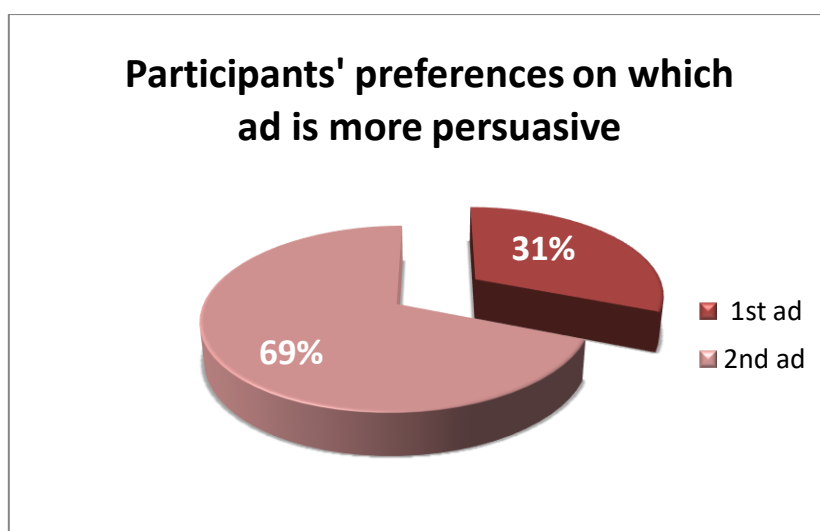


Figure 29 Participants' preferences on which advertisement they think it is more persuasive

The pie chart shows a strong preference for the second ad, with (69%) of participants choosing it and (31%) opting for the first. Participants were instructed to focus only on the text, as it was the primary element of interest. The first ad used those simple words to appeal for emotions and relate them with flavor and freshness once someone drink the product, while the second one used football but also to evoke the emotions associated with pride and joy. In this case, Pathos was used as a rhetorical technique in both of the advertisements. However, they differed

in their linguistic approaches where the first ad utilized rhymes, while the second simply stated its message. These findings support the previous studies that identified rhymes as a persuasive technique, also indicated that there are some people who like more simplicity. When they were asked about their choices, the informants provided explanations summarized in the following table:

Options	Justifications for the choice
Option 1	_ I found that the language on the first ad describes more the product. _ Elegant, real and straightforward. _ The first one is more attractive than the second in terms of design and the words employed.
Option 2	_ The patriotic spirit, one two three [vɪv æ lælgerɪ]. _ the last letter /m/ in the two words made me feel refreshed and excited if I drink “Hamoud Boualem” while watching and cheering for my country's team. _ The colors in the design plus the word [læʃlæm] (the flag) and who it is appropriate with the brand’s name clearly proclaim the product's Algerian origin.

Table 5 Participants’ justification for the ad they have picked.

This table shows the informants’ justification for their responds. The justification for picking the first picture was mostly due to personal preference as some of them stated that it felt more real, elegant and straightforward and that the language of this ad describes more the product in terms of freshness and good taste. In contrast, the most common reason for choosing the second ad was because they like that it rhymed, the second reason is that it clarify that the product has Algerian’s origin where it was aligned with the spit of nation and sport, the third reason was because the brand product was more attractive and visible through the colors employed.

2.5.2 Advertisers semi-structure Interview Analysis

Interview techniques are particularly well-suited for small sample sizes, as they often supply a limited number of participants but provide rich in depth information about the subject matter. In this study, the interviewees come from various age groups and educational backgrounds. However, they all belong to the Tlemcen speech community and have experience in online content marking for the goal of buying products or providing a service.

The interviews began with informal conversations to ease participants into the discussion, followed by an introduction to the research topic. Each participant was

then asked a series of questions. While all were asked the same six predetermined questions, but some of them were asked to clarify their responds or to provide examples.

Question One: As a content marketer, is it possible for you to possible for you to publish an advertisement post or video without using language?

The first question attempted to obtain what each participant generally thought concerning the use of language in online advertising. In other words it seeks to know whether an advertiser can forgo language in his daily practicing in his content. Although many respondents stated that there are many creative manners if not employing language, the majority of them, even those who provide the service of photography, agreed that it is difficult in most of the time to post something without using language.

One participant, who offers photography services and markets his work through the images he takes to attract clients seeking professional photography for their special moments, expressed generally that written language in advertisements is not the sole factor of conveying a message. Rather, he believes that videos and images allow the public to view and evaluate his work. Nevertheless, he prefers to include text in his posts to facilitate negotiation and employ persuasive language that appeals to customers' emotions. He states:

“Ashal ħaza bnisba lel photographer hiya ɣeno yposti Yi lpa3mal tawɣah li ysawarhum w haka nas ida ɣejbethum ɣademtah yzu wahedhum ydemendiw des photos, mai hakek w naħtaɣ baɣ nahdar fi ghaleb lwqat pour négociier wela baɣ nahdar ɣibarat moqniɣa a nazdeb maɣaɣir lɣamil”

A follow-up question was asked to give example about the language he employed in the post to persuade his customers. He answers:

“yawm zwazek garab? Sbert bezaf baɣ lhag had nhar? 3rit w tɣabt w ɣħal w nta tweɣad? W derwek tkhali had taɣb kamel yruħ hakak bla matwaθeq aham laħadat ħyatek? Marħba bik f l'agence taɣna, nweɣrolek mosawirin moħtarifin li ghadi yesanɣolek men had lyawm ðikra best moments li rek maɣi twerihum lwlidatek w aħɣadek bi zawda ɣalyia”. (Is your wedding day approaching? Have you waited a long time for this day to arrive? Are you exhausted from all the preparations? And now, do you want all that effort to go to waste? Welcome to our agency, where we provide professional photographers who will turn this special day into a lasting memory. The best moments that you would like to share them with your children and grandchildren, captured in high quality).

This response indicated that even a photographer who needs only to show his work to public and percept desires for buying the service, needs also to use language seeking for the emotional appeals.

Another participant stated that:

“Fi ʔaghlab lʔahjan tzini haʒa sʕiba baʕ nsteʔna ʕla luʔa surtout ki npartaʒi les stories sur Instagram wela Facebook, besaʕ fi raji maʕi ʕart baʕ lʔiʕlan ykun ʔir bhadra, neqder nwezel mesaʒ li nebʔi btariqti lmoʔdiʕa bi ʕakl ʕas”. (In most cases, it is difficult to completely avoid the language above all when sharing stories on Instagram or Facebook, but in my opinion it does not necessarily have to be only about language in advertisements, I can deliver a message with my own creative manner without writing or talking).

Questions two: What is your general thought on the language used in advertising and which one do you prefer to use?

The informants all agreed upon the diversity of a certain language to be used in online advertisements in Algeria. Adverts are sometimes found in French, sometimes in MSA, and other times in AA. However, there were some mixed answers about which language they prefer to use in their content marketing. The following excerpts are taken from the informants' responses to the second question:

The participant who has a brand of Islamic women clothing commented that:

“I think it relies on the content showcased. In my situation I use our mother tongue but I tend to use more Standard Arabic, since in our society who talks with standard Arabic is a religious man in their beliefs so it gives more affect when I show talk to my audience. Also I believe that it makes a sense for our social identity.”

Another one simply stated that:

“Since your audience is from Algeria you have to respect their culture and use Algerian dialect”.

“ʔana zumhuri aghlabhum men tlemcen wnfuf beli yʕbu bʒef la langue française alors dajmen f mes publication nzid le français.” (Most of my audience is from Tlemcen, and they have a strong preference for the French language, which is why I always incorporate it into my posts.)

“ʔana waʕed i know beli jumhuri moʕdamhum ʕabab w muʕdamhum rahum ymilu leluʔa lʔinglizija ktar alors nbʔi nstaʕmlha bezaf w menha bach nestahdaf ʕomala? ʔajanib teni puisque raha luʔa ʕalmaiya.” (I know that a large portion of

my public is of youth, and they lean more toward English, so I use it often. Additionally, I use it to reach international customers, as it is a global language.)

Question three: would you like to use only persuasive slogans or writings when posting or you like to give more information about the product/service you post?

There is a mixture of answers from the participants concerning their ads to be persuasive or informative.

One of the interviewees who own a brand of Muslim women clothing, claimed that she prefers to use persuasive slogans in designing her postures but to add more information in the description under them. She expressed:

“bayna baf nezdeb bnat w yeḥriw men ṣabayatna f ṭaḡhlab lwaqt nestaḡmal mostalaḥat kima: kuni ṭaniqa, w teni baf des fois nwasalhum sura ḡaba ṣla lhizab ḡarṣi li nwaḡruh ngul par example: kuni malika biḡizabik wela m3a “RAIHANE” brand ḡadi tbayni lnas beli lṭanaqa w lhizab yetlaqaw. Mais baf nkhalihum ywaḡqu ktar f lmarka tṣna nbḡi naṣtihum maṣlumat kter teḥt lmanḡor kima ṭism w nawṣ lketan w lṭalwan li tkun mtwaḡra f le modéle w les tailles teni, w mem par examples nbḡi nḡalihum yrtaḡu wnṣraḡlhum b détail f video ṭiṣlani ṣla lqmach w momayizat taṣ hed newṣija Des fois ndirihum kifaf yelebso lḡimar ṭila postina ḡimar f modéle ḡdid.”

One of them who markets for his online courses to learn design graphic design for selling them, expressed that he likes to be informative and that he finds those who use emotions are only misleading people.

“Whenever I see ads which are written with emotions, I cringe. I think because many people think that they are scammers. I like to be more real. In my situation, I like to inform my audience with key points about the main content of the course, price and the selective period of learning. I think it is more attractive if the key points tell them if they really need this course”.

Another participant claimed that:

“I think they complement each other, but it is not always effective to be much informative and talk too much on long videos or detailed text. Nowadays, youth people prefer shorter content. However, it can still work if presented in an engaging and captivating way. I believe that it depends upon to what extent can commercial be creative”.

Question four: Do you think that Algerian advertisements have changed in the last years especially in terms of language?

Most of the participants claimed that absolutely the Algerian advertisements have changed in the last years. One of them said:

“Oui tbadal bezaf; ĥaza lwla nas mawelatf tfuf television bezaf řlabiha l’éléctoronic kter, wela lmosawiq yĥawas řla nas win tkun w durk la majorité meme bzuz w řwabin řandhum telefonat smart, w ĥaza zawřa meme design tař les posts rani řfuf beli rah yetawar par ce que bezaf nas yřammu beli lřifřlanat lřazajriya řafsa cringe bzaf.” (Indeed, there has been a significant shift; firstly, there is now greater emphasis on electronic advertisements compared to television. Marketers are increasingly focused on identifying where their target audience is most active, and with the widespread use of smartphones among all age groups, including children and older adults, digital platforms have become more critical. Secondly, I have observed notable improvements in post design, especially given the prevailing perception that Algerian advertisements often fail to rise to the required standards.)

However, most of participants did not think that the language has changed in advertising or they did not observe. But two of them reported that language has changed and new expressions appeared not only on ads but also in daily life. They claimed:

“Bekri ř lřifřlanat taqlidiya kanet nas teřroj w tgul selfat lyum mař kul yum besaĥ derwek welaw yestařmlou zařma řibarat řaniqa welaw mořdam tořar li yavřadmu online ytebřou tariqat lřarb bezaf w yĥawlou ykunu prestige.”

“Biřakl řam meři řir ř advertising ana reni řfuf bli luřa ř mujtamař lřazařiri tbedlet bezaf surtout bzawez tař lyoum řibarat w kalimat machi kima tař nas bekri.” (Overall, and not only in advertising, I have noticed that the language in Algerian society has changed significantly, particularly among today's children. Their expressions and words are quite different from those used in past years.)

Although if many of the Algerian people did not noticed this, but slangs are changing over time and generations. Therefore, the use of slang words has indeed increased and these new words are almost created in AA but sometimes borrowing from French and English also occurs which increases CS. To illustrate, it is common for many Algerians nowadays to use the word “cringe” which refers by its role to English language. So they express with this word to show that they don’t like what they see or hear.

Question five: Do you believe using English language in your content and advertisements is effective?

The majority of the informants stated that it is more useful in Algerian advertisements generally and that they like to incorporate it in their content. One interviewee commented about this:

“kima kayen salama tizarija kayen salama faxsija, et puisque ?ana ?andi bezaf nas ya?ar?oni mnmohtawa ta?i. So, kima f storijat ki neb?i n?xali l?umhur mertah m?aya nb?i nsta?mal English. ?atar ha?a lewla nas li ta?rafni ?labalha beli bitab?i nsta?dam mostala?at ?inglizija f hadarti la iradiyan cuz t?ini momti?a fnotq. wha?a zaw?a raha bedat td?ol f hadrtina.” (People who know me from my content are aware that it's natural for me to speak in English because I find it enjoyable to pronounce, so I love using it in my stories to make my audience comfortable first. Secondly, I've noticed that English has started to seep into our daily conversations.)

Another interviewee who own brand of sewing tote bags with embroidery stated:

“I've observed that many Algerian businesses are increasingly choosing to name their brands or create their slogans in English, like 'Afaf Collection, 'Kawthar embroidery', or 'Salma Graphic Services.’”

However one of them claimed:

“I didn't think to use it before, may be on the future, it depends on the public and the context. I believe that Standard Arabic is more affective if I choose to talk with my audience with a language which is not our Dialect”

Question six: What are your suggestions concerning improving Algerian online advertisements?

The last question asked the participants to give their opinions regarding the improvement of online advertising in Algeria. Their responses were summarized as following:

“Nasihti ?eno yzidu ynaw?u f tariqat l?ard par ce que rani n?ufhum yekhdmu btariqa mobta?ala par example ?andek kda w kda? ?andek lmu?kila l?lanija? dzebnalek lhal.”

“Taswiq ba?r kbir bezaf nas bzaf hagratah ye?asbu beli ?ir yzidu motabi?in wela yzidu mabi?at ?ir blhadra wela ?ir blmuntaz ta?i ma?labalhumch beli qadar ykun taswiq bitariqa ?ajr muba?ira. Marat t?ik ?adad mabi?at kbira mais ma?i ki tgolum fru ?liya.”

“Imohtawa thuma lmuhtawa; l?i?lam tatawar w nas kamel saji t?awdet ?lih marahf ha?a ?riba wela ha?a zdida li nas mati?f fiha. Mawaqi? tawasul l?iztima?i

hija machi lelbiɣ manekedbuɣ hija li tawasul bsaħ ʔana ɣlah manestɣadɣ w nekhdam bhad tawasul baɣ yhaqaqli lhadaf taɣi.”

“Use humor appropriately and be more informative and direct.”

“Be more creative in ads and use proficient terms in foreign languages”

“Do short videos with less talking, choice the appropriate key words that attract public to your aim content and support this with rhymes and semiotics (signs, gestures, colors).”

The interviewees responses varied based on what they believe and what they previously perceived based on their experienced as the core problem that's facing the online Algerian e-commerce landscape.

2.6 Data Interpretation and Discussions

In this section, the results of questionnaire, interview and research on the internet are summarized and interpreted. Therefore, the hypotheses of this research will be confirmed or rejected based on the final findings.

2.6.1 The Result interpretation of the questionnaire

The results of data received from the questionnaires were grouped into three broad categories. The first part aimed at the background profiling of the participants by the establishment of their general perception about online advertising in Algeria. This aspect covered those websites on which participants most frequently come across advertisements and determined what platforms they find most persuasive; also it detect the consumers' relationship with English language. The second section asked about the preference of the participants regarding linguistic strategies and or tools used in advertisements. This section also aims to investigate at which language the participants they find themselves represented, additionally, detecting their attitudes toward code-switching and code-mixing which are common in the Algerian socio-linguistic landscape. The final part required participants to look at a number of ads and in some of pictures they were asked to select which one was most effective according to them, and in the others they were asked for their reaction about one picture according to the context used. The aim of the last rubric is to confirm their preferences on the previous two sections, or in other words to capture their attitudes regarding the language used in Algerian advertisements indirectly.

2.6.1.1 The first section results

The findings of the first section of the questionnaire indicated that youth female individuals are those who are particularly represent the majority of internet users. Their substantial time spent online with nearly 70% browsing for over three hours daily mirrors the clear preference for digital advertising, as participants find it more appealing than the traditional one. The results showed that half of them had a positive attitude concerning online ads, also it was confirmed to what extent the effectiveness of digital advertising is evident since it has been proved that the majority of Algerians encounter ads frequently per day which becomes then a significant part of their online experience. Besides the high preference for Instagram and Facebook, such a trend serves valuable insight to advertisers by helping them identify where their audience is most active and how best to engage them. These platforms provide space for interaction but also allow the advertiser to keep tabs on user behavior to further strategize for maximum engagement. The findings also highlighted a growing interest in the English as a foreign language expressing the desire of majority to incorporate this globalized language in Algerian advertising, also it suggests that English has a significant presence in the Algerian consumer landscape.

2.6.1.2 The second section results

The second rubric on the questionnaire focused on the language used with the aim of investigating at which language the participants they find themselves more represented, in addition to detecting their attitudes toward the complex Algerian socio-linguistic scope, particularly; the phenomenon of CS and CM. The results confirm the second hypotheses that the majority of the Algerian public prefer the use of Algerian Arabic and Modern Standard Arabic in online advertisements more. It is also ensured that French is decreasing in nowadays and English is rising. When participants were asked if they agree concerning the inclusion of English language (75%) of them support the idea whereas only a smaller portion of them are opposed with it. These findings confirmed that in terms of modernity, the majority of Algerian customers show a growing acceptance of English as an influential language in Algerian advertising. The findings of this rubric light also interpreted to ensure the third hypothesis about the informants' preferences about the balance between persuasive and informative advertising. It is therefore clear from results that the preference for informative advertising by the participants is high, implying the relevance that the Algerian consumers attach to ads that provide honest, clear, useful details in making a choice decision. Also it ensures that although the low interest in persuasive advertising Algerian customers do not reject this crucial side

since it is ensured that for them the most linguistic rhetorical techniques are slogans with rhymes and humor respectively.

2.6.1.3 The third section results

The last rubric in the questionnaire tackled linguistic analysis from an indirect identification to the participants perception to the language used in advertising through pictures they were asked to pick between just one of the options from each two of them. The results in first of all, approved the first hypothesis which stated that language has the power to transform a mere image to an attractive advertisement, particularly; when looking at the first question in this section where the majority claimed that advertisement with language the caught their attention more than the mere advertisements, and generally to the linguistic powerful instruments which are included in the remaining ads. The data findings of this rubric mainly interprets that in terms of the complex linguistic landscape of their speech community, Algerians might be affected positively with switching and mixing between codes and or languages in online advertisements. This verified the hypotheses of this study since the Algerians feel represented more by the use of MSA and AA in online advertising than the use of any other foreign language. Nevertheless, when they were asked pick between two identical ads, one in French and one in MSA, most participants picked MSA ad since they thought it represented their language use more. The conclusion that could be drawn from this is that even if Algerians have mixed opinion of online advertisement in Algeria, they most have an overall positive perception for mixing between AA and MSA with English in ads.

2.6.2 The Result interpretation of the semi-structured interview

The findings of the interview matched the results of the questionnaire but from another view. Unlike the questionnaire at which was forwarded to the receiver, the semi-structured interview was directed to the producer or those who have experienced marketing through advertisements. The answers by the interviewees aimed to reinforce the questionnaire findings. They were conducted in different forms but the aim is unified. The first question was designed specifically to understand the role of language for an attractive advertisement. Although many respondents stated that there are many creative manners if not employing language, but the participants felt that visuals alone may not be sufficient to persuade consumers thus supporting the idea of the strategic use of language enhancing the appeal of advertisements. The second question was designed with aim of highlighting the significance of cultural relevance and connection in advertising by stating that “you have to respect their culture and use Algerian dialect”. Some of

Algerian marketers prioritize to use AA in their ads, some of them favored MSA, but only few of them wanted French. Even if there was diverse attitudes towards the impact of the multifaceted linguistic context from advertisers point of view, .the preference therefore demonstrates advertising language must resonate with the cultural linguistic background of the population. The third question slightly indicated that some participants prefer persuasive slogans, adding detailed information in descriptions to build trust. Others favor a more straightforward, informative approach, believing emotional appeals may seem deceptive. A third perspective suggests that both approaches complement each other, but brevity and creativity are crucial, especially when targeting younger audiences. Although the interviewees had mix of preferences with a tendency toward finding a balance between persuasion and information while considering audience expectations, the responses are mainly reinforced the third hypotheses of this research work.

Concerning the fourth and five questions, the informants expressed a positive attitude towards the changes in Algerian online advertisements in last decades. The findings from both the fourth and fifth questions reveal notable shifts in Algerian advertising, both in terms of platform and language use. Participants largely agree that there has been a transition from television to electronic ads, driven by the widespread use of smartphones. While most did not notice significant changes in advertising language, some observed the introduction of new expressions and slang, particularly among younger generations. These new terms often originate from Algerian Arabic (AA), with occasional borrowings from French and English, reflecting an increase in code-switching and slang usage, such as the incorporation of the English term “cringe.” This is the respond at which the second hypothesis of this research ensured more, indicating the fact that code-switching between MSA, Algerian Arabic, French, and English has been raised. As also for English, the majority of participants view it as useful and effective in Algerian advertisements, with many incorporating it into their content. As those participants from the public, marketers believe English adds a modern touch, but from a content marketing perspective it is good for them as some feel it enhances their connection with audiences, especially in digital spaces. One participant even noted that many local businesses are branding themselves with English names. However, not everyone feels this way; some still see Standard Arabic as more impactful, depending on the audience and context.

The last question covered any remaining suggestions the advertisers had for developing online advertising in Algeria. One participant emphasized the need for varied advertising approaches. It was highlighted from this question that innovative methods could effectively address consumer problems, suggesting that presenting solutions in a compelling way is crucial for engagement. Also, in terms of

understanding marketing dynamics, another interviewee pointed out that many people underestimate the complexities of marketing, believing that simply increasing followers or sales through basic engagement tactics is sufficient. They stress that effective marketing requires deeper strategies beyond mere visibility, as substantial sales may not always align with promotional claims. Besides, for a good content quality and relevance, one interviewee noted the importance of high-quality content and the need for advertisers to evolve their messaging. They mentioned that audiences are increasingly seeking fresh and relevant information that goes beyond conventional marketing tactics. They advocated for leveraging social media not just for selling but for meaningful engagement that fulfills specific goals. Another suggestion indicated that advertisers should strive for both artistic innovation and linguistic accuracy to enhance the appeal of their campaigns. Finally, the effective use of short which was recommended was creating concise videos that prioritize essential keywords to capture audience attention quickly. They emphasized the importance of supporting content with visual elements such as colors and signs, suggesting that a multi-sensory approach can enhance consumer engagement.

2.7 Conclusion

This chapter has outlined the methodology used in this research. First it has described the selected area to conduct the study. The appropriate procedures were applied to collect both quantitative and qualitative data, which consist mainly in the questionnaires and the semi-structured interviews. The chapter was focusing to provide the finding results of this study through research instruments. Moreover, it has laid out the techniques used for the analysis of the Algerian public's perception surrounding the language use in Algerian online advertising and its role in customers' persuasion. These analysis methods allow for the interpretation of the complex linguistic landscape in the Algerian business sphere included the incorporating of including the English language in this context. As for the former, the findings helps understanding the new developments in Algerian online advertisements in terms of language, the problems facing them and offer some suggestions for more improvement.

General Conclusion

General conclusion

It is an integral part of the culture and economy of every society on earth and organizes the daily life of a person in one way or another. It guides people as to what kind of phone to utilize; what to drink and eat, and which products or services to buy. Advertising does not only promote brands but improves the image of persons, groups, or companies. In Algeria's multilingual linguistic landscape, this role becomes more reinforced through strategic language choices. The digital era has so changed advertising that the consumer is getting increasingly accustomed to the language of the commodity. The point of this is perhaps best viewed as an increasing acceptance of the status of English as a lingua franca, especially in spaces mediated through the electronic space. Advertisements are a complex mechanism within which deliberately employed linguistic and rhetorical techniques do much to mold attitude and behavior. The Algerian consumers, even though attracted by the use of Algerian Arabic and Modern Standard Arabic dialects, could not help but be influenced by advertisements covering persuasion and information. Many customers still assume themselves to be resistant to advertising, but the researches prove that the linguistic approaches influence their subconscious mindset extremely, which allows one to like advertisements more and make them closer to the real attitude. Advertisers consciously develop messages that can appeal and convince; this is why the languages and rhetorical styles are combined slightly often to have a better effect on the consumer.

In its previous sections, the present work has addressed the important function of language in shaping the effectiveness of online advertising in Algeria. Though by the analysis of the collected data from the research procedures (questionnaire and semi-structured interview), four previously pointed out hypotheses were confirmed. Then, the use of research instruments unveiled the Algerian linguistic landscape analysis and the perception of online advertising language by this sphere' population, particularly; through the application of sample from Tlemcen speech community. The results brought to light that language does more than simply support imagery in ads; language turns static visuals into dynamic, emotionally resonant messages that can engage consumers on many levels. Strategic use of language enriches it and makes advertisements relatable and persuasive. This present research also highlighted the specific contribution of the linguistic situation in Algeria, where Algerian Arabic, Modern Standard Arabic, and, to a lesser extent, French combine their influence on consumer involvement. The effective strategy indeed involves language mixing and switching codes, which is symbolic of the bilingual or even trilingual nature of society in Algeria. This would establish intimate contact with the audience by echoing the linguistic reality of the audiences.

Moreover, there is a certain appreciation for a balance between persuasive and informative advertising by Algerian consumers. While they do appreciate informative advertising as clear and transparent, they are not opposed to persuasion, especially when this comes in the form of slogans, rhyming, or humor. This thus goes hand in hand with the need for practicality and creativity in advertising. Moreover, this research study indicated that one could realize that Algerian businessmen have increasingly used English, particularly in the last two decades. However, there is an imbalance in the English labeled in companies once location and industry sector are variables. Interestingly, attached to the international status which the language enjoys today are the motivations in the preference for using English by the Algerian businessmen in branding their products and companies. English is thus used with the intention of emerging businesses, products or services as a modern image. The use of English therefore not only appeals to the more modern and younger audience members but can reach out internationally, giving online advertising wider spread. Advertisers in Algeria are beginning to realize this change in trend and are therefore beginning to insert English into their strategies.

The issue of representation is crucial whenever research aims to offer broad suggestions and recommendations. A study is considered representative when it effectively demonstrates the appropriate use of sampling techniques, selects the correct sample size, and employs a valid statistical approach. Despite the small sample population for the interviews, the findings aligned with the results of the questionnaire and the current literature on marketing strategies discussed in the first chapter. Nevertheless, the research was not without limitations. The focus was primarily on large, well-known companies that used display ads. Additionally, there is the possibility of biases in the advertisements shown to participants, even though they were commanded in the questionnaire to focus solely on language and the text. Elements such as background images, fonts, colors, and the influence of semiotics may have influenced their preferences. In conclusion, no research is flawless. The imperfections of any study should serve as motivation to further investigate these phenomena and expand on this topic in pursuit of the truth.

To conclude, the study analysis of advertising language in Algeria is not well investigated. The findings of this thesis can be added to those of previous linguistic landscape research centered on multi-languages and tongues coexist in Algerian advertising and on the new status English is acquiring in Algeria. In fact, this work has examined only; the preferences towards language and CS and CM phenomenon, the main age groups and gender present in this sphere in Algerian nation, the development of the balance between persuasive and informative advertising within the language used and also to assert the fact that Algerian population is aware of the importance of English language and the opportunities its mastery may offer.

Additionally, in only one medium SM. Therefore, there are still many components to explore and investigate owning that language is an important feature in marketing and linguists should ameliorate this subject scope.

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Appendices

Appendix I: English Questionnaire

Algerians' opinions concerning the language of online advertisements in Algeria

This questionnaire aims to find out the perspective of Algerian public toward language in online advertising. In order to fulfill this goal, you are kindly asked to respond on the following questions:

First rubric:

1- Age

<-18 18-24

24-34 34-44 45+>

2- Gender

- Male
- Female

3_ How many ours do you often spend on the internet per day?

4_ What type of advertisements do you prefer the most?

5_ If you respond with digital advertising, how often do you encounter advertisements online?

6_ Which social media do you visit most?

_Instagram

_Facebook

_TikTok

_Others

7_ In your opinion, which social media platform do you believe uses online advertising most effectively?

_Instagram

_Facebook

_TikTok

_Youtube

8_ How would you assess your English skills?:

_I am not interesting with

_Beginner

_Intermediate

_Advanced

Second rubric:

9_ In terms of language, do you prefer ads with:

- Algerian dialect

- Arabic
- French
- English

10_ Do you encourage designers to include more English in Algerian advertisements like in the picture?



11_ Do you think it is common for Algerians to blend between languages during their daily conversation?

12_ If yes give an example?

13_ When viewing an advertisement, would you rather an advertisement that gives you more detailed information about the product, or are you more drawn to catchy slogans and phrases?

14_ What type of language do you find more persuasive and attention-grabbing in the advertisements you come across?

- Simple and clear language
- Humorous language
- Language that uses rhymes
- Formal language

15_ Focus on the sentence in the advertisement below. Did you like the way French, English, and Algerian dialect were blended?



Third rubric:

16_ Which of these advertisements caught your attention first?



1

2

17_ Focus on the text only. Which advertisement caught your attention more?



1

2

18_ Which of these two advertisements do you feel represents you more? (Focus on the text only)



1



2

19_ Focus only on the text. Which of these two advertisements caught your attention more? Justify?



1



2

20_ Which of these two advertisements do you think is more persuasive?
21_ Justify your choice.



1



2

Appendix II: French Questionnaire

Opinions des Algériens concernant la langue des publicités en ligne en Algérie

Ce questionnaire vise à connaître la perspective du public algérien sur la langue dans la publicité en ligne. Pour atteindre cet objectif, nous vous prions de bien vouloir répondre aux questions suivantes :

Première rubrique

1- Âge

<-18 18-24

24-34 34-44 45+>

2- Genre

- Male
- Femelle

3_Combien d'heures passez-vous souvent sur Internet par jour ?

4_Quel type de publicité préférez-vous le plus ?

5_Si vous répondez à des publicités numériques, à quelle fréquence rencontrez-vous des publicités en ligne ?

6_Quel réseau social visitez-vous le plus ?

- Instagram
- Facebook
- TikTok
- Autres

7_Selon vous, quelle plateforme de réseau social utilise le plus efficacement la publicité en ligne ?

- Instagram
- Facebook
- TikTok
- YouTube

8_Comment évalueriez-vous vos compétences en anglais ?

- Je ne suis pas intéressé
- Débutant
- Intermédiaire
- Avancé

Deuxième Rubrique:

9_En termes de langue, préférez-vous des publicités avec :

- Dialecte algérien
- Arabe
- Français
- Anglais

10_Encouragez-vous les concepteurs à inclure plus d'anglais dans les publicités Algériennes comme dans l'image ci-dessous ?



11_Pensez-vous qu'il est courant pour les Algériens de mélanger les langues lors de leurs conversations quotidiennes ?

12_ Si oui, donnez un exemple.

13_ En regardant une publicité, préférez-vous une publicité qui vous donne plus d'informations détaillées sur le produit ou êtes-vous plus attiré par des slogans et des phrases accrocheuses ?

14_Quel type de langage trouvez-vous le plus persuasif et accrocheur dans les publicités que vous voyez ?

- Langage simple et clair
- Langage humoristique
- Langage avec des rimes

- Langage formel

15_Concentrez-vous sur la phrase dans la publicité ci-dessous. Avez-vous aimé la façon dont le français, l'anglais et le dialecte algérien étaient mélangés ?



Troisième Rubrique :

16_Laquelle de ces publicités a attiré votre attention en premier ?



17_Concentrez-vous uniquement sur le texte. Laquelle de ces publicités a attiré votre attention davantage ?



1



2

18_ Laquelle de ces deux publicités vous représente le plus ? (Concentrez-vous uniquement sur le texte)



1



2

19_ Sur quoi avez-vous porté votre attention dans ces deux publicités ? Justifiez.



1



2

20_ Laquelle de ces deux publicités pensez-vous être la plus persuasive ?

21_ Justifiez votre choix.



1



2

Appendix III: Arabic Questionnaire

اراء الجزائريين بشأن لغة الإعلانات عبر الإنترنت في الجزائر تهدف

هذا الاستبيان، إلى معرفة وجهة نظر الجمهور الجزائري حول اللغة في الإعلانات عبر الإنترنت.

من أجل تحقيق هذا الهدف، يُرجى منك الرد على الأسئلة التالية:

القسم الأول

1_العمر

18-24 <34-24

24-34 18-24

44+>

2_الجنس

-انثى

-ذكر

4_كم ساعة تقضي غالبًا على الإنترنت يوميًا؟

5_ما نوع الإعلانات التي تفضلها أكثر؟

6_إذا كنت تتفاعل مع الإعلانات الرقمية، كم مرة تصادف إعلانات على الإنترنت؟

7_أي منصة اجتماعية تزورها أكثر؟

-إنستغرام

-فيسبوك

-تيك توك

-أخرى

7_في رأيك، أي منصة اجتماعية تستخدم الإعلانات عبر الإنترنت بشكل أكثر فعالية؟

-إنستغرام

-فيسبوك

-تيك توك

-يوتيوب

8_كيف تقيم مهاراتك في اللغة الإنجليزية؟

-لا يهمني

-مبتدئ

-متوسط

-متقدم

القسم الثاني

9_ من حيث اللغة، تفضل الإعلانات ب

-اللهجة الجزائرية

-العربية

-الفرنسية

-الإنجليزية

10_ هل تشجع المصممين على تضمين المزيد من الإنجليزية في الإعلانات الجزائرية مثل الصورة أدناه؟



11_ هل تعتقد أنه من الشائع أن يمزج الجزائريون بين اللغات أثناء محادثاتهم اليومية؟

12_ إذا كانت الإجابة نعم، قدم مثالاً

13_

عند مشاهدة إعلان، هل تفضل إعلاناً يقدم لك معلومات تفصيلية أكثر عن المنتج، أم تفضل الشعارات والعبارات الجذابة؟

14_ ما نوع اللغة التي تجدها أكثر إقناعاً وجذباً للاهتمام في الإعلانات التي تصادفها؟

-لغة بسيطة وواضحة

-لغة فكاهية

-لغة تحتوي على قوافي

-لغة رسمية

15_

ركز على الجملة في الإعلان أدناه. هل أحببت الطريقة التي تم بها مزج الفرنسية والإنجليزية واللهجة الجزائرية؟



القسم الثالث

16_ أي من هذه الإعلانات لفتت انتباهك أولاً؟



1

2

17_ ركز فقط على النص. أي إعلان من هذين جذب انتباهك أكثر؟



1



2

18_ أي من هذين الإعلانين تشعر أنه يمتلك أكثر؟ ركز فقط على النص



1



2

19_ ركز فقط على النص. أي من هذين الإعلانين جذب انتباهك أكثر؟ ولماذا؟



1



2

20_ أي من هذين الإعلانين تعتقد أنه الأكثر إقناعاً؟

21_ علل اختيارك



1



2

المخلص: تتناول هذه الدراسة كيفية تأثير مواقف المستهلكين تجاه اللغة على الإعلانات في الجزائر، مع التركيز على التناوب اللغوي والمزج بين اللغات. تُظهر الدراسة أن الروابط اللغوية تؤثر على كيفية تلقي الإعلانات، حيث يُفضل المستهلكون العربية الجزائرية والفصحى. ومع ذلك، فإن اللغة الإنجليزية تُستخدم بشكل متزايد في التسويق عبر الإنترنت، مما يجذب جمهورًا شابًا ودوليًا. تقترح الدراسة أن الاستخدام الاستراتيجي للغات يعزز فعالية الإعلانات، مما يبرز الحاجة إلى مزيد من البحث حول الدور المتزايد للإنجليزية في الإعلانات الجزائرية.

الكلمات المفتاحية: الأعمال التجارية عبر الإنترنت، المشهد اللغوي، التناوب اللغوي، المزج بين اللغات، الأقناعات، الاعلان المعلوماتي، اللغة الانجليزية، الاعلانات الجزائرية، وسائل التواصل الاجتماعي، القوافي و الفكاهة.

Résumé: Cette étude examine comment les attitudes linguistiques des consommateurs influencent la publicité en Algérie, en mettant l'accent sur le code-switching et le code-mixing. Elle révèle que les associations liées aux langues influencent la perception des publicités, avec une préférence pour l'arabe algérien et l'arabe standard moderne. Cependant, l'anglais est de plus en plus utilisé dans le marketing en ligne, attirant un public plus jeune et international. La recherche suggère que l'utilisation stratégique des langues améliore l'efficacité des publicités, soulignant la nécessité d'explorer davantage le rôle croissant de l'anglais dans la publicité algérienne.

Mot clés: Commerce en ligne, Paysage linguistique, Alternance codique, Mélange de codes, Persuasion, Publicité informative, Anglais, Publicité algérienne, Médias sociaux, Rimes et humour.

Summary: This study examines how consumers' language attitudes shape Algerian advertising, emphasizing code-switching and code-mixing. It finds that language associations influence how ads are perceived, with Algerian Arabic and Modern Standard Arabic being preferred. However, English is increasingly used for online marketing, appealing to younger and global audiences. The research suggests that strategic language use enhances the effectiveness of advertisements, highlighting the need for further exploration into the growing role of English in Algerian advertising.

Keywords: Online business, Linguistic Landscape, Code-switching, Code-mixing, Persuasion, Informative advertisement, English, Algerian advertising, Social media, Rhymes and humor.