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**Investigating the Use of Linguistic Devices in Television
Advertisements: Case of Algerian Advertisements**

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the requirements for Master's degree in Language studies

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Declaration of Originality

I hereby declare that this submission is my own work and that, it contains no material previously published or written by another person nor material which has been accepted for the qualification of any other degree or diploma of a university or other institution. I also certify that the present work contains no plagiarism and is the result of my own investigation, except where otherwise stated.

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Dedication

I dedicate this work to my family for their love and support, to my friends in memory of the great university years and to my teachers for the precious things they taught me.

Acknowledgements

A big thank you to every soul that has contributed in any way into making this piece of work see daylight.

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Abstract

Language and advertising are indispensable elements of social life, and the use of linguistic devices in television advertisements is a good instance of their intertwinement. This raises a researcher's attention to understand the reasons behind using those devices and their level of effectiveness. To do so, an explanatory case study was conducted on Algerian television advertisements relying on number of sources and research tools consisting in a questionnaire and a semi-structured interview to collect the necessary data which were analyzed and interpreted. This process provided results revealing that Algerian advertisers do use linguistic devices mainly rhyme. Those devices serve to make the publicity attractive and memorable. However, Algerians may have a little trouble trusting television advertisements to buy products. In a nutshell, language is a key component for building a good advertisement. A good linguistic strategy is thus responsible for a brand's success on an initial level.

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List of acronyms and abbreviations

Ad(s)..... Advertisement(s)

CS..... Code Switching

H..... High Variety

L..... Low Variety

MSA.....Modern Standard Arabic

TV(s)..... Television(s)

General Introduction

In the world of advertising, language plays a crucial role. Every single word matters and advertisers and brands have understood this long ago. In fact, the language an advertiser uses in his advertisement can either make or break all of the efforts put before while manufacturing the advertised product in question. One sound, one word, one sentence, could be responsible for a huge success or a massive collapse. Therefore, advertisers work day and night to put all chances on their side and provide advertisements that bring out the best of their products while ensuring an audibly and visually pleasing scene.

Running a business is good but being able to advertise effectively for the products on sale is better. Brand owners are required to pay close attention to their advertisements. The scene they show in twenty seconds is supposed to be remarkable and memorable enough. Basically, good publicity is like a good CV, and brands are to make the best first impressions among their customers. Therefore, advertisers tend to use specific linguistic strategies and devices to achieve their ends. This is also the case within the Algerian context. Thus, analyzing those linguistic devices and exploring their role and impact on consumers becomes a significant matter to be investigated.

This research will delve closer into the domain of advertisement in Algeria and analyse the linguistic choices in some publicities. This will enable people to use the collected results as start points to making new ads. It can serve already existing brands on the market to take into account the public view on ads and develop them to reach their expectations, but it could also be useful for small business owners who may lack experience on how to catch people's attention and persuade them to buy their products. Therefore, this memoir will give a sneak peek on people's wants and expectations as well as what they generally find attractive. Thus, this research work will highlight the significance of language and linguistic devices in Algerian television advertisements and emphasise the role and impact of such devices on the Algerian consumer.

This research work attempts to answer the following research questions:

1. Which linguistic devices are used in Algerian TV ads?

2. What is the role of linguistic devices in advertising?
3. Does the use of linguistic devices have an impact on consumer?

The following hypotheses are to be considered as answers to the above questions respectively

1. The device of rhyme is widely used in Algerian TV ads.
2. Linguistic devices are used to emphasise the memorability of the advertisement.
3. Algerians do not rely on linguistic devices to buy a product.

In order to answer those questions and substantiate the above hypotheses, an explanatory case study is conducted on Algerian consumers. The sampling is based on non-randomization i.e. only certain people from Algeria could take part of this research. The participants will approximately be around 40 people from all parts of the country. Those informants were administered a questionnaire holding a mixture of close ended, multiple choice and open ended questions to collect all kinds of data regarding their thoughts on Algerian publicity and its overall impact. They also watched some Algerian ads from which they could extract the most appealing devices for them. A semi-structured interview was held with people in the domain of marketing to provide their own views regarding the matter.

This dissertation consists of two delivered chapters. The first consists in a theoretical chapter which is itself going to be divided into two parts. The first part deals with marketing and advertising, showing the interconnectedness of advertising and language mostly regarding television advertisements. On the other hand the second part tackles the linguistic situation in Algeria which is considered as a sort of identity card to the field of research by showing the languages in Algeria and the overall language variety in the country. Next, the second chapter is going to deal with the practical part of the research investigation. First introducing the research methodology and taking a closer look at the sample. Later, the obtained results are analysed and interpreted to finally confirm or reject the previously stated

hypotheses. A conclusion will be provided by the end of the work so as to summarize the whole content of the dissertation.

CHAPTER ONE

LITERATURE REVIEW

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1.1 Introduction

Advertising takes up a significant part of people's daily lives. A good advertisement (hereinafter ad) could have a great impact and could lead to a huge success for a brand. One of the main reasons for such a success has to do with the kind of language that is used in an ad. The use of linguistic devices may be one of the basic strategies employed by advertisers as a way to attract consumers and make an impact out of their ad. This chapter will delve into the multi-faceted linguistic situation in Algeria as well as the marketing and advertising industry while relating it to language and its properties.

1.2 Advertisement as a Means of Communication

Advertising is a voice that is shared all across a geographic area for the purpose of making an impact and influencing people into purchasing a specific product. Knowing about advertisements (hereinafter ads) is crucial to understand how a few seconds in a consumer's life could shape their perception of a product and potentially contribute to their attitudes towards it.

1.2.1 Advertisement defined

Although a term like ad seems to hold no controversy at first sight, the views on its definition were different according to scholars. A simple way to define the term would be by considering it as the practice of promoting something aspiring to attract customers, but this would only be true from a superficial perspective. While looking forward to defining ads, both advertisers and linguists did shoot their shot. They both held different views, as they looked at the matter from opposite perspectives.

First, according to marketing and advertising specialists, advertising is seen as an instrument to share a product with a target audience whether it be general or specific. Pelsmacker et al. (2013) highlight the fine line between marketing and advertising. They consider that good marketing is based on a number of components. The final component of the marketing mix includes advertising. The

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two terms may be used interchangeably as advertising is the most obvious and visible tool of communication to a company. The main goal is to communicate a message that would persuade potential consumers and influence them into purchasing the product or a service. Thus, advertising is a mass-mediated tool of communication that promotes products or services to a certain audience, aiming at persuading them to buy it.

On the other hand, according to language specialists, advertising is pretty much a language centered practice. It is all about communicating a message through a special kind of discourse. Linguists like Cook (2001) have a linguistic approach to advertising. He claims that language analysis shall not be isolated from its context. He perceives advertising mainly as a communication tool made up of a synthesis of elements all influencing each other for instance pictures, music, society and of course language. Cook rejected the popular definitions of advertising which focused on the persuasion to buy a product by highlighting the fact that not all ads serve this particular purpose. Some might be product free, or even be vehicles to raise awareness towards an issue. Therefore, the word advertising is broader than just the fact of showcasing a product to be sold but is rather a real way to publicly speak including advertising ideas or services all thanks to good communicative strategies.

For a long time, definitions like mentioned above were widely accepted. Kerr and Richards (2021) argued that the definition of advertising needed an update. For them, “Advertising is paid, owned, and earned mediated communication, activated by an identifiable brand and intent on persuading the consumer to make some cognitive, affective or behavioural change, now or in the future”.(Kerr & Richards,2021:25) The new definition marked the shift that the marketing industry had gone through during the last years and seemed to rectify certain details about advertising. Kerr and Richards (2021) specify, for instance, that advertising is meant to persuade but may not necessarily reach that goal. They also clarified that “mediated communication” was used in a broader sense to include new media channels including websites, social media or online reviews, instead of traditional

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face-to-face interactions or classical media. Therefore, the term advertising could gain a new dimension that fits the new norms.

1.2.2. Types of advertising

The act of advertising could ironically be compared to a chameleon. It is a very versatile practice that could take different forms depending on the purpose of the ad. Many types of advertising can be stated in this respect. In his article, Ghedeir Brahim (2022) spoke about the different genres of advertising. There exist copious amounts of media to promote a product. The researcher narrowed them to four categories. Those are print advertising, outdoor advertising, covert advertising, and broadcast advertising.

1.2.2.1 Print advertising

At this level, the advertising takes place in a written form. The idea consists into promoting a product or service thanks to newspapers, magazines or flyers. Advertisers strive to get the best placements in print advertising. In fact, the positioning of the ad is most likely responsible for its visibility and success. The more an advertiser pays money, the better the placement of the ad will be. This is also applicable to the popularity of the print medium. The more it is popular and consulted by people, the more advertisers fight for it. Brewster and Palmer (1929: 212) agreed that the psychological law of association of ideas plays a role in shaping people's perception of an ad and thus of the product as well. If the ad appears in a reputed paper or magazine, it is most likely going to be trusted and appreciated.

1.2.2.2 Outdoor advertising

Advertising does not stop when the consumers step outside. The role of outdoor advertising lies in the fact that people are going to be exposed to the advertised product even outside of their homes. In order to do so, advertisers rely on billboards, kiosks and trade-shows. Billboards are very popular but require from the ad to be extremely attractive and catchy in order to be noticed. Kiosks can be handy when trying to advertise for a product but they are also great to directly sell products on the spot. Finally, organizing exhibitions and trade fairs is always a good

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option for advertising. This type of advertising can be very effective in the sense that it is constantly repeated as people inevitably see it on their way from and to work for instance (Brewster & Palmer, 1929:262).

1.2.2.3 Covert advertising

This type of advertising implies that the product is subtly promoted in the context of a show or movie. There is no clear statement that the showcased product is being advertised but the audience could simply deduce it. This could be done by showing a particular phone in certain scene in a movie for example. Louvins (2023) conducted research on people's attitudes towards covert advertising after realizing that they were watching an ad. He concluded that consumers tend to show negative attitudes towards this kind of advertising. However, he did distinguish that although people may not appreciate finding out that they were watching an ad, they actually do not reflect this negative feeling on the advertised product itself. Nevertheless, this kind of advertising is not much appreciated which means that brands ought to be honest and focus on making the publicity interesting.

1.2.2.4. Broadcast advertising

Broadcast advertising may be one of the most popular ways to showcase a product. This type of advertising relies on the employment of media such as televisions (TVs), radios and even the internet. Although radios are not as widely used as before, they could still be opted for by small advertisers. For Callen (2010: 192), It is important to know that people don't listen to the radio for the sake of ads, thus it is the advertiser's duty to make a captivating impression. The repetition of the brand name is also key especially at the end so that it stays in mind. In contrast, bigger brands that have the required budget may opt for television (TV) ads as they have more visibility. Just like print advertising, in TV advertising, brand owners wish to have the best placements particularly timing wise so as to reach a large audience. Since the focus of this research is on TV ads, the latter is going to be tackled more deeply.

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1.2.3 Television advertisements

One of the most popular mediums of advertising ought to be TV advertising. As soon as one switches their TV screen on, there are high chances they may stumble upon an ad of any kind. Food, makeup, baby products, and even cars, every promotable product has a chance to appear on TV.

In the book *Profitable Retail, television advertising* (1977), the authors claim that TV as a medium of advertising happens to combine every element of the other advertising mediums within itself. TVs are able to use pictures like print advertising does, sound and voice like the radio, and motions like in the movies, making such a tool pretty unique and leading them to qualify it as “a complete medium” (p.15). In the early days of TV, advertisers had a hard time warming up to such a medium as they were very attached to the classic newspaper advertising. Getting to know how TV advertising works took a little time and money. But once they found that it gave more profit, the transition became easy. The new concern was on budgeting, thinking that making a TV ad costs a lot. Soon after, advertisers realized that one could make a good ad even on a budget. The main focus should rather be on making an ad that was stimulating and attractive.

The main reason that made TV ads popular since their existence was probably its combination of both audible and visual content, which contributes into making an ad attractive and innovative. Ogilvy (1963:33) narrated that when TVs were still a new invention, he treated TV advertising like classical radio advertising, paying close attention to words only. Only later did he realize that what made TV different was its use of images. For him a good TV ad should be able to sell even if the volume is turned down. He claimed that words are there to reinforce what the images are telling and vice versa. Therefore, the combination of both words and attractive vivid representation would make sales go up, which is the ultimate goal of an advertiser.

One of the most important aspects of a TV ad is the broadcast timing. In fact, the specific time at which an ad is going to be aired plays a crucial role in its visibility. In fact, advertisers will look for the best moments and the best timings at

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which the views are at their highest in order to reach a large audience. The greater the views on a certain program, the higher the demand for the commercials' spot around it but, of course, the higher the price. Companies could spend millions of dollars to have a highly demanded advertising time slot. Timing can also be determined based on a particular target audience. For instance, it is much more common to see an ad destined to children at times where they are not in school. Similarly ads that target men would typically be broadcast by the evening once done with work. This requires an analysis that shows which TV programs a specific target audience watches the most and strategically transmitting an ad that would interest them in particular (Callen, 2010: 193).

1.2.3.1 Linguistic devices of TV ads

The language of advertising is a loaded language, a language that is specifically designed to change the audience's attitudes, and opinions (Leech, 1972: 25). TV is a widely used medium of mass-communication and advertisers use it to promote their products to the largest population. Language is an important element in an ad. This is why good linguistic choices are ensured thanks to qualified copywriters. The use of linguistic devices at the level of TV ads is no secret. In fact, the use of an appealing language could arouse people's curiosity which is always beneficial to the brand. Sure, a TV ad is going to be entertaining but its purpose is to sell. Therefore, a TV commercial's language is a well-studied matter.

Word repetition may be a good linguistic strategy to be employed in an ad. According to Ogilvy (1963: 34), repetition is a key component of a TV ad. The main purpose of the latter is to be memorable so that consumers would think of the ad when shopping. He, thus, advises advertisers to repeat the selling promises at least two times in one ad. Knowing that people are overly exposed to ads on a daily basis, he highlights the importance of repeating the brand's or product's name so as to fossilize it in consumers' minds. Leech (1972: 29) holds the same position and says "It is a general principle that if a piece of language is repeated often enough, it will stick". For him, memorability is the most important part of an ad. The way to reach it would be through repetition. Whether it be repeating the brand name,

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certain key words and slogans or with the repeated exposition to an ad, so as to ensure that the consumer hears about the product frequently enough.

It can be noticed that the speech of an ad is remarkably similar to that of poetic texts. This is guaranteed thanks to the use of mnemonics, a device that emphasizes memorability. Rhyme is one example of such a device. It is the repetition of the same phonemes at the end of an utterance, creating a musical pattern. It does not necessarily mean the repetition of the same letter but only concerns sound. This device is easily identifiable in jingles or slogans. What makes this device appreciated is that it is unconsciously satisfying. The same could be applied on alliteration. This feature is quite similar to rhyme in the sense that it is also concerned with sounds. Nevertheless, alliteration refers to the repetition of consonant sounds at the beginning of an utterance. Leech (1972:188) spoke about both of these devices saying “Rhyme is..., like alliteration, a device which helps to make headlines and slogans striking and easy to remember”

While still attempting to reach memorability, advertisers may opt for the use of slogans. Those are short catchy phrases aiming at making the key concept of a brand memorable. According to Leech (1972: 59) an ad is designed in a particular way. The two most important steps of the design are the headline and signature line. In the second one, the consumer will find the final details about the product as well as a final word or a particular slogan. Slogans are tightly related to the phonological devices mentioned above. For Myers (1994), several components are responsible for making a slogan work. While comparing between a Van Houten's and Mars chocolate slogans, Myers noticed that the use of catchy sounds was a must. This can be ensured thanks to alliteration and rhyme in particular as they provide a pattern of similarity with sounds.

Code switching (hereinafter CS) may not be the most popular linguistic device that is employed in ads for the simple reason that not all speech communities are bi/multilingual. Nevertheless, it can still be found in certain cases. As for the definition of CS, the term created a controversy, but the simplest one would be that it is the alternate use of two codes in a conversation or within the same utterance.

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Myers-Scotton had an interesting view on this phenomenon and asserted that CS and borrowing, which is the adoption or adaptation of a word from one language to another, could actually refer to the same phenomenon. In the advertising industry, CS may be used within bilingual societies. A research by Brahmaiah and Ratna ShielaMani (2018) in India showed that CS was an increasingly used advertising strategy. It reflects the creativity of the ad as well as accuracy of daily language use. The effectiveness of CS in TV ads was discussed by Banatao and Malenab-Temporal (2018) saying that CS seemed to be a persuasive element in an ad as it creates a connection between the advertiser and the consumer.

Paradox is, above all, a literary device and a figure of speech. It refers to the existence of a sort of contradiction in an utterance. In advertising, although the use of such a device may not be the most common, paradox proves itself as a great rhetorical device. In fact, the latter, may contribute to creating an emotional appeal and a persuasive effect on the consumer by showing two facets of a situation going from bad to good, which eventually creates a feeling of satisfaction. The creativity of such a device may arouse consumers' curiosity which emphasizes the memorability of an ad and product. People are mostly captured by their emotions. Therefore, the use of a device that focuses on the emotional appeal may be strategically rewarding.

1.2.3.2 Linguistic techniques of persuasion in TV ads

Persuasion is a pivotal aspect of advertising. The main goal of an ad is to sell and persuasion plays a crucial role to achieve that goal. Not all ads may be persuasive, but in a competitive market like the marketing and advertising one, advertisers ought to stack the odds in their favor. Knowing about persuasive techniques is a must and a good skill to make the most successful ads.

The term persuasion could be defined based on the elements that construct it. When analyzing persuasive discourse in divergent contexts whether it be a politician's speech, a lawyer defending a client, or a TV advertiser preparing his next commercial, a pattern can be easily captured. What characterizes a persuasive discourse is the human communication, attempted influence, and modifying

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judgments. As a matter of fact, the term persuasion could be narrowed down to an exchanged interaction between human beings that aim at influencing people regarding the way they feel, think or preserve something, while modifying their judgments towards it and urging the addressees to form an opinion about it. Therefore, persuasion is not about forcing people to think a certain way or to do something in particular. It is rather a technique that predisposes others to do so if well-communicated (Jones & Simons, 2017).

Hovland (1953) discussed the persuasion matter in advertising. He suggested that in order to persuade a target audience, plethora factors may be involved. One basic element to consider is the communicator of the ad. A communicator is the face of the ad or the person who is going to showcase the advertised product. According to Hovland, the choice of this person should be well-thought. The audience may either completely trust or question the credibility of the product based on the communicator. If the latter shows signs of charisma, presence, confidence, and good speaking skills, the viewers would be interested in knowing about the product. Similarly, if the ad is presented by a famous person, people are most likely going to appreciate the ad by making a connection in their mind consisting in thinking that if the admired person likes a product, the rest of the people should like it too. Nevertheless, attitudes towards the celebrity may influence this perception. The more the prominent figure is liked, the more the product is going to be considered.

Ogilvy (1985) discussed the idea that not all ads are good ads. A good ad is one that sells. Actually, in some cases, an ad may reduce sales creating the opposite of what the advertiser wanted to reach. Starting from this idea, one way to see things would be that a good ad should be able to persuade its target audience. For Schmidt and Kess (1986), persuasion is primarily a linguistic matter. Of course, other elements as discussed before may be involved, but the verbal aspect of persuasion is undeniable. On the other hand, TVs are a great medium of communication and especially for advertising. Therefore, the two authors were

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determined to make a link between the two and strived to analyze the persuasive property of certain linguistic devices used within TV ads.

Schmidt and Kess (1986) based their research on Lakoff and Geis's works both published in 1982. The researchers concluded that their findings on the persuasive language of TV ads precisely in the context of televangelism i.e. the utilization of media like TVs to promote religion mainly Christianity, coincided with the findings of the previous literature on the most part. In fact, Schmidt and Kess found that the linguistic devices mentioned in the prior works were indeed well present in TV ads. This included the presence of vague language, indirect speech forms, linguistic novelty, and manipulative persuasion. However, the two researchers noted some slight differences and questioned some of the findings of the literature they relied on.

First, Schmidt and Kess (1986) noticed the occurrence of the indirect speech and vague expressions in certain speech acts like promises as well as when giving specific directives or guidelines. According to Lakoff, linguistic novelty was a highly used linguistic device in TV ads. However, the researchers did not agree claiming that the use of new terms was indeed a thing but it was not as recurrent, at least not in the context of televangelism. Similarly, Geis's consideration of name repetition as a manipulative persuasive effect was criticized as being taken for granted and that although name repetition could contribute to persuasion, there is no clear evidence on the matter. The investigators also considered adjectivalization processes saying that contrarily to Gies's claim, those did not function as similes. Instead, televangelists tend to use long strings of adjective in a somewhat manipulative way. This process was interpreted as an intentional practice to deconcentrate the viewers and emphasize their passive/ receptive state which people usually have while watching TV. If it was not the case, then adjectivalization could be seen simply as a stylistic device. Schmidt and Kess (1986) highlighted the fact that language plays a crucial role in the process on persuasion. Schmidt and Kess (1986) finalized saying:

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It is not necessarily through processes of logical analysis that language affects persuasion, but rather through the ability of language to convey implicit information through structure, arrangement and the principles of conversation, utilizing the active participation (but not necessarily the conscious attention) of the recipient of a message to infer the actual meaning conveyed. (p.65)

In simple words, Schmidt and Kess suggest that language is indeed responsible of persuading the viewers of a TV ad. The effectiveness of language in this context does not necessarily have to do with the quality of the provided arguments, but it is rather a matter of language structure and organization. Whenever the conveyed message is well formulated, the advertised population will show a kind of involvement. They may not necessarily know that they are being influenced as the persuasive art is supposed to remain unconscious. The idea is that persuasive language is not about specific words but about the logical organization and presentation of those words.

1.2.3.3 Significance of TV ads

With TVs being an essential piece of furniture to a household, one cannot deny the fact that TV ads play a crucial role in the marketing and advertising industry. This explains the fact that such kind of advertising is still well established and used regardless of the new advertising strategies and mediums that were developed in the recent years. In fact, TV ads are still considered as a pretty modern medium for product promotion. Its use of audio-visual aids, motion, colors, and language contribute to making TV the crowned-head of advertising mediums.

The use of TV as a tool of communication in an ad context may be one of the most rewarding strategies that a brand or company may employ. As a matter of fact, people tend to watch TV for extensive hours. Thus, using such a medium to advertise for a product is a great strategy. This approach would ensure that the advertised goods are going to reach a very large audience. The more an advertiser would spend money to broadcast his ad, the more it will appear on people's screens. Also, if he decides to put in the budget, the ad will be broadcast on the most favorable moments of the day, i.e. the moments where views are at their highest.

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The same concept is applicable when important shows are live like during the break of an important Olympics game. (Patalbansi & Khupse, 2018)

TV advertising has proven itself to be a great way to influence consumers by persuading them to buy a certain product. This tool has a considerable impact on consumers' perceptions, and this is especially applicable to children who themselves would persuade parents to buy something. A TV ad is designed in a way that would put forward a nation's beliefs and cultural values so that the consumer would feel the desire to purchase. To achieve this end, advertisers make use of both positive and negative emotions. Positive emotions are simply a way to make the consumer feel joy while watching the ad which would help in developing positive attitudes towards the product. On the other hand, negative emotions serve to create a feeling of discomfort, urging the viewers to want the solution to a problem which in this case would be the advertised product or service. (Krishna Shahu, 2020)

One thing to know about TV ads is that advertisers are aware that the world is increasingly becoming digitalized and that viewers are most likely using TV as a background noise while using their phones or laptops at the same time. Thus, the limited attention span those consumers may have while using both devices is used to their own advantage. The idea is that advertisers try to make ads that are captivating enough, for the viewers to lift their noses up their phones. At the same time, if they are captivated enough they would certainly go online to look for the product in question. Therefore, the combination of TV ads and online media gives the perfect amount of publicity to a product and the consumer would have been influenced in the span of a few seconds. (Lehnert et al., 2014 and Lotz, 2014 in Kuyucu, 2020)

1.3. The Impact of Linguistic Choices on Consumer Behaviour

If it were not for the consumers, advertising would be useless. One main goal of an ad is to attract a maximum number of consumers and influence them to purchase the advertised product. One could assume that language plays a massive role in advertising. One crucial role would be to reach the consumer and potentially have an impact on them. The language an advertiser may use in a commercial is

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definitely well-thought and strategically organized in a way that would automatically influence the viewers. This section discusses the way the language of ads affects the consumers' behaviours and attitudes.

In an attempt to understand the impact of media ads on consumer behaviour, Sama (2019) analyzed consumer behaviour according to stages. Those included awareness, interest, conviction, purchase and post-purchase. He concluded that TV ads had a great impact on the consumers' behaviour mainly regarding the first three stages as this medium offers the opportunity to give a constant reminder of the existence of the product, especially if the advertiser spends a considerable budget on the ad's screen time. The results were different regarding radios which seemed to be less effective at all levels. Newspapers on the other hand were significantly effective regarding all stages especially the pre-purchase stages and showed themselves as great influencers of the purchase decisions among consumers, making newspaper ads a great medium of communication. This explains the advertisers everlasting like of newspapers right after TV ads. Magazine ads affected the consumers at the purchase and post-purchase phases. Finally, the use of internet affected the same stages as TV, making both of these medium mainly effective at the pre-purchase stages. In this sense, it could be noticed that the use of TV ads could be a great way to attract future customers. Regardless of the fact that TVs may not be the most effective medium regarding the purchase/ post-purchase stages, an advertiser could use this widely accessible platform to reach a wide range of people and influencing them into believing that the product they see in an ad is the one they are in need of.

For Wright et al. (1999): "A primary problem in advertising is translating information about the product for the language of the advertiser into the language of the consumer" (cited in Akinbode, 2012) showing that pleasing consumers is a great concern of advertisers. Akinbode continues by describing the language of advertising as unidirectional. Contrarily to a normal day to day conversation featuring a balanced exchange between two individuals, in advertising, only the ad plays the role of the addresser while the consumer is fully an addressee. Moreover,

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the language of an ad may clash with the conventional linguistic norms. This is a strategy that is mostly applied to attract and grab the attention of the targeted audience. Furthermore, the use of linguistic devices like slogans provide an easy to remember aspect to the ad. The small catchy phrases summarize the core of the ad and provide the viewers with the most important elements to retain about the brand or product. Similarly, the use of jingles which rely on the use of rhyme and repetitions may be a good advertising technique. A jingle should be easily retainable with a childlike simplified language making it stick to the mind. If an advertiser notices that his jingle is hummed by people, then it marks the success of the ad. Overall, the language of an ad should be appropriate, easy, and retainable. The use of such a language is supposed to make a good first impression that pulls the audience towards the ad as well as the fact that it contributes to consumer's memorization of the product. The same can be said for the brand names themselves as it was noticed that monosyllabic words were much easier to recall. Akinbode (ibid) raises the fact that advertisers find themselves in a highly competitive game. Therefore, the role of the ad is also to shed the light on their product while making other products in the market look inferior, a goal that is mostly achieved through language like using superlatives and intensifiers. The only way for the consumer to find which is better would be through purchasing the product. Akinbode noticed that within his speech community, the use of pidgins as a way to reach a large population seemed to have a positive impact on Nigerian consumers especially as this variety choice was combined with the use of jingles and slogans.

While investigating consumer behaviour towards ads' language in Mexico, Alonso García et al. (2013) found that the Mexican community felt that the exclusive use of Spanish in an ad that featured a purely Mexican brand was much more appreciated than with the use of an intrusive language like English, as it reinforced their patriotic feeling and linguistic pride. Similarly, when exposed to a non-local brand like Coca Cola, the use of English was more accepted and even better perceived as this reinforced the American linkage of the brand, country and language. Thus, the consumers seem to appreciate the link of a certain linguistic choice with the roots and origins of the promoted brand. This creates a feeling of

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appreciation, emphasizing the consumers' brand trust as well as their enjoyment of the ad itself. Therefore, and according to these results, the CS or even the total use of a completely foreign language in an ad may be an interesting move regarding global brands as the use of a global language like English emphasizes this point. Nevertheless, the linguistic phenomenon is not acceptable when the concerned brands are labeled as local. Instead, the use of a local variety seems to create a more positive feeling for the consumers, an information that could be of great significance for brand owners, marketers and advertisers.

1.4. Linguistic Repertoire in Algeria

Algeria is worldwide known for its linguistic diversity. The nation's over 44million inhabitants share, more or less, the capacity to interact in more than one code with the rest of the population. The Algerian soil has gone through a long history of events that contributed to its huge linguistic heritage. The following subsection will deal with the linguistic situation in Algeria, taking a look at the different varieties that coexist within this country.

1.4.1 Classical Arabic

Classical Arabic, also known as al Fusha, is the purest version of Arabic. This variety of language comes straight from the religion of Islam which is also the religion of the Algerian country. Classical Arabic is considered as the idealistic version of Arabic. It is the model that Arabic language speakers aspire to reach. In spite of its complexity, classical Arabic holds a poetic aspect that makes it one of a kind. This variety is mostly used within religious related topics. It may also be found within classical literary works and pieces of poetry where the very high and sophisticated language use could be explored and exploited to its extreme.

It may be believed that the limited use of Classical Arabic may lead to its death. However, this view was not approved of as Standard Arabic is tightly linked with the religion of Islam. These two go hand in hand and as long as one remains the other will never fade away. Classical Arabic may indeed not be as much used as it should be but it nevertheless remains in its supremacy. According to Bouhadiba (2010: 43) "Today's linguistic situation in Algeria is characterized by a continuum

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of Arabic”. Hence, from standard Arabic, many varieties sprout out. Those are simplified versions of the somehow complex Classical Arabic and may be found in everyday situations.

1.4.2 Modern Standard Arabic

Modern Standard Arabic (hereinafter MSA) is the language that englobes the whole Arabic-speaking world and brings all of its countries together. In fact, the Arab/Muslim community may encounter some unintelligibility issues due to the existence of innumerable dialects. The problem easily vanishes away thanks to MSA once used as a *lingua franca* i.e. an auxiliary language used to bridge the gap between two individuals speaking with different codes and that cannot mutually understand each other. As part of the Arab and Muslim community, Algeria can be proud to consider MSA as both its official and national language since 1963.

It is no secret that the country of Algeria has gone through a terrifyingly rough epoch of colonialism. After gaining its independence back in 1962, the Algerian authorities thought that the best way for the country to gain its identity back would be through language. Kramsch (1998) confirms this view as she closely ties language with identity. The former president of the country, Ahmed Ben Bella, decided to unify the Algerian territory and claimed high the Algerian culture and identity through the implementation of Arabization in 1962. The main goal of the president was to get rid of any traces of the French colonizers although the decision was regarded as somewhat rushed (Altoma, 1971, p699; Gordon, 1966, p200 stated in Nakla, 2021). He managed, few years later, to implement MSA as the language of instruction in primary schools and backed his decision up with teachers who flew from all parts of the Arabic-speaking world. Today, MSA is widely used in education, media, and within the government.

MSA is basically a simplified version of standard Arabic. It is used in any formal context as will be stated in section 1.5.1 and is also used as a way to reunite Arabic speaking countries. In Algeria, this language variety is recognized by the government and is used for any formal situation.

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1.4.3 Algerian Arabic

What characterizes the Arabic speaking countries and makes their uniqueness is the wide range of dialects that exist within each country. Algeria as an Arabic country makes no exception to the rule. In fact, the Algerian soil is famous for the huge linguistic variation that it holds. From one town to another, going south or north, east or west, Algerians tend to be innovative and have different words for the same things. This makes Algerian Arabic quite rich.

The Algerian dialect is a language variety that is used by laymen for everyday conversations. It may differ from one region to another but all Algerian dialects are fully intelligible. Chami (2009) conducted a diachronic study on the Algerian dialect striving to identify its origins and main components. Historically speaking, the researcher found that Algeria went through so many eras and each had a hand in the linguistic development of its inhabitants. For him, the Algerian dialect is such a complex variety that even his research could not cover its full historical background.

While speaking about dialects in Algeria, Bouhadiba (2010:43) declares “The dialects are typically characterized by a dose of Arabic but where French is clearly present at the lexical level”. In fact, the Algerian dialect may have been influenced by French as a result of the period of colonialism. It therefore shows a mixture of Arabic words with the occurrence of French origin words occasionally. Some may be borrowed while other are pure French words i.e. CS to French. This also contributes to the overall complexity of such a variety.

1.4.4 Berber

Before being an Arabic country, Algeria was Berber in origin. The Islamic expansions were the major factor that made Algeria Arab and claimed its belonging to the Arabic community. However, Berber as a language is still present within the Algerian soil. Certain regions still grip tightly to their origins and would not let go of the Berber variety.

The Berber finger prints never completely vanished away. There are many Berber varieties that are still used today including Tamazight, Chaoui, and Tergui to

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name a few. Those are mostly spoken but do have a written form too using special letters called Tifinagh. This along with the fact that Berber is part of the Algerian identity served as reasons strong enough to upgrade the Berber variety from a simple oral Tamazight language to a more sophisticated official one. Berber became an official variety alongside MSA in Algeria in 2002. This means that any formal matter that can be done in Arabic could also be done in Berber. This pleased the Berber community especially because they were convinced that Arabization was implicitly responsible for uprooting the Berber identity (Dourari, 2013: 10)

Berber may be somehow marginalized within the Algerian society. Dourari (2013) speaks about this case and says that it is: “an ethnic majority yet a linguistic minority” which clearly shows that most Algerians master Arabic but tend to neglect the Berber variety except for certain regions or specific groups of people. For him, this is a consequence of the increasing number of native Arabs rather than Berbers. The latter also learn the Algerian dialect as a bridge variety to be fully merged with the rest of the population.

1.4.5 French

After the French colonizers settled in Algeria for more than a century, French became a major language in the country. With the independence, the Algerian authorities were determined to eradicate the French language from the Algerian territory and thus decided to implement Arabization as discussed above. This strategy was only half successful as Arabic indeed regained some of its force. However, French was still widely used in addition to Arabic.

In spite of all of the attempts to uproot French, “Algeria is the second largest French-speaking community in the world” (Benrabah, 2007:194). The number of Algerians mastering French instead of Arabic after the colonial episode was relatively high for a country that planned to get rid of such a language. After the independence, French was no longer an official language in Algeria, although it was still well present within the speech of Algerians. Now, French is considered as a first foreign language and can be found within various domains including higher education, government, and media.

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Algerians hold mixed feelings about French. On one hand, there are the anti-French groups who consider this language as a direct reference to the period of colonialism and relate the linguistic variety to a dark epoch of war and blood. On the other hand, there are the pro-French who consider this language as an extra tool of communication and consider the Algerians' bilingualism as a strength. Today, as suggested by Bouhadiba (2010: 44) French is considered as the "major language" but it "...has just recently had a new competitor: English".

1.4.6 English

Algeria has recently started to consider English as a significant language in the country. In fact, Algeria has put its interest towards English to step into the globalization era. This pushed the country to take measures like implementing English as the language of instruction at the level of universities. The language can also be found within normal everyday speech within certain minority groups especially among youngsters who tend to have positive attitudes towards English mostly when compared to French. This threatens the position that has been occupied by French for the last years.

Until now, English had always been seen as the second foreign language in Algeria. However, this language has nothing to do with the country's history nor identity. It may not be found much in Algerians' speech either for the same reason. Regardless of that, Algeria is trying to include English knowing pretty well the importance of mastering such a language. English is synonymous with globalization and may be the tool Algeria needs to be upgraded. This is why English is taught to Algerian pupils at three levels of education, primary, middle and secondary school. Implementing English at primary schools was a huge debate. This idea was actually suggested decades before but it was soon dropped as most parents preferred French rather than English. Today, primary school pupils do learn English as it is considered as a huge step for Algeria into the globalized world.

Rahmani (2021) has conducted a research in which she investigated the readiness of teachers to switch to knowledge transmission in English as well as to see the effectiveness of such a decision. She concluded that teachers were ready to

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take such a step in their careers as long as the implementation of English would be progressively done. They even acknowledged that using English as a means of instruction in higher education would open doors and raise the international ranking of Algerian universities which would be extremely beneficial on the long run.

To sum up, the linguistic situation in the Algerian country is characterized by its high degree of variation. After the colonial period, the Algerian authorities attempted to turn Algeria into a fully monolingual country thinking that this step would only reinforce the Algerian culture and identity. The attempt to Arabicize Algeria was somehow unsuccessful. Instead, Algeria proclaimed its multilingualism. The country, counts multiple varieties which all contribute in a way to the richness and uniqueness of the Algerian linguistic repertoire. The coexistence of multiple varieties in Algeria has eventually led to the existence of certain language contact phenomena namely diglossia and bilingualism.

1.5. Language Contact in Algeria

One of the most dynamic and intricate linguistic phenomena out there is language contact. There are innumerable languages in the world. Those often come into contact with each other after a succession of events such as travel, war, trade or even migration. Once people coming from different backgrounds get to interact with one another, their respective languages undergo certain changes as each code influences the other. Algeria is no exception to this rule. In fact, the country is reputed for its linguistic diversity and its fascinating language contact phenomena, among those are diglossia and bilingualism.

1.5.1 Diglossia

Diglossia is a sociolinguistic phenomenon and a direct outcome of language contact. The term first appeared in 1959 as it was introduced by Charles Ferguson, a figure that is considered as the founding father of diglossia. Ferguson came up with a framework and a detailed definition of the concept of diglossia.

According to Ferguson, the term refers to a situation in which two varieties of the same language coexist within the same speech community. The main characteristic of such a phenomenon is that each of the varieties has a clear separate

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function i.e. neither of the two varieties will overlap at any point in time. Ferguson conducted a study in which he identified four diglossic speech communities among them the Arab world considering Classical Arabic as a high variety (hereinafter H) used for formal settings and dialectal Arabic as the low variety (hereinafter L) being an everyday colloquial language used for casual settings. While analyzing this linguistic phenomenon, Ferguson distinguished nine rubrics that could be used as reference points to distinguish H from L and thus identifying whether a society fits into the diglossic situation. Those are function, prestige, literary heritage, acquisition, standardization, stability, grammar, lexicon, and phonology, with function being an essential criterion to the existence of diglossia.

In the case of Algeria, the country could fit into the nine categories when considering the use of standard Arabic (H) versus the colloquial Algerian dialect (L). First, for function, the use of the two codes is relatively separated. It is common for people to use H in formal context such as in education or for governmental issues. However, the use of the same code at a family or friends' gatherings would sound odd and completely off putting. For prestige, H is considered as more prestigious for its association with religion while L is less prestigious. The same could be noticed for literary heritage as H seems to have a richer heritage compared to L. As for acquisition, in Algeria the norm would be to acquire L at a young age while H is rather learnt at school with a structured curriculum and a teacher's assistance. H is a standardized variety while L is not. The former also has a more complex grammar and richer lexicon which is not the case for L. Finally, at the phonological level, the sound systems of each are quite similar regardless of some minor changes for instance the existence of [p] in the Algerian dialect but its absence in the standard variety.

The concept of diglossia was a controversial issue that made scholars strive to dig deeper into. As Ferguson asserted that his vision was a personal attempt to explain the phenomenon, other scholars attempted to do the same. Fishman (1967), for instance, gave another dimension to the term. According to him, diglossia could also include the coexistence of two unrelated languages within one speech

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community with each having distinct functions. Hence, Fishman did not reject the previous definition of diglossia but only extended its notion to include even more speech communities. Therefore, Fishman introduced extended diglossia, a view that was complementary to Ferguson's classical diglossia. Fishman ended up by identifying a continuum going from diglossia to bilingualism claiming that linguistic situations should not be strictly categorized. Instead, societies could fit into either of four categories: diglossia without bilingualism, bilingualism and diglossia, bilingualism without diglossia and neither diglossia nor bilingualism, so as to settle the debate on whether a society is considered as diglossic or bilingual.

Within the Algerian context, the linguistic diversity of the country leaves enough room to think of the existence of a case of extended diglossia. In fact, the country is known for its use of varieties like French, a language that is totally unrelated to the national language of the country, Arabic. Nevertheless, one could clearly notice that the two languages are not put on the same pedestal. Each of the two varieties may have separate functions. In this sense, French may play the role of H in certain cases while the Algerian dialect remains in its initial position as L. The two codes fill exactly the same rubrics as mentioned before with the case of Standard Arabic, only Fishman's extension to diglossia offers the possibility to consider French, in spite of being a foreign language, as a contributor to the diglossic phenomenon in Algeria. So, in Fishman's sense, Algeria may be considered as a diglossic and bilingual community.

1.5.2. Bilingualism

It is believed that between extended diglossia and bilingualism is only a fine line. Bilingualism is another outcome of language contact and a phenomenon that is well present within the Algerian speech community. The term itself seems to be highly controversial. Linguists could not agree on one definition of the term, as each scholar had his own views on the issue.

When it comes to the definition of bilingualism, scholars' views ranged from too restrictive to very inclusive. This created a continuum of definitions. First, according to Bloomfield (1935: 56) bilingualism is "the native like control of two

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languages". Bloomfield's view was restrictive in the sense that he considered bilingual only those who could pass for a native speaker while using either of the languages they master. This means that the individual could have a fully smooth conversation in any topic using both languages. Haugen (1969: 7) gave another dimension to bilingualism claiming that a bilingual or a multilingual person could simply be one who is able to produce meaningful utterances in two languages or more. This suggests that, regardless of some linguistic gaps and perhaps certain mistakes, as long as one can speak and understand others in different languages, then he would fit into the bilingual community. Finally, Macnamara (1967, cited in Maftoon & Shakibafar) considers that having a minimal competence in a second language is enough to consider one as bilingual. For him, as long as an individual has a little competence in at least one of the four language skills listening, speaking, reading or writing, then he is worthy of being labeled as bilingual.

According to Hamers and Blanc (2000) it is necessary to distinguish between the terms bilingualism and bilinguality. For them, bilingualism concerns a whole social group. They consider bilingualism as a whole community state in which all members of the society have more or less the ability to use two or more codes. In other terms bilingualism for them would refer to societal bilingualism. On the other hand, bilinguality is more of an individual matter. This implies that even if a person belongs to a monolingual society, if they can master two languages, the individual would be considered as part of the bilinguality division. Basically, bilinguality refers to individual bilingualism. However, this is all considered in general as being in either state does not prevent the other. In a monolingual society there may be multiple bilinguals as well as in a bilingual community there may be multiple monolinguals.

In the case of Algeria, the country could be considered as bilingual. Algeria is known for its rich linguistic repertoire and the coexistence of multiple varieties among its people. For instance, there is the Berber variety which is an official and national language of the country. This code exists side-by-side with MSA. The two varieties have the same rank and either could legally be used for the same purposes.

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Therefore, since there is no separation of function regarding Berber and MSA, Algeria fills all boxes to be considered as a bilingual community. Moreover, the country employs foreign languages like French on a daily basis and in certain situations, French and MSA may be used interchangeably, which is also a sign of bilingualism. Although English is not as widely used as French, the second foreign language of the country has a lot of success among the younger generations who tend to employ English increasingly. All in all, Algeria could be considered as a bilingual country for its use of different varieties in different contexts and this in an interchangeable manner without separation of functions.

The bilingual nature of the country has led to the emergence of other sociolinguistic and language contact phenomena notably CS. Algerians may go from one variety to the other within the same conversation almost unconsciously. Since the people are, for the most part, dotes with a mastery of at least two varieties, Algerians make the most of their linguistic skills and use multiple codes at the same time. Agti (2022) conducted a study on the motivations of CS in the context of El Hirak, claiming that CS was unavoidable among the Algerian community. He found that CS was used as a strong and effective means of communication. It is also very natural for Algerians to switch varieties on a daily basis which makes CS a natural linguistic behaviour for them regardless of the context. Moreover, he claimed that CS is influenced by socio-cultural factors mainly to be influential and carry a strong message especially in the context of El Hirak.

That is to say, diglossia, bilingualism, and its outcomes mainly CS, play an important role within the Algerian society. These sociolinguistic and language contact phenomena showcase the important linguistic diversity of the country. In the present research, knowing about such cases is mandatory. While analyzing the speech of Algerian ads, one could notice the existence of such phenomena. CS between Algerian Arabic and French for instance is easily identifiable, which shows the significance of these phenomena in Algeria.

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1.6. Conclusion

All in all, the above section discussed on a deeper level two main elements. The chapter started with an interesting focus on the advertising industry. The later was discussed with a noticeable relatedness to language so as to meet the interests and focus of the work. On the other hand, the chapter discussed the complex yet rich linguistic situation in Algeria, showcasing the significant linguistic variety of the country. Algeria carries a considerable number of linguistic varieties which contribute to the linguistic wealth of the country. In sum, language and ads are intertwined aspects of daily life where the two seem to work in perfect harmony. Moreover, language may be strategically used to attract consumers and gain their trust which meets the advertisers' desires. So, language and ads are almost inseparable.

CHAPTER TWO METHODOLOGY AND INTERPRETATION OF RESULTS

CHAPTER TWO Methodology and Investigation of Results

2.1. Introduction

In this second chapter, the main focus is going to shift to a more practical aspect, with an attempt to take the previously discussed theoretical information to a real-life practical dimension. At this level, the research takes a drastic turn to actually investigate the linguistic devices that may be found within Algerian TV ads, collect people's opinions and share marketers' points of view on the matter. This investigation unveils the intertwinement of language and advertisement. The two being fundamental elements of social life, language and advertisement are able to open horizons that weave the curiosity of a researcher. To achieve this purpose, a handful of questions were administered in the form of a questionnaire and interview. Those were meticulously analyzed and interpreted to utter a final satisfying answer to the aforementioned research questions.

2.2. Research Objective

This research has been conducted to acknowledge the interconnectedness of language and ads. Language is omnipresent, thus can also be found in the world of marketing and advertising. This investigation has three main goals: identifying the most remarkable linguistic devices that are employed by advertisers to promote their brands and goods, explaining the reasons behind such choices, and seeing whether their linguistic choices have an effect on consumers. So, to achieve this goal, research tools were selected, questions were designed and people had the open floor to speak up their minds, allowing the researcher to gather precious data to be analyzed.

2.3. Methodology of the Research Work

This research was crafted to meet the norms of a case study by focusing on the case of Algerian TV ads. The target population includes members of the Algerian society as the same ads are exposed to all Algerians regardless of their regional setting. By employing a mixed method approach, the researcher opted for an explanatory case study by attempting to shed the light on the existing linguistic devices in Algerian ads and understanding their role and impact on consumers. In

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terms of number of cases, this case study is single intrinsic, meaning that the researcher does not compare between two cases and does not wish to make a generalization on the obtained data. Finally, concerning the unit of analysis, it is holistic, taking the target population as one whole entity without considering any social variables.

2.3.1 Sampling

Choosing the right sample is a crucial step that is responsible for the collection of accurate, reliable, and relevant data while conducting a research investigation. As far as this research work is concerned, the researcher relied on non-probability sampling which allows only a small portion of people to participate in the investigation. In this respect, convenience sampling was opted for as it made the process of selecting participants easier. A total of 39 persons played a big role in making the data collection process possible by getting to answer a questionnaire that covered the issue in study. Those participants come from different parts of the country, are all educated, and, of course watch TV and thus ads too.

2.3.2 Research instruments

Research relies on the use of appropriate research tools. Instruments are employed in order to collect data about a studied issue. The main goal is to gather sufficient, but also reliable data that would serve to answer the research questions and suggest whether the pre-stated assumptions of the researchers were right. Whether it be questionnaires, interviews, tests, or observations, the choice of either of these tools depends on a series of criteria namely the research questions, the nature of the data to be collected, and even the skills of the researcher. In the case of this study, the use of both a questionnaire and an interview appeared to be the rightest option. Those offer both quantitative and qualitative data, can be easily designed and administered, and are suitable for investigating the topic in question.

2.3.2.1 The questionnaire

Questionnaires are one of the most accessible instruments a researcher could rely on while investigating an issue. Its versatile aspect enables researchers to adapt such a tool to fit the particular needs of any research work. Questionnaires serve to

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collect large amounts of data from a particular sample. The other advantage is that it is neither time nor effort consuming. One could even administer a questionnaire from the comfort of their home especially thanks to globalization which makes reaching strangers a child's play. The questionnaire is adaptable to the nature of the data to be collected. This means that it could be factual; focusing on collecting facts, inventory; caring about opinions, or even a mix of both. A questionnaire collects qualitative and quantitative data depending on the researcher's desires. Thus, employing such a tool is a safe option.

For the sake of this research, the major part of data was collected through a questionnaire. The latter was administered on line, meaning that the researcher was not physically present which eliminated the potential effects of the observer paradox, an issue that could reduce the authenticity of data. The questionnaire was composed of a total of 18 questions. Eight of these questions were close ended questions made up of a mix between yes/no questions and multiple-choice questions. The remaining set of questions were all open ended, giving the informants free rein to answer depending on their own opinions. Two amusing questions were inserted within the questionnaire asking the informants to watch videos of Algerian TV ads and later had a question depending on what they saw.

2.3.2.2 The interview

For a research investigation to be truly reliable, a researcher should be able to use at least two research instruments. Interviews could be a great criterion to sign the deal. Those offer plenty of options as they could be done in more than one way. Whether it be a structured, semi-structured, or unstructured interview, an interviewer could directly ask his informants in a face-to-face interaction about his issue. An interview also collects both qualitative and quantitative data, but it depends on the type chosen. According to the researcher's needs and skills, the interview could involve a one-on-one conversation or a small group interaction. The biggest advantage of this tool is that it offers access to large amounts of data especially qualitative data, if the interviewee, the person receiving questions, delves deep into the topic.

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In this particular case, the researcher aspired to do the opposite of what was done in the questionnaire, that is, getting a sneak peek of the other side of the coin. In fact, after getting consumer's views and opinions thanks to the questionnaire, it seemed fair to get the view of advertisers on the studied issue. A more professional point of view could clarify spots of darkness to the rest of the community. The researcher could have a semi-structured interview with a marketer, asking him a set of questions with occasional demands of clarification. The interviewee had the option to answer in the local Algerian variety to have access to raw, natural answers. The interview was made up of a total of five questions which covered the issue by providing plenty of qualitative data to be analyzed.

2.4. Data Analysis

Data analysis is an essential part to a research investigation. This practice enables a researcher to go through all of the previously collected data in order to look at it from an analytical point of view. This process includes the act of summarizing the information that was obtained by a well-chosen sample as well as identifying any patterns or trends that would help to answer the research questions. At this level, the questionnaire, the interview and the selected ads will go through scrupulous analysis to achieve the desired ends.

2.4.1 Questionnaire analysis

A questionnaire that included a mixture of open ended, close ended and multiple choice questions, was held with a group of participants. The questionnaire is thus analysed quantitatively and qualitatively.

Question 1: Are you a male or a female?

In order to have an idea about the sample, the informants were asked to specify their gender. The findings show that 77% of the answers were of women while the remaining 24% were males.

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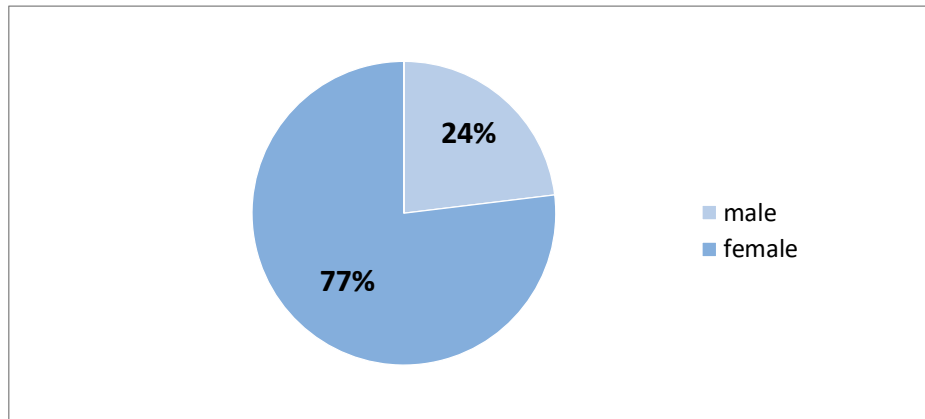


Figure 2.1 Participants' gender

Question2: Do you watch Algerian TV publicity?

This question was asked to identify the existence of the studied issue. Once asked about whether they do watch Algerian TV publicity, 62% of the participants answered positively as opposed to 39% who do not watch that kind of content.

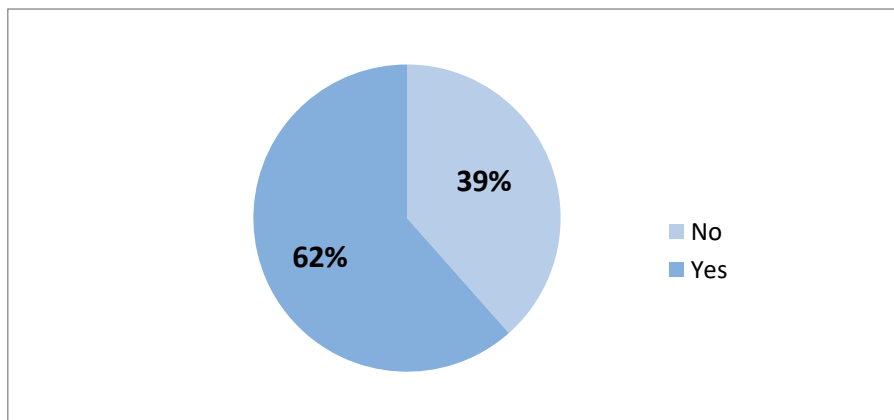


Figure 2.2 Do Algerians watch TV ads?

Question3: How often do you watch Algerian TV publicity?

In order to have an idea about the frequency of watching Algerian TV publicity, the informants had to answer this question by selecting either 'always', 'sometimes' or 'never'. The majority of the participants representing a rate of 77%

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chose the option of ‘sometimes’. Next, 21% said that they never watch Algerian ads. Finally, a minority of 3% said that they always watch Algerian publicity.

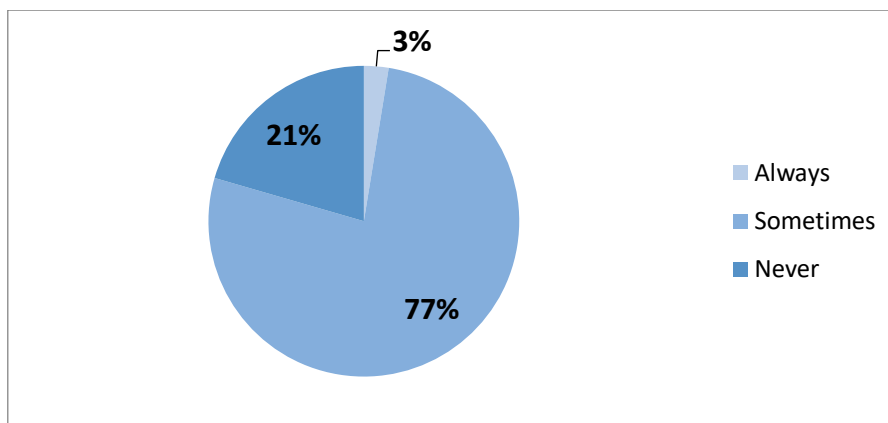


Figure 2.3 Frequency of watching Algerian TV ads

Question4: Mention the linguistic devices used in Algerian TV ads that you recall?

The purpose of this question was to push the participants to think of Algerian TV ads they had seen and to identify any linguistic device they could think of on the spot. Some participants unfortunately could not provide an answer to this question. The majority of the participants agreed that rhyme was the most remarkable and memorable linguistic device used by brands while promoting a product. This could also be linked with the device of slogans as many informants supported their answers with an example of a catchy slogan which happened to rhyme as well. Some participants said that word repetition was the device they could remember. A few people answered that they could recall the device of CS and mixing and that brands usually showcase the linguistic diversity of the country in their ads. A minority gave catchy slogans as an answer to the question. Finally, some linguistic devices were only mentioned once each. This included devices of alliteration, diction¹, rhythm², polysemy³, and assonance⁴.

¹“Properly, verbal phrasing, or skill in the choice of words” Oxford Reference.com

²“The pattern created by the placement of sounds and rest (periods of no sound) in a time” Study.com

³“The fact of having more than one meaning” Cambridge Dictionary.com

⁴“The repetition of vowel sounds in words that are close together in a sentence or verse” Grammarly.com

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Question5: In the video you saw above of Cotext Absorba, which words or sentences have attracted you? Explain

This question involved exposing the informants to a short clip featuring Algerian TV publicity with the purpose being to see which linguistic devices attract the informants the most. The majority of the informants agreed that the phrase [spe.sjal fɛi.tyɁ, spe.sjal qeljaan] “special for frying” more precisely the word ‘speciale’ itself and the way it was produced in a whispering voice. Some even referred to it as the ⁵ASMR part which was the most attractive part of the clip. The repetition of such a word in such a matter sounded pretty attractive to a lot of informants. A lot of informants mentioned the part in which the woman mimicked a frying sound “pshhh” claiming that it was something that sticks to one’s mind alongside being funny. Some informants mentioned the phrase [jnəqqaʃ zzi:t w jxalli: lbanna tzi;d] “it reduces oils and increases tastefulness”. This was considered as an interesting phrase especially for someone targeting a healthier lifestyle. Also the fact that the sentence rhymed contributed to attracting people’s attention. Finally, a few informants mentioned the phrase [Ɂe.flɛks koteks] being the slogan of the brand and for its rhyming effect.

Question6: classify these ads from best to worst according to the language used in each.

The purpose of this question was to see whether the informants have some sort of preference regarding ads in terms of the linguistic devices employed. The answers showed that most of the informants 54% consider ‘thon Ricamar’ as the best publicity among the three. In the second position was “margarine many” with 33% and only 21% consider ‘chocolate Tadj’ as best. On the other hand, this same ad was considered as mostly neutral in terms of people’s likes with a rate of 46%. Ricamar was in second position with 36% and finally margarine Many with 18%. Most informants rated “Margarine Many” ad as the worst out of the three with a rate

⁵Autonomous sensory meridian response, “a pleasant tingling feeling that some people experience...especially when they hear certain soft sounds such as whispering” Cambridge Dictionary.com

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of 49%. Next was chocolate Tadj with a rate of 33% and the final position was occupied by thon Ricamar with a rate of 18%.

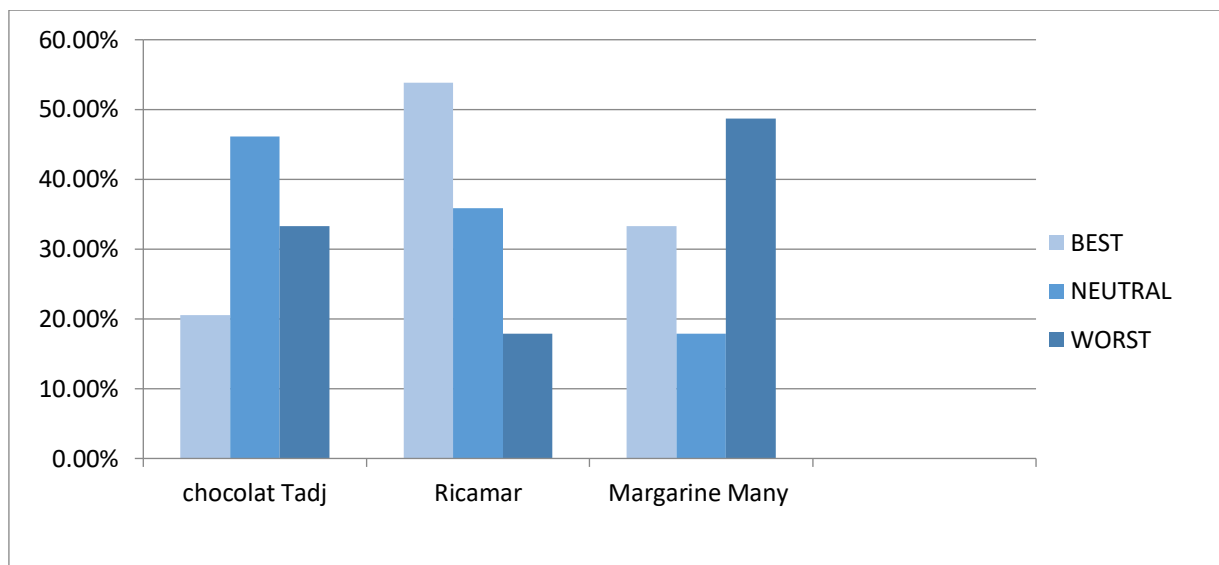


Figure 2.4 Ads classification according to linguistic preference

Question7: Which words or sentences attracted your attention in the ad you selected as best?

After watching three ads for different products and brands, the informants had to evaluate the ads and choose linguistic devices that appeared to be attractive in the ad they selected as the best. Regarding the publicity of thon Ricamar which was unanimous, the informants said that the most attractive phrase was [la kalite ma tehtaʃ pyblisite] “the quality does not require publicity”. Some suggested that the way the name of the brand was repeated by the end was quite attractive. Others said the same for the utterance [kunna qadriin] “we were able”. Finally, only one informant answered that [nʒibulkom qelb lhabba] “we brought you heart of the seed” was attractive. Concerning the ad of chocolate Tadj, most informants judged that the utterance [molat tadʒ ʃammerha ma tehtadʒ] “the owner of the crown is never in need” i.e. the slogan of the brand was the most attractive part of the ad. Many participants liked the opening sentence saying [lazemlek ilham baʃ tetmetʃi w thaqqi ahlam] “you need inspiration to have fun and realise dreams”. Some informants liked the part saying [ʃandek fikra kheliha tbaan, mʃa tadʒ tziidtbaan] “if you have an idea let it shine, with tadʒ it will become even tastier”. Finally, only

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one informant gave the answers of [tadʒ twalmek b tmaam] “tadʒ is the most suitable for you”. As far as the ad of Margarine Many is concerned, the informants agreed on liking the part in which there was a code switch to Berber in [Werdyɑ mi ara teslewlew tʃewwel ney ashu tennidh] “When Werdyɑ starts to ululate she is planning on something, right?”, and the overall rhyme that was present throughout the clip.

Question8: Do you believe that the language used in commercials plays a role in shaping people’s preferences for a product?

This question was provided to the participants looking forward to seeing whether there was a relationship between linguistic choices of a brand when doing a commercial and people’s perception of the promoted product. Most informants answered positively with a rate of 85%. The remaining ones didn’t agree with that statement which explains the 15% of people saying ‘no’.

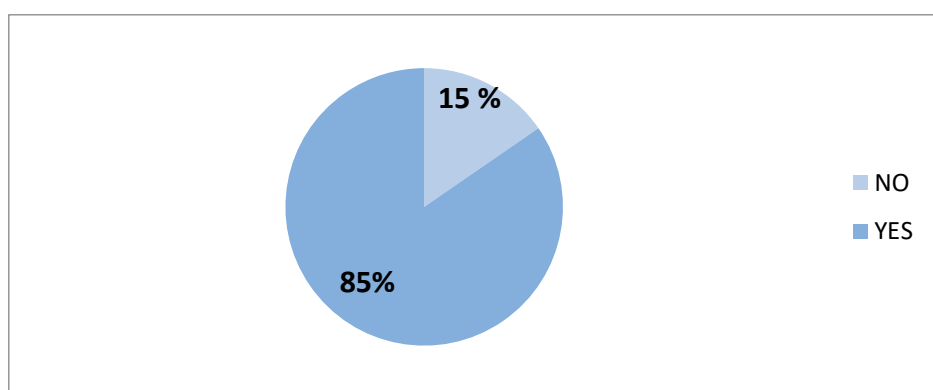


Figure 2.5 The influence of language on people’s preferences for a product

Question9: Explain why?

This question was an extension to the previous one. The informants were asked to support their previous answer with an argument that would justify their answer. The majority of informants agreed that language plays a role in shaping people’s preferences and perceptions over a product. Language is considered as a way to stamp some idea in people’s minds and the power of discourse helps to shape their opinions. Being exposed to an ad that uses a clear, understandable

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language, preferably centered on using the dialect or local varieties of the country plays a role in attracting people and raising their attention towards a specific product. It also creates a sense of belonging especially if the overall scenery is representative of the target population's real life. Eyes and ears are sensitive to what they are exposed to. What is heard in an ad could either attract or completely repulse a person. It is also believed that a good language could stimulate some kind of feelings and emotions. It can make a product look appealing, attractive and unique. Also, the use of convincing words urges people to buy a product and try it out of themselves. Having publicity makes people familiar to a product which creates a sense of reassurance and safety. Finally, having an attractive ad with a lot of rhyme, good rhythm, and a clear language ensures that people would actually watch the ad instead of skip the channel. On the other hand, people opting for "no" as an answer claimed that they are rather interested in the product itself rather than the ad around it. Moreover, the opinion they have over a product is based on their own testing of its efficiency and that an ad is rather a kind of entertainment nothing more. Also, some thought that advertisers are only doing business and would use random words that rhyme together to attract people regardless of the efficiency of the product. Finally, some ads do not even use any spoken form of language and are just as attractive as the ones using it.

Question10: How do you find the language used in commercials?

The purpose of this question was to see how do Algerian people perceive the language used in Algerian ads. The informants were exposed to multiple choices from which they had to choose one answer. The majority of the participants described Algerian ads' language as boring with a rate of 39%. Many participants described them as attractive with a rate of 33%. Some informants 18% said that they found those ads persuasive. The remaining 10% of informants opted for none of the above.

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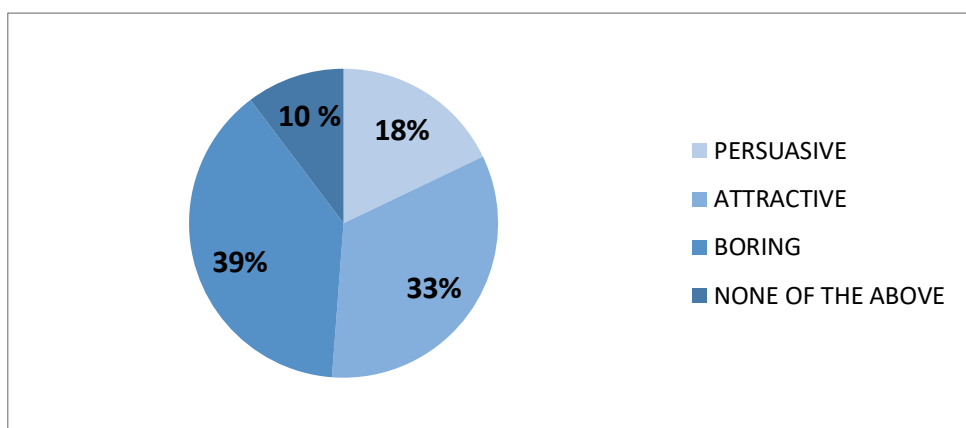


Figure 2.6 Description of Algerian TV ads' language

Question11: If you chose none of the above, provide your own description of the language used in ads.

As an extension to the previous question, the informants who chose none of the above had the option to provide their own description of ad language. Most informants described it as neutral saying that it was neither attractive nor boring. Some described it as awkward and even a little aggressive by times as if the ad was obliging people to buy a certain product. Only one person described it as reasonable.

Question12: In your opinion, does the use of some linguistic devices result in an attractive ad? Explain

In order to see what are people's opinions regarding effectiveness of using language as a means of attraction in ads, informants had to answer this question. The majority of the informants answered positively claiming that language does play a role in achieving that purpose. Most informants said that rhyme was a pretty attractive device especially in slogans that are repeated multiple times throughout the ad. This makes the words stick to one's mind, remember the ad and consequently the product as well. There were two parties regarding the language variety choices. On one hand, some prefer when the ad uses exclusively Arabic words, the dialect or sometimes Berber, being varieties that everyone is familiar with which creates a sense of belonging and familiarity. This contributes to making

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the ad more attractive. On the other hand, some prefer the use of CS to French or even English because it shows diversity. Some participants suggested that storytelling, emotional appeal, and persuasive language all contribute to making an ad more attractive. The use of some linguistic devices makes the ad look creative and the product interesting. However, a few participants thought the opposite and claimed that sometimes advertisers don't need to use any kind of language to have an attractive ad.

Question13: Do you think that commercials have an impact on the consumer?

The purpose of this question was to determine whether the participants believe that certain ads may push consumers to buy the advertised product. The majority of the participants opted for 'yes' with a rate of 97%. The rest of the participants 3% answered 'no'.

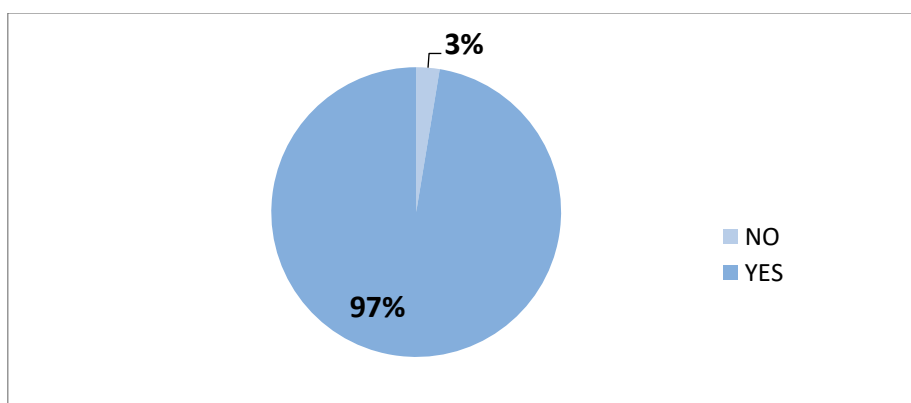


Figure 2.7 Participants' opinions on the impact of ads on consumers

Question14: Do you think that some linguistic devices are more persuasive than others? Why?

The purpose of this question was to see if the use of some linguistic devices could be more beneficial than others to promote a product. The majority of the informants said that rhyme was among the most persuasive devices to be used, whether it be using it in catchy slogans, songs, trending words or expressions. Moreover, the use of certain tones to convey the message can be a good way to persuade the audience. Some informants suggested that storytelling or using a

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narrative style is a persuasive device. A few informants highlighted the effectiveness of using an understandable everyday language that feels relatable and familiar. Finally, one informant claimed that repeating the same word over and over has a persuasive power. However, a few informants did not agree and thought that linguistic devices could be more or less persuasive depending on the way they are used in a specific ad. Those devices should be selected appropriately. Using many linguistic devices all at once would only ruin the ad.

Question15: Have you ever felt that a commercial's language has made you buy a product?

In order to see the impact of commercials' language on consumer power, the informants were exposed to this question. Most informants 59% opted for 'no' as a final answer while the remaining 41% went for a 'yes'

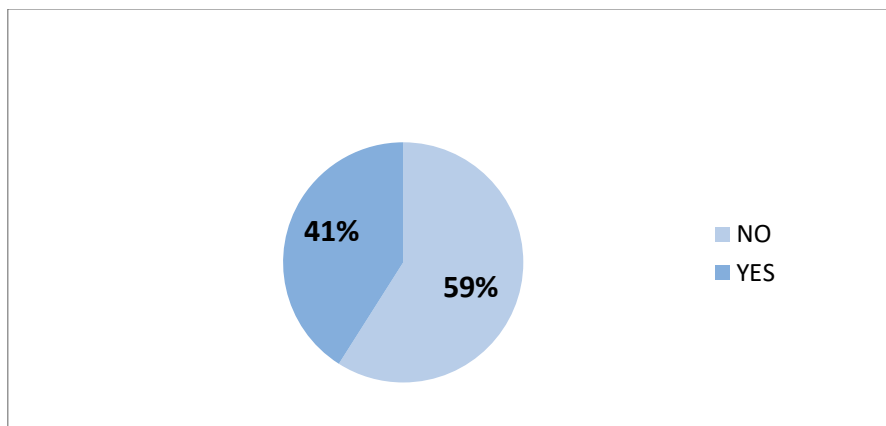


Figure 2.8 The influence of ads' language on people

Question16: Which commercial was it?

This was an extension to the previous question. The informants mentioned some brand names or specific products that they had bought due to a certain ad. Some answers included food like Coca Cola soda, Chiwawa sunflower seeds, Noodliha noodles from Jumbo, Sim pasta, Kool chocolate, Ricamar tuna, and Aroma coffee. Others cared about cleaning products like Cotex, Life, and Amir clean. Only one informant mentioned being influenced by mobile phone services ads.

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Question17: Why did it impact you?

The purpose of this question was to see if the language was a reason to persuade people to buy products. A great number of participants confessed that the musical effect or song used in an ad helped them buy a specific product. One informant specifically highlighted being attracted by the way the word ‘Ricamar’ was pronounced in the ad. Other informants claimed that they were mainly interested in the product based on their personal needs or interests. Finally, one said that the use of CS helped making the product more appealing. Nevertheless, a participant explained that although they had been attracted to a product thanks to an ad it was most likely an unconscious matter.

Question18: What do you think of Algerian publicity?

As a final question to the provided questionnaire, the informants were asked to provide their own view regarding Algerian TV publicity. The aim being to see what kind of attitudes Algerians hold towards the ads they are exposed to. The majority of the participants thought that Algerian publicity holds highs and lows. Sometimes it can be surprisingly good and often times it is disastrous. A large number of informants claimed that those ads can be very boring and annoying which is mostly due to the fact that the idea behind the ad is often overly seen and is too repetitive, making the ad in general lack creativity. Some claimed that Algerian ads were too exaggerated in the way they were made as if the brand was trying too hard to sell its product, in addition to the exaggerated musical effect and annoying songs. Basically, people say that Algerian TV ads are not attractive and still need a lot of improvement. On the other hand, some people suggest that Algerian ads have already improved a lot. Some ads are actually fun to watch and can even hold a humorous aspect. Moreover, they depict the Algerian community and culture.

2.4.2 Interview analysis

After holding a questionnaire focusing on the Algerian peoples’ views regarding language and ads, it was only faire to get a marketer’s point of view on the topic. At this level, the interview that was held with a marketer is analysed qualitatively.

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Question 1: What is the relationship between language and advertisement?

The first question served to connect two different fields, language and ad, to see the kind of relationship that those have. The interviewee asserted that advertising is a field that pays close attention to the language employed in each advertising campaign and this has to do with a concept referred to as copywriting. The latter encompasses everything that has to do with the written part of an ad going from scripting and subtitling to captioning posts. This job is ensured by linguists for their great mastery of language on a much deeper level compared to someone who does not specialize in such a field. Linguists are able to pick the right terms that would ring a bell in the listener's ear, mostly by caring about the audience's background regarding age, gender, culture and other aspects that would create a sense of proximity and relatability. What makes this task a little tricky is that an ad is supposed to address a large group of people, especially on a platform like TV. This raises the issue of cold marketing, a term that would refer to the act of advertising for a product by showcasing it to an audience that might not be interested in the product in the first place. Thus, linguists are to pay close attention to small details about the language to be employed including things like registers or styles. Making a TV ad can be a huge challenge. Advertisers find themselves in situations where they would spend astronomical sums of money to end up with an approximately perfect ad. The main purpose to all of this may not even be to sell a product but only to be captivating enough to make viewers watch the ad until the end.

Question 2: Is language really indispensable to an ad?

As a reaction to the claims of people answering the questionnaire suggesting that language may not be compulsory in an ad, the interviewee was asked to clarify such misconception. For him, language and advertising go hand in hand. There might be language without advertising but the latter cannot exist without its precedent. This view might appear to be a little controversial to one that does not specialize in the domain. In fact, there exists out-there ads that seem to do just fine without focusing on any verbal communication but from a more professional gaze,

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an ad cannot exist without its linguistic support system even if it is almost imperceptible just like a chyron, a small text that appears at the bottom of the screen to supply information about the product or for clarification purposes. It could also include a final slogan or a logo with some kind of typography simply so that the receivers of the ad would clearly understand what the publicity is about, what the product serves for or even to have an idea about the brand. However, it is important to know that the use of language in advertising could serve as a support tool but if not used in an optimal manner, it could actually do the whole opposite of that. Language may be used in a strategic way. Some advertisers may use techniques like the call to action, by grabbing one's attention through a captivating hook, which consists of a word or phrase that arouses one's curiosity, others may opt for the promise of reward, a technique that relies on pushing a viewer to stand by until the end of the clip to get some kind of reward which usually would be the answer to a certain problematic or previously stated question. So, language wise, everything in an ad is calculated to fit the viewers' evaluation of whether the ad is worth watching or not.

Question 3: As an advertiser would you use linguistic devices and why?

The purpose of this question was to see whether linguistic devices are a well cemented element in ads and to have instances of the most used linguistic features in ads. Simply put, the answer is yes. The use of linguistic devices in an ad is definitely an option that may be opted for by advertisers. Rhyme is a good example to such a claim. People are pretty receptive to musical patterns as they hold a sort of mathematical scheme which is definitely pleasing but also satisfying to the human brain. The brain loves patterns and getting to have a musical one in publicity adds a special touch, a finger print that would be memorized. Rhyme could be combined with the use of catchy slogans. Inserting the brand name inside of a slogan might also be a rewarding strategy. Both advertisers and linguists try to use language to their own advantage. Playing around with words, using an appropriate style and paying attention to the kind of register to employ may seem futile to a non-specialist, but in fact, those are details that make the whole difference. The use of

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specific devices may depend on the kind of audience that the product is addressed to. Each kind of customer needs a specific way to be spoken to. Actually, each audience requires a certain kind of content that would be displayed in a certain kind of way, with a certain kind of linguistic awareness, and at the most suitable timing. These elements are interconnected and are meticulously combined to form, analogically speaking, a spider web. Word repetition could also be an important device, as well as the use of the right key words that would make the product stand out. Again, the use of such a device must be done with good caution. Using too many key words may reduce the value of the product as the viewer would get the feeling that the ad is too stuffed with perhaps random words, creating the opposite of the originally desired effect.

Question 4: Do you think that people are more receptive to a certain kind of language or certain linguistic device?

The main purpose of an ad being to make good sales, this question was asked to see if the use of certain linguistic strategies would contribute to the achievement of such a goal. If the focus is put on the Algerian society, people do not like the use of standard Arabic or MSA. In fact, people tend to much more appreciate the content that is provided to them in their own Algerian dialect, a variety that they can feel connected to. This creates a sense of belonging and familiarity that is crucial for such a people. Algerians like to hear what they are used to hearing, which explains their automatic attraction to content delivered in the local dialect. An advertiser needs to put himself in the receivers' shoes. Adapting the language of an ad according to the viewers is an indispensable part of making an ad. According to the Algerian background and history, a huge amount of people might not appreciate content in French, a language that is negatively perceived due to its direct connection with traumatizing historical events. English, on the other hand, is progressively being introduced into the market. Younger generations start to appreciate occasional switches to English as it follows the era of globalization and modernity. With this being said, it is of high importance to try to reach the larger audience without neglecting the likes of the primary and authentic audience.

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Although Algerians start to get accustomed to English, one should not forget his roots and the people who appreciated his content in the very beginning. A good advertiser should be able to satisfy all members of a society, and this starts with language first. Overall, using a language that is domain specific, simplified, concise, accessible, understandable, light hearted, and just audibly beautiful are all things that could make or break an ad to the customers' eyes. This means that language and linguistic device do, in a sense, contribute to the success of an ad.

Question 5: What is the overall strategy an advertiser would use to promote a product language wise?

As a final question to the interview, the interviewee was asked to share some of the most common strategies to turn an ad into a success. The interviewee's answer suggested that when dealing with brands or companies outside of one's home country, that is, offshore marketing, the concept of localization is raised. This refers to the adaptation of the content of a brand according to a specific context whether geographical or cultural. Localization often involves translation. A content that is exposed to a certain community in a certain language is going to be translated to another language to fit another community's norms including cultural, social and, of course, linguistic norms. Actually, this goes even beyond language and includes other dimensions like time zones. Here, an advertiser should carefully select the time at which his target audience is going to be exposed to the ad so as to reach the largest number of potential customers. In an Algerian context, people often complain about being bombarded by TV ads while having dinner during the holy month of Ramadan. However, this might be because, strategically speaking, advertisers can be sure that the customers they want to attract are in front of their screens, thus reaching the target audience at large would be ensured. However, the drawback of this method might be that all advertisers wish to have their time of glory at that specific moment, leading to broadcasting ads that might not be appropriate at that specific instant.

In marketing, one should study his surroundings. What kind of people is being addressed? What are the norms of the society? What do they like? A good

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way to ensure the success of an ad would be by employing A/B testing. This involves the fact of providing the target audience with two sample ads with a slight change from ad A to ad B. The nuance between the two could reveal that the addition or omission of one tiny feature or variable could lead to a huge success or a massive downfall. With time, the marketer would know clearly what is appreciated versus what is not. This is a great starting point for the next campaign. At this level, things are easy because the marketer is well aware of the elements that are going to make his work a masterpiece. It should be noted that the domain of marketing and advertising is a constant improvement kind of domain. What may be working today might not be doing so well tomorrow. For this reason, whoever gets into the industry must be prepared for constant hard work, always aspiring to be better. In advertising everything matters. Whether it be context, audience, timing or channel every small detail plays a role in making an ad a little more successful.

2.4.3 Analysis of a selection of ads

A collection of three ads were selected in order to be analyzed from a linguistic point of view. Those ads are of three different Algerian brands Ricamar, chocolate Tadj and Margarine Many. The selected ads were all taken from the Algerian TV channel Samira TV, a channel that revolves around food and cooking. The channel often broadcasts ads as a source of monetization and sponsorship. To ease the process of analysis, the selected ads were extracted from YouTube so that the ad could be watched as much as necessary. The ads are the same ones that were given to the participants answering the questionnaire in order to classify them from best to worst. From the questionnaire, it could be concluded that people mostly appreciated the ad of Ricamar, followed by chocolate Tadj and finally Margarine Many which was the least appreciated one among them. These ads were analyzed depending on the linguistic levels of analysis each holding specific linguistic devices. At the phonological level, rhyme and alliteration were considered. At the morphological level, word repetition and CS were considered. Finally, at the syntactic level, paradox and slogans were considered. The choice of the previously mentioned linguistic devices was based on the primary analysis of the selected ads,

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which confirmed the existence of such devices. The table summarizes the linguistic devices found in each ad separately by giving at least one example.

2.4.3.1 Description of the ads

While looking forward to analysing Algerian TV ads at a linguistic level, the researcher focused on three TV ads that would be taken as instances of the use of certain linguistic devices within Algerian TV ads. The ads in question are of the brands Ricamar, chocolate Tadj and Margarine Many.

A) Ricamar ad

Ricamar is an Algerian brand that specialises in making canned tuna. The ad that was selected was broadcast since 2023 on Algerian TV channels. The publicity focused on the idea that their product is so good and well reputed that it does not need any kind of advertising which resulted into an original approach to the marketing industry.



Figure 2.9 Ricamar ad

B) Chocolate Tadj ad

As for the second ad, chocolate Tadj is also an Algerian brand that produces chocolate especially destined to making cakes and delicacies. The selected ad was broadcast on Algerian TV channels starting from 2023. This publicity focused on empowering women and making them realize that once they were in possession of that particular chocolate bar, everything they wanted to make was possible. The ad highlighted the idea that Tadj is self-sufficient and so were its users.

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Figure 2.10 Chocolate Tadj ad

C) Margarine Many ad

Finally, the third ad was concerned with the Algerian brand “Many” meaning grand-mother. This brand is specialized in selling products like butter or margarine. The ad that was selected for the purpose of this investigation was officially aired starting from 2023. This particular ad showed that cooking was an art and using good ingredients like margarine Many in particular provided that artistic touch to any baked or cooked good. The ad also showed great cultural diversity which emphasises the Algerian traditions.



Figure 2.11 Margarine Many ad

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2.4.3.2 Ads' analysis

After a close observation, the three ads were analyzed. Some linguistic devices appeared frequently and pretty noticeably while others were less used and even more subtle. At a phonological level, what appeared clearly was the major use of rhyme. All three ads excessively used this linguistic device. The use of such a device was based on the occurrence of the same sound at the end of each sentence, resulting in an audibly pleasing melody. The interesting part is that all three ads' wordings were based upon rhyming. When having a superficial look at the publicity, that musical scheme was made to follow the viewers all along the ad like in Ricamar [Kunna qadriinn zib**olkom** des chefs jqed**molkom** waħd le kēese tbnan bəzzaf] "we were able to bring you chefs that would serve you very delicious recipes" and [lazemlek il**ham** baġ tetmett*fi* w *thaqqi* aħla**am**] "You need inspiration to have fun and realise dreams" in Tadj. On the other hand, some advertisers opted for alliteration in addition to rhyming. This was the case for both Margarine Many and chocolate Tadj which used a similar approach by using words that begin with the same sound. The use of such a device was particularly noticeable within chocolate Tadj ad with the occurrence of the sound /t/ at the beginning of words pretty frequently throughout the ad such as in [ma **t**eħtaziif **t**exmaam ə **t**aaʒ **t**waalmek b **t**maam] "you don't need to overthink, Tadj is the most suitable for you". Alliteration was found in Margarine Many's ad although it was slightly less obvious. As for Ricamar, alliteration was not used at all and thus only focused on rhyme as a phonologically interesting device.

Although all ads were full of instances where phonological devices could be extracted, the selected clips still contained other captivating devices notably at the morphological level with the occurrence of CS and word repetitions. When it comes to CS, the term itself is going to be considered as an umbrella term regrouping as well as code mixing and borrowing. The focal idea is all about the fact of moving from one variety to the other within one utterance. Only two ads out of three used CS. Those are Ricamar and Margarine Many. The first ad used a lot of French origin words as [at.lət] "athletes", [kalite] "quality", and [ʃef] "chefs". Such words

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were used strategically to follow up with the rhyming pattern discussed before. For Many, the switching game was pushed a little further. As an attempt to be fully inclusive, there was a particular moment in which the voice over switched to Berber, which gave a cultural force to the ad. However, one peculiar aspect to the ad of chocolate Tadj was that it was a 100% Arabic script with absolutely no switching. As for word repetition, this device was particularly present with the ad of Ricamar which continued to say [kunna qadrin] “we were able” which feels like a linking wire which pulls the ad together. This device was not much used as it was only found in one ad out of three.

The final level of analysis that was considered was the syntactic level. This one included the linguistic devices of slogans and paradox. Starting with slogans, those were easily found in each ad particularly by the end, most likely as a way for customers to remember the brand name. Chocolate Tadj and Ricamar used similar approaches by making their slogans rhyme as well as inserting the brand name. The first ad used an even more interesting approach by not only making the brand name rhyme with the rest of the utterance but by also reshaping a famous Algerian saying to fit the purpose of their ad which resulted in [Muulat taz Šammerha ma teħtaaʒ] “the owner of tadj (the crown) is never in need”. Margarine Many did not use rhyme in their slogan but only treated the slogan as a final word to the ad showcasing that cooking is an art that could be achieved with their product saying [Margarine many fann tabx] “Many margarine, the art of cooking”. On the other hand, some brands used the linguistic device of paradox consisting in using two antonyms in the same utterance. This was the case for chocolate Tadj and Margarine Many. However, this device was not used and abused but only appeared once in each ad to show a sense of contrast.

All in all, the selected Algerian ads all show that a brand may rely on the use of linguistic device to build an ad that would attract the largest number of viewers. Most brands appreciate the use of phonological devices notably rhyme which is the most frequently used devices along with alliteration which may be found in some ads. Brand owners do not to rely on only one linguistic device but rather attempt to

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make a combination of multiple devices that would make the ad attractive. The use of one device over the other is a matter of preference and suitability regarding the overall product. What could be concluded is that linguistic devices are very present in Algerian ads; they just need an attentive ear to notice them.

Table 2.1 examples of linguistic devices used in a selection of Algerian TV ads.

Ling Devices ad	Rhyme	Alliteration	CS	Word repetition	Paradox	Slogan
Ricamar	kunnaqad riinnzibol komdes chefs jqedmolk om wahd le kæsetbna nbəzzaf	b abourjeg taʃlbhor	at.læt, kæset, ẽ.fly.ã.sœ ɸ	Kunna qadriin		mʃaRica mar, la kalitema təhtaʃpybl icite
Chocolate Tadj	lazemleki lhambafte tmettʃi w thaqqiahl aam	ma tehtaʒiifte xmaam ə taaztwaal mek b tmaam			hazasyira abessah fi ʃiinekkbii ra	muulattaz ʃammerh a ma tehtaaz
Margarin e Many	tʃemmerʃl ajeddi hab aʃtesteqbe ldja fha	kaʃ b enna sofia.. bay na	*werdya mi ara teslewlw tʃewwel ney ashu tenniḡh spe.sjal wi.kend		tebda b ʃwija mukawwi naat w tkemmel ha b lemset l fennanaat	margarin manyfann tabx

*werdya ki tzeyret rahi mʃawla wela waf qolti

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Table 2.2 English translation of the linguistic devices used in a selection of Algerian TV ads

ling device ad	Rhyme	Alliteration	CS	Word repetition	Paradox	Slogan
Ricamar	We were able to bring you chefs that would present to you delicious recipes	A boat that travels through seas	athletes, recipes, influencers	We were able to		With Ricamar, the quality does not require a publicity
Chocolat e Tadj	You need inspiration to have fun a realise dreams	You don't need to overthink, ə taaz is the most suitable for you			A small thing that you see as great	The owner of ə taaz is never in need
Margarine Many	She rolls up her sleeves to greet her guests	Is it tasty Sofia? obviously	When Werdyia starts to ululate she is planning on something, right? Special weekend		She starts with a few ingredients and finishes with an artistic touch	Margarine many the art of cooking

2.5. Data Interpretation

At this level, the data that was carefully collected thanks to the employed research tools (questionnaire and interview), as well as the analysis of a selection of ads, will be summarized and interpreted. The end goal is to have a final answer to

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the three research questions stated at the beginning as well as leaving the opportunity to say whether the pre-stated hypotheses are to be confirmed or rejected.

2.5.1 The questionnaire

A collection of questions from the questionnaire were selected in order to be summarized and interpreted. Those questions were ones that directly answered the inquiries of the research questions enabling the researcher to put a finger on a final and satisfying answer. The selected questions could be organized into three separate groups, each one being directly related to a research question. The first group answers the first question which identifies the most recurrent linguistic devices in ads. The second group covers the role of those linguistic devices, and the final group is about the impact of linguistic devices on consumers.

2.5.1.1 Group one

A total of three questions fit into this first category namely questions 4, 5 and 7. Those questions directly seek to collect linguistic devices that can be apparent within Algerian TV ads. At several occasions, the informants that got to answer the questionnaire were asked to mention linguistic devices whether ones they could remember of the bat or ones they could extract from the videos they were exposed to. What could be concluded was that the most obvious and remembered linguistic devices used among Algerian TV ads was rhyme. In fact, the majority of informants did not hesitate to mention it as it appeared to be heavily used by brands. The linguistic device of rhyme was an answer that was repeated in all the aforementioned question of this rubric, meaning that it is a very noticeable device that can be found in almost all Algerian TV ads. Other linguistic devices like slogans appeared much in the answers. However, the slogans are linked to rhyme in the sense that slogans usually employ rhyming effects to create a musical vibe that makes the slogan memorable.

2.5.1.2 Group two

This group is made up of five questions which are questions 8, 9, 10, 11, and 12. The main focus here was to find out if the linguistic devices used in TV ads

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play a role in particular and if so, what is it about? From the previously stated questions, the majority of the informants agreed that the linguistic choices of an ad do play a role in shaping people's preferences of a product. The informants mainly reinforced their claim by suggesting that the language of an ad is usually built up to be memorized. Using an attractive discourse, filled with well used linguistic devices especially ones like rhyme or slogans that rhyme which was the ultimate attractive linguistic devices, may play a decisive role in making people attentive to the ad which makes them remember it and potentially want to try the product at sale. This proves that according to the Algerian people, linguistic devices are definitely not used at random but rather have a precise role, making an ad memorable enough for the sake of attracting consumers.

2.5.1.3 Group three

The final group of questions including questions from 13 to 17 was concerned with the final research question. These questions were provided to the participants in order to identify whether the implementation of linguistic devices in Algerian TV ads is responsible for making people want to purchase a product. After the phase of data analysis, what could be concluded was that the participants acknowledged that ads do have a sort of impact on consumers, however, when asked whether the language used in an ad had ever impacted them or made them want to purchase the advertised product in question, most informants claimed not being affected by the language of an ad in particular. Good linguistic choices are not a strong enough criterion for the Algerian community to buy a product. Some informants suggested that they trusted reviews instead of ads as they were looking for the objective opinions of ones who had already tested the product instead of an ad that only shows the bright side of everything.

2.5.2 The interview

The semi-structured interview was used as a second research tool in order to answer the research questions from another dimension. At this point, the questions were answered by a marketer, giving a professional gaze to the studied issue. After analyzing the third question of the interview asking the interviewee to mention linguistic devices used in ads, the very first thing that shaped his answer was the use

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of rhyme, claiming that this particular device is like a pattern which is structured enough for the human brain to adhere to. Regarding the nature of the role of linguistic devices in ads, the answer matched perfectly the claims of the participants answering the questionnaire. The memorization of the ad appears to be a desired goal to achieve, thus the employed language is well studied to fit the right expectations of the consumer while putting the product in the spot light. Finally, while attempting to find whether the use of certain linguistic devices has an impact on consumers, the interviewee was asked in question four to clarify such an idea. At the level of the Algerian community, people are mostly receptive to anything in their dialect. Although they may accept occasional switches to French and recently English too, Algerian Arabic still gains unanimous approval.

2.5.3 The selected ads

In an attempt to answer the first research question regarding the existence of linguistic devices in Algerian TV ads, the researcher selected a total of three popular Algerian TV ads that were analyzed regarding the linguistic levels of analysis. After analysis, the most apparent and recurrent linguistic device among the three selected ads was that of rhyme. In fact, rhyme was used in all three ads without exception and at the largest rate. Actually, when listening to an Algerian ad on a superficial level, the device of rhyme can be easily distinguishable. This highlights its presence in Algerian ads. Alliteration was also found in all the selected ads although it was used with parsimony. Alliteration was similar to rhyme in the sense that it employs the same property of sound repetition except that it happens at the beginning of the words instead of as the end. Finally, other linguistic devices could be found like CS, word repetition, paradox and slogans but those were less obvious devices.

2.6. Conclusion

The chapter at hand was concerned with the practical part of the research investigation, attempting to put a finger on the linguistic devices of Algerian TV ads, their role and their impact on consumers. The chapter involved a logical flow going from the employed methodology to the data collection and finally to analysis and interpretation. Research tools were selected and designed to answer the

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previously stated research questions. By the end, it is safe to say that the results of the investigation coincide with the pre-stated hypotheses

General Conclusion

Language and advertising seem to be pretty intertwined concepts. While trying to make a product stand out and shine ten times brighter than its rivals on the market, the use of a well-studied linguistic strategy may be a great option to consider. In fact, the appropriate choice of a linguistic devices and the right mix of words in an ad is a top priority for advertisers, leading to a potential success. Good publicity relies on a combination of elements, but the linguistic side of an ad can truly make or break the deal.

The above research work was carefully designed and divided into two chapters following a logical flow of ideas. The first chapter entitled the literature review was all about the information that was necessary to be discussed in order to have a background of the domain of advertizing and its relatedness with language. The first chapter contained a part discussing the aspect of advertising and its properties as well as one dealing with the linguistic situation in Algeria, focusing on the fascinating linguistic variation phenomena of the country. At the level of the second chapter regarding the practical part of the investigation, the chapter introduced the employed methodology in terms of strategy, sample and research tools. After that, the core of the research work was reached when discussing the collected data that was analyzed and interpreted and finally a conclusion wrapped up the chapter providing the key elements of the work.

The phase of data collection was based on the employment of two research tools. Those are a questionnaire and a semi-structured interview. Those were designed in a way that would directly lead to answer the aforementioned research questions. After a meticulous process of data analysis and interpretation, it could be concluded that the suggested hypotheses were all confirmed. In fact, from both of the questionnaire and interview as well as an additional analysis of ads, the linguistic device of rhyme distinguished itself from the remaining linguistic devices that may be used by advertisers. This one was well present in all answers provided either by informants or the marketer. Therefore, the first hypothesis is confirmed. As far as the second hypothesis is concerned, the collected answers from the

research tools suggested that the main purpose of linguistic devices was to produce a memorable ad that would attract viewers making them appreciate the product. That is to say the second hypothesis is also confirmed. Finally, the third hypothesis suggested that people are not much influenced by Algerian TV ads in terms of language. This hypothesis is also confirmed as most of the informants asserted that they were not influenced by the language of an ad nor did it make them want to try the advertised product.

In spite of the fact that this research work does not seek generalization in any kind of way, the results of the at hand investigation could be mirrored to a broader context. An investigation that attempts to showcase the fine line between language and ad could serve as a good guideline for advertisers and marketers or anyone from the domain in order to make improvements that would fit the expectations of the people. On another note, the results of this study focus on the medium of TV but those could be applied on other platforms like social media platforms or websites. Even small business owners could make use of such results to improve their advertising strategies.

The current research work was only a trial and an initiation to the world of scientific research. Nevertheless, accomplishing such a task was not a piece of cake but rather a challenging experience. In fact, getting to finish this dissertation seemed like a bumpy road with a bunch of ups and downs. Regardless of the researcher's lack of experience, other elements contributed to making this work a little harder. First, one obvious issue was the lack of collaboration. Just like confirmed by the informants answering the questionnaire, the Algerian population seems to have pretty negative attitudes towards Algerian TV ads. This translates as people refusing to take part in the sample, making getting participants a nightmare. On the other hand, marketers seem to play good ghosts, either they do not reply or they cannot be found. Also, the time limitations did not allow for this work to be perfected. Of course, having a little more time may have allowed for a better quality regarding the provided information or the overall style of the dissertation. Moreover, finding data

for the theoretical part was a rough task. Whenever a good source is identified, it is inaccessible which made secondary data collection complicated.

This humble work discussed the linguistic devices of ads from a limited point of view due to restrictions discussed above. However, this leaves the way open for future researchers to tackle the topic from a broader view. Other researchers may have the opportunity to discuss the attitudes of the Algerian population regarding ads whether TV ads or even ads on social media on a much deeper level. Also comparing ads on TV with those of social media platforms and figuring which are more appealing and why, could make a good research topic. Moreover, trying to generalize such results on a greater population could be an interesting step to take.

All in all, language and ad are fully interconnected. Reaching a future where language specialists and advertisers fuse their equal experiences of each field respectively could contribute to ameliorating the domain of marketing and sales. Investigating the linguistic aspect of ads may be a little uncommon in Algeria but taking such steps may help in improving ads. Advertisers could use the people's opinions as reference points thus providing content that would make better sales. With this being said, perhaps everything starts from language. A well-used language may lead to well appreciated content.

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Appendices

Appendix 1 English informants' questionnaire

Dear informants,

This questionnaire is intended to collect data about the linguistic devices used in Algerian television ads and their role and impact on the Algerian community. Your answers will remain confidential and will be used for research purposes only. Thank you so much for your collaboration!!

Ps: linguistic devices can include things like code switching, rhyme, repetition of words, alliteration...

1. Are you... male ☐ female ☐

2. Do you watch Algerian TV publicity? yes ☐ no ☐

3. How often do you watch Algerian TV publicity?
always ☐ sometimes ☐ never ☐

4. Do you recall any linguistic devices used in Algerian TV ads? If yes, mention some.

5. Watch the following video of “CotexAbsorba” and say which words or sentences have attracted you. Explain why.



6. Classify these ads from best to worst according to the language used in each.



Best

Neutral

Worst

Ricamar ☐☐☐

Chocolate Tadj ☐☐☐

Margarine Many ☐☐☐

7. Which words or sentences attracted your attention in the ad you selected as best.

8. Do you think that the language used in commercials plays a role in shaping people's preferences for a product? Yes ☐ no ☐

9. Explain why?

10. How do you find the language used in commercials?

Persuasive ☐ Attractive ☐ Boring ☐ None of the above ☐

11. If you chose "none of the above", provide your own description of the language used in ads.

12. In your opinion, does the use of certain linguistic devices result in an attractive ad? Explain.

13. Do you think that commercials have an impact on the consumer? Yes ☐ no ☐

14. Do you think that some linguistic devices are more persuasive than others? Why?

15. Have you ever felt that a commercial's language has made you buy a product? yes ☐ no ☐

16. Which commercial was it?

17. Explain why it impacted you.

18. What do you think of Algerian publicity?

Appendix 2 Arabic translation of the informant's questionnaire

أعزائي المطلعين

هذا الاستبيان يهدف إلى جمع بيانات حول الأدوات اللغوية المستخدمة في الإعلانات التلفزيونية الجزائرية ودورها وتأثيرها على المجتمع الجزائري. كل الإجابات ستبقى سرية وسيتم استخدامها لأغراض البحث فقط. شكرا جزيلا على تعاون

1. هل انت ☐ ذكر ☐ أنثى
2. هل تشاهد اشهارات التلفزيون الجزائري ☐ نعم ☐ لا
3. كم من مرة تشاهد إعلانات التلفزيون الجزائري ☐ دائما ☐ أحيانا ☐ أبدا
4. هل تتذكر أي خصائص لغوية مستخدمة في إعلانات التلفزيون الجزائري؟ إذا اجبت نعم اذكر بعضها
5. بعد مشاهدة الفيديو، اذكر الكلمات او الجمل التي اثارت انتباهك



Publicité Algerie COTEX Absorba

6. قم بترتيب الفيديوهات من الأفضل الى الأسوأ من ناحية اللغة



7. أي كلمات او جمل اثارت انتباهك في الإعلان الذي صنفت كالأفضل؟
8. هل تعتقد ان اللغة المستخدمة في الإعلانات التلفزيونية تلعب دورا في جعل الناس يفضلون منتج ما عوض منتج اخر ☐ نعم ☐ لا
9. اشرح السبب
10. كيف تصنف اللغة المستخدمة في الإعلانات التلفزيونية الجزائرية ☐ مقبلة ☐ جذابة ☐ ممللة ☐ لا شيء مما بالأعلى
11. إذا اخترت لا شيء مما بالأعلى، قدم وصفا خاصا بك
12. في رأيك هل يؤدي استخدام بعض الخصائص اللغوية الى اصدار اعلان جذاب؟ اشرح
13. هل تعتقد ان الإعلانات التلفزيونية تؤثر على المستهلك ☐ نعم ☐ لا
14. هل تعتقد ان بعض الخصائص اللغوية أكثر اقناعا من غيرها؟ لماذا؟
15. هل شعرت يوما ان لغة اشهار ما جعلتك تشتري منتجا ما؟ ☐ نعم ☐ لا
16. أي اعلان تجاري كان؟
17. اشرح لما اثرت عليك لغة الاشهار؟
18. ما رأيك في الإعلانات التلفزيونية الجزائرية؟

Appendix 3: The selected ads

(The images contain direct links to the ads to watch)

1. Ricamar Ad



Full text of Ricamar ad with English translation

makanf li majaʃreff rikamar kunna qadriin ndirulkum pyblicite w nwerulkum babur
jegtaʃ lbhor baʃ nzibulkum qelb lhabba kunna qadriin nzibulkum de at.let jʃammro
lʃiin baʃ nbijnulkum fawaid lprotiin. Kunna qadriin nzibulkum de jef jqedmolkum
waħd le ʃaset bnan bəzzaf kunna qadriin njibulkum de ẽ.fly.ã.sœx wela ħta gʁã
fut.bo.lœx kunna qadriin nqəlbuhalkum bə.li.wud ʃtiħ w rdiiħ w ma ntiħolkumʃ mel
ʃuud kunna qadriin qadriin qadriin bessah li jhemna sah huwwa annana
nqedmulkum afdal tɔ mʃa rikamar la kalite ma teħaaf pyblicite

There is not a person that does not know Ricamar. We were able to make a publicity and show you, a boat that travels through seas, so that we could bring you the heart of the seed. We were able to bring you fit athletes so that we could bring you the benefits of protein. We were able to bring you chefs that would serve you with very delicious recipes. We were able to bring you influencers or even famous football players. We were able to bring switch to a Bollywood dancing style and play it off as superior. We were able ableable but what matters the most to us is that we provide you with the best tuna. With Ricamar, the quality does not require a publicity.

2. Chocolate Tadj ad



Full text of Tadj ad with English translation

fi hjatək lazemlek ilham baɣ tetmettɣi w thaqqi ahlāam teqder tkuun haɣa syiraa
bessaḥ fi ɣiinek kbiira safaa ma tehtaziɣ texmaam ə taaz twaalmek b tmaam kul
ma tehtaziiha hadra tsahhallek lxedma fi kul merra ɣandek fikra xeliha tban mɣa
taadz tziid tebnaan ɣa wəq tlfərha wəl mhabba w ziin wəl benna mɣa kul habba
muulat taz ɣammerha ma tehtaaz

In your life, you need inspiration to have fun and realise dreams. It could be a small thing that you see as great. Sometimes you don't need to overthink. Tadj is the most suitable for you. Every time you need it, it is there. It eases work for you every time. If you have an idea let it shine. With Tadj it will become tastier. It is time for happiness and love and beauty and taste with each piece the owner of Tadj is never in need.

3. Margarine Many ad



Média
Stratégie

Margarine Many - ما بين الفن و الطبخ خطوة

Full text of Many ad with the English translation

Fann tabx tɣifuu kul wahda fi kul merra kima lalla jamina tjemmer ɣla jeddiha baɣ testeqbel djafha kaɣ benna sofia bayna wella sɛlma ki tɣawwel tferraɥ la fa.mij b wasfa spe.sjal wi.kend tebda b ɣwija mukawwinaat w tkemmelha b lemset l fennanaat sahaa zijenti lmaijda Werdiya mi ara teslewlew tɛewwel ney ashu tenniɗh zaho rana nfilmiw ntebɣuuk oke hada gaɣ nti fennana ehh baja w ana tani rani mɣakum fi kul merra ma bin lfenn w tabx xɛtwa margarin mani fanntabx

The art of cooking is experienced by every woman each time, just like lala Yamina. She rolls up her sleeves to greet her guests. Is it tasty Sofia? Obviously. Or Selma when she plans to please the family with a weekend special recipe. She starts with a few ingredients and finishes with an artistic touch. Wow, you decorated the table. Werdiya, when she starts to ululate, she is planning on something, right? Zaho we're filming. Shall we follow you?

ملخص

يهدف هذا البحث إلى دراسة الادوات اللغوية للإعلانات التلفزيونية، ولا سيما في السياق الجزائري. للقيام بذلك، ركز البحث على تحديد الادوات اللغوية الأكثر استخدامًا بالإضافة إلى السبب الرئيسي لوجودها بالإضافة إلى فعاليتها العامة. استخدم الباحث نهجًا مختلطًا، باستخدام استبيان عبر الإنترنت بالإضافة إلى مقابلة شبه منظمة لجمع البيانات. ويمكن للمحقق أن يخلص إلى أنه في السياق الجزائري، تعتمد الإعلانات التلفزيونية الجزائرية على استخدام القافية كعنصر لغوي يضمن حفظ الإعلان. رغم ذلك إلا ان الطائفة الجزائرية لا تعتمد على أدوات لغوية جذابة لاتخاذ قرار الشراء.

الكلمات المفتاحية: اللغة، الميزة اللغوية، التلفزيون، الإعلان، الدعاية، المستهلك

Summary

The present research work aims at investigating the linguistic devices of television advertisements particularly regarding the Algerian context. To do so, the research focused on identifying the most frequently used linguistic devices along with the main reason for their presence as well as their overall effectiveness. The researcher relied on the use of a mixed method approach, employing an online questionnaire along with a semi-structured interview to collect data. The investigator could conclude that within the Algerian context, Algerian television advertisements rely on the use of rhyme as a linguistic device that would ensure the memorability of the advertisement. However, the Algerian community does not rely on appealing linguistic devices to make a buying decision.

Key words: language, linguistic device, television, advertisement, publicity, consumer

Résumé

Le présent travail de recherche vise à étudier les procédés linguistiques des publicités télévisées, notamment dans le contexte algérien. Pour ce faire, la recherche s'est concentrée sur l'identification des procédés linguistiques les plus fréquemment utilisées ainsi que la raison principale de leur présence en plus de leur efficacité globale. Le chercheur s'est appuyé sur l'utilisation d'une approche de méthode mixte, utilisant un questionnaire en ligne ainsi qu'une interview semi-structurée pour collecter des données. L'enquêteur pouvait conclure que dans le contexte algérien, les publicités télévisées algériennes reposent sur l'utilisation de la rime comme élément linguistique qui garantirait la mémorisation de la publicité. Cependant, la communauté algérienne ne s'appuie pas sur des procédés linguistiques attrayantes pour prendre une décision d'achat.

Mots clés : langue, procédés linguistique, télévision, publicité, publicité, consommateur