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***Code Switching between Algerian Arabic and
French among Sellers and Buyers: Case of Remchi
Shops and Markets***

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

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Declaration

I hereby declare that this submission which is entitled Code Switching between Algerian Arabic and French among Sellers and Buyers: Case of Remchi Shops and Markets, 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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A handwritten signature in black ink, consisting of a stylized 'D' followed by a horizontal line and a vertical line, with a small dot at the end.

DEDICATIONS

I Isincerely dedicate this research work;

To my dearest parents **Mohamed and **Hafida**, my first teachers in life and the inspiration behind my achievements and successes. With all my love and gratitude to you both*

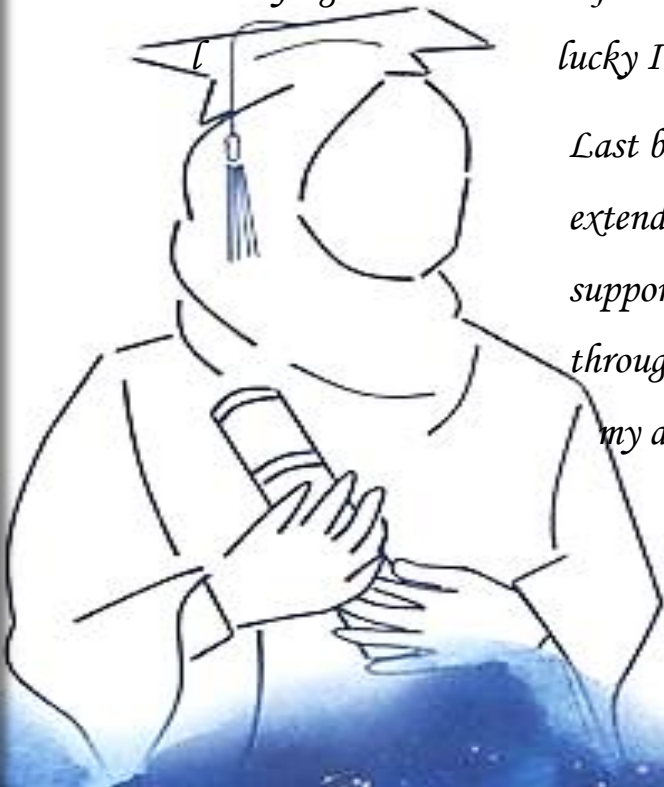
To my dearest brothers **Cherif, **Sidahmed**; and my sister **Amel** for their endless support during my academic journey, all my respect and appreciation for you*

To my dearest family and relatives: **Amina, **Sirajeddine**, **Nihad**, **Roumaissa**, **Fatima**, **Nassima**, **Salih**, **Arbia**, **Youcef**...*

To my dearest friends, my soul mates and my companions with whom I spent an unforgettable academic journey: **Farah, **Roumaissa**, **Farh**, **Meriem**... How lucky I am for having you in my life!*

Last but not least, from the depths of my heart, I extend my sincerest gratitude to all those who have supported and assisted me, even with a single word throughout my journey. Finally, I am a graduate and my dream comes true!

Salima



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“It is a beautiful thing for a person to strive for success and achieve it. What is even more beautiful is to acknowledge those who were the reason behind it”

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Abstract

The present study offered insights into the outcomes of language contact in multilingual speech communities, which result in the occurrence of various sociolinguistic phenomena. Code switching was the most observed phenomenon in the speech of Algerian speakers, particularly in shops and markets. This study sought to explore the use of Algerian Arabic and French switching in the conversations of sellers and buyers during commercial transactions. In addition, it aimed at discovering the motivations for this switching and describing its occurrence at the linguistic level. To reach this end, a case study research was conducted in Remchi city shops, stores, and markets (in Tlemcen, Algeria), relying on a number of sources and research instruments for collecting data including an online questionnaire, participant observation with the help of note taking; and an interview in which audio-recordings of the informants' conversations were registered. The collected data from these instruments were analysed both quantitatively and qualitatively. Through these methodological aspects, the results revealed that the Algerian speakers did switch between Algerian Arabic and French because it was their way of speaking and sometimes due to their desire to negotiate the price and discuss the product. Linguistically, they switched within a sentence and at its boundaries by integrating French words or phrases. Additionally, their attitudes towards this linguistic practice and its users were sometimes positive as a natural and effective way of communication; other times, they were negative because it was an informal way of speaking to show off their levels of education. Therefore, this work focused on the understanding in depth of the theoretical framework of using code switching in the accomplishment of communication, the demonstration of the linguistic competence of the Algerian bilingual speakers in French; the language other than their mother tongue. Also, it was a tool for expressing concepts, emotions; and cultural references that might not be effectively conveyed in the first language.

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List of Acronyms

AA = Algerian Arabic

CA = Classical Arabic

CM = Code Mixing

MLF = Matrix Language Frame

MSA = Modern Standard Arabic

SAT = Speech Accommodation Theory

List of IPA Transliteration/ Transcription

Scripts of Arabic Consonants	Transcription	Scripts of Arabic Vowels	Transcription
أ	ʔ	الفتحة ()	a
ب	b	الضمة (')	u
ت	t	الكسرة (-)	i
ث	θ	مد الألف (ا)	a:
ج	dʒ	مد الواو (و)	u:
ح	ħ	مد الياء (ي)	i:
خ	x		
د	d		
ذ	ð		
ر	r		
ز	z		
س	s		
ش	ʃ		
تش	tʃ		
ص	sʕ		
ض	dʕ		
ط	tʕ		
ظ	ðʕ		
ع	ʕ		
غ	ɣ		
ف	f		

ق	q		
ك	k		
ل	l		
م	m		
ن	n		
ه	h		
و	w		
ي	j		

General Introduction

Language is a fundamental tool for human communication. It helps to express ideas, desires, and needs and to build relationships with others. In fact, speakers have their own ways of forming sentences and their own use of language or several languages in order to produce comprehensive messages, especially in bilingual and multilingual communities. Algeria is one of these multilingual communities where people commonly speak more than one language and dialect during interaction. Likewise, its linguistic situation is characterized by the existence of different languages and varieties; and it witnesses many sociolinguistic phenomena, including diglossia, bilingualism, code switching, code mixing and borrowing. Thus, code switching is the most common and noticeable phenomenon in the Algerian people's speech as they alternate between languages and dialects while speaking in different social settings.

In the context of Algeria, the most recognized and spoken languages and low varieties are Modern Standard Arabic (MSA), Algerian Arabic (AA), French, Berber and recently English. The focus of this study is the use of Algerian Arabic and French alternatively because they are the two dominant codes in speakers' daily conversations. In the area of commerce and sales transactions, the concern of code switching between Algerian Arabic and French among sellers and buyers creates challenges regarding communication effectiveness, customer satisfaction and linguistic competence reflection. Interestingly, it is noticed that sometimes sellers and clients use Algerian Arabic alongside French without thinking of the interlocutor's understanding and familiarity with the languages during the selling and buying processes.

Thus, this research aims first to explore the extent to which code switching between Algerian Arabic or Darja and French is used in Algerian marketplaces among sellers and clients. Second, it sheds light on the main reasons behind this linguistic behaviour and at what linguistic levels it occurs. In addition, it is very important to discover their opinions towards each other when shifting to French back and forth during commercial transactions. Then, through this investigation, some

solutions and suggestions will be presented so that the linguistic transactions between the seller and the buyer end in an effective and successful way.

In this research, the main questions that can be asked are as follows:

Q1_What are the motivations for sellers and buyers' switching between Algerian Arabic and French during the sale and purchase transaction?

Q2_How do sellers and buyers code switch at the level of sentences?

Q3_What are the attitudes of sellers and buyers towards code switching?

From the previously raised questions, the researcher formulates the following hypotheses:

H1_The motivations for sellers and buyers' switching between Algerian Arabic and French during the sale and purchase transaction are showing their higher social status and education, trying to negotiate the price and discussing the benefits of the product, and due to the habitual use of French in their speeches.

H2_Sellers and buyers code switch at sentences level through using borrowed words and phrases, mixing the grammatical structures and tag switching.

H3_The attitudes of sellers and buyers towards code switching are that they consider it an effective way for successful communication and purchase transactions, the nature of Arabic is Franchised, pretending to be cultured and well educated, an informal way of speaking and excluding the interlocutor.

Equally important, for achieving better results and having better understanding of language switching in commerce, the researcher tried to undertake an exploratory case study dealing with sellers and buyers from different social categories (age, gender, residence, level of education and the participant's market role as sellers or client) in shops and stores situated in Remchi city (Tlemcen). It relies on the use of both qualitative and quantitative research tools, including questionnaire, participant observation in the stores with note taking; and structured interview with both sellers

and their customers in order to have both qualitative and quantitative data for later analysis and discussion of the main findings.

The present research work is divided into two chapters. The first chapter is about the literature review of the topic, which provides an overview about the most recognized and spoken languages in Algeria in official and non-official settings. Additionally, describing the Algerian sociolinguistic situation, where the focus of this research is specifically code switching, its psycholinguistic, sociolinguistic and linguistic perspectives and motivations.

The second chapter deals with the description of research design, methodology, instruments used, and the sample that participates in this work. Then, quantitative and qualitative analyses and discussion of the main findings were conducted in order to answer research questions by confirming or rejecting the hypotheses and finally achieving the results of the research.

CHAPTER ONE

LITERATURE REVIEW

1.1 Introduction

Algeria has always been considered as a multilingual country wherein people use different languages and dialects in their speeches. This diversity in language leads to a rich sociolinguistic landscape and the coexistence of several phenomena. Thus, this chapter aims to recognize the common languages and varieties in Algeria as a country and in Remchi as the city under investigation, as well as to explain the complexity of the linguistic system. After that, the focus will be placed on language contact phenomena that come as a result of the simultaneous use of these codes, covering mainly the concept of code switching and its aspects.

1.2 The Linguistic Situation in Algeria

Due to the historical events as well as the political and socio-cultural factors that Algeria witnessed and still witnesses, today, it is regarded as a multilingual speech community. The existence of various varieties and languages reflects a complex linguistic situation, as highlighted by Bouhadiba (2010, p.43)

Today's linguistic situation in Algeria is characterized by a continuum of Arabic with local vernaculars where it is sometimes difficult to decide where one starts and where the other ends. The linguistic spectrum is characterized by a mixture of language varieties with resemblance and similarities of various kinds.

This definition describes the current language profile in Algeria, which has a mixture of Arabic and local varieties that differ from one region to the other, making it complicated to differentiate between them. The linguistic landscape shows a diverse range of dialects making up a continuum with overlapping features and similarities. Among these dialects and linguistic variations that are spoken by the Algerian people are: Classical Arabic, Modern Standard Arabic, Algerian Arabic or colloquial Arabic or Darja, Berber with its varieties Chaoui, Chelha, Chleu, Tergui and Mzabi, in addition to the foreign languages such as French, English, Turkish, Italian, Spanish, etc.

1.2.1 Classical Arabic

Classical Arabic (CA hereafter) is the first version of Arabic language that appeared during the pre-Islamic period, and it “is the highly Archaic variety of Arabic that, after its codification by the Arab grammarians[...]becomes the most dominant written register of Arabic” (Putten, 2020, p.57). That is, CA refers to an ancient form of the Arabic language. Because of its standardization by the Arab grammarians, it became the most prestigious representation of the language.

In fact, the introduction of Arabic in Algeria was in the 7th century by the Islamic expansion as a part of the Islamization of the Maghreb region (Dridi, 2014). So that Algeria as an Arab and Muslim country, Classical Arabic is primarily found in the Qur'an and religious texts as it is the language used for praying. It is also used in the oldest works of literature, poetry (Harrat et al., 2016), and other formal contexts nowadays, like in education for teaching religious subjects and topics, in mosques, and in cultural heritage, mainly proverbs.

1.2.2 Modern Standard Arabic

Modern Standard Arabic is generally referred to as MSA; it is a modern repetition of Classical Arabic. It is defined as “...a modification and simplification of CA created for the need of the modern age [...] It is usually read aloud from texts and, if the speaker is highly skilled, may also be used in the commentary to the text”(Bassiouney, 2009, p.15). In this vein, MSA is a simplified version of CA that serves modern age demands. Highly competent speakers, like in news broadcasts, also use it.

Bateson (1967) describes MSA as having a simpler syntax and different vocabulary due to the effect of the technological advances of the era. It also has different stylistic forms because of the influence of translations from other languages as well as the impact of bilingualism on the use of MSA alongside other languages or dialects (as cited in Bassiouney, 2009).

In the Algerian situation, MSA is considered as the first official and national language of the country since independence. It is not acquired from birth; yet, it is learned at primary school (Harrat et al., 2016) at the age of 5–6 years old. People use it as a high variety and a means of instruction in formal situations, for instance, in education, in media, TV news, printed newspapers, books, modern poetry and literature, writings, parliament speeches, political speeches, road signs, etc.

1.2.3 Colloquial Arabic/ Algerian Arabic

The colloquial Arabic in Algeria is also called Algerian Arabic (AA hereafter) or Darja; it is a low variety of Arabic and the mother tongue of the majority of the native inhabitants of the country that has been acquired since birth. It is the commonly used dialect in everyday communication: at home, at work, in the street, etc., as a casual speech, as stated by Chelli (2011, p.151) “ The mother tongues of Algerian children are either Berber or popular Arabic, which has differences at all levels of analysis from its supposed patron” (Own translation). This quote emphasises two dominant native languages in Algeria, which can be either Berber or Algerian Arabic as mother tongues spoken by children at home for the first time. The light will be shed on Algerian Arabic because it has the largest number of speakers in Algeria, specifically in Tlemcen.

Despite the fact that MSA is considered as a supposed parent language of AA, the latter exhibits significant distinctiveness from MSA at all the linguistic levels: phonetically, phonologically, morphologically, syntactically, and semantically. Further, it is not standardized and codified in books like MSA; it is rather presented in its written form on social media platforms through Latin scripts and in everyday speech. Additionally, there are various Algerian Arabic varieties or vernaculars that differ from one region to the other at the phonological, morphological, syntactic, and semantic levels with the presentation of the French, Berber, Spanish, Turkish, and Italian lexicons. Consequently, given the difference between MSA and AA, as well as the existence of various dialects within AA itself,

it is clear that today, the linguistic situation in Algeria is characterized by a highly variable, intricate, and ambiguous mechanism (Bouhadiba, 2010).

1.2.4 Berber

Berber is considered as another national and official language enshrined in the recent constitutional amendment since 2016 (official since 2002). It is spoken as a mother tongue across numerous regions of Algeria, particularly in the Kabylie region, the Aures Mountains, and the Touareg people (Amazigh of the Sahara) who use it in the Sahara Desert.

In North Africa, Berber culture is mostly preserved in villages and cities, with informal standards that support its use among relatives and neighbours. Nevertheless, in some places, like Algeria, the introduction of Arabic based mass education has challenged traditional transmission. Communication in wider rural areas, like in markets, requires either Arabic or Berber, which leads to the existence of bilingualism, while in urban contexts; Berber norms do not have a public presence, with strangers addressed in Arabic or French, except in some Berber-speaking cities like Tizi-Ouzou (Souag, 2020).

Souag (2020) states that Berber has been an official language in Algeria since 2016. However, official documents are rarely available in Berber, and there is no wide right to communicate with the government. Berber is taught in schools in Algeria and other neighbouring countries; and used in broadcast media (p.405).

Thus, it is used as a native language in the previously mentioned regions in daily speeches, even in other regions like in Tlemcen, by a minority of people of Berber origins, besides its use in road and institution signs.



Figure 1.1 Institution sign in Berber

Source: From Google

1.2.5 French

French is the second language that has existed in Algeria since the period of French colonization in 1830 and has remained a part of the Algerian linguistic landscape because it was an official language during the colonization, a national language after independence and today, it is a foreign language (Negadi, 2015).

In fact, Algeria is considered one of the most French-speaking countries, as reported by Oberlé (2004, as cited in Benrabah, 2007, p.194) “From a quantitative point of view, today’s Algeria is the second largest French-speaking community in the world”. In addition, French plays an important role and is considered a prestigious means of communication because it is widely present in the most essential domains, including education, administration, media, government, business, and university courses in both spoken and written forms, as well as in the speakers linguistic practices such as code switching and borrowing. In this angle, Rabah Sebaa (1999, as qtd in Ait Dahmane, 2007, p. 178) declares that:

Without being official, it conveys officiality, without being the language of teaching, it remains a privileged language of transmission of knowledge, not being the tongue of identity, it continues to shape in different ways and through several channels the collective imaginary, without becoming the language in the university, but remains the language at university. (Own translation)

In other words, even though French has neither official status nor language of instruction position in Algeria, it continues to be influential and powerful. This is clear in its widespread use in the most important fields as a medium for acquiring knowledge and culture, in addition to the linguistic practices parallel with Algerian Arabic in everyday speech.

1.2.6 English

English is the second foreign language of the country, which was established in primary education as a challenger language to French since September 1993 (Bennoune, 2000, as cited in Benrabah, 2007). However, this program was introduced again and was extremely well accepted by learners and tutors within one month (Boubekeur, 2021). At that time, English was not of that great interest to ordinary people, but nowadays, it is receiving great attention, especially from students and business people, and playing important roles in the educational and practical fields. What is more, the roles that English plays in the Algerian environment illustrate its spread, feasibility, and usefulness as a tool for professional and business interaction, authoritative, innovative, and practical purposes (Belmihoub, 2018).

Furthermore, despite the longstanding presence of the French language in Algeria, it witnesses a competition for the position with English. In this sense, Mami (2013, p.910) concludes,

...the discrepancies between the use of French as a medium and as a tool started to compete with English which was hitherto placed at a third position. From second foreign language, to first foreign language, to the language of knowledge and scene, English has gained steps forward in the Algerian educational scene.

Additionally, Borni (2017) supports the idea of the growing interest of Algerians in English through his research and deduces that if English replaces French, it would become the primary foreign language, and Algerians would speak it better than French (as cited in Belmihoub, 2018).

1.2.7 The Relationship between Algerian Arabic and French

Algerian Arabic is the mother tongue and the native language of Algerian speakers, which they use for communication in various social contexts. However, within their speeches, it is noticeable that they also use and introduce a few words, clauses, and phrases from other languages, mainly French. This simultaneous occurrence of AA and French languages within the speech goes back to the most striking historical event, which is the French colonization people's use of language. At that time, France sought to eradicate the Arabic language and replace it with French through offensive cultural oppression (Ammour, 2011).

Various French lexical items have been inherited through generations, and French is still taught in primary schools as a subject starting in the third year at school. Also, it is widely used alongside Algerian Arabic by people from all social variables, including males, females, old, young, educated, less educated, and even illiterate people. Bouamrane (1998, as cited in Dendane, 2007) has referred to this influence to as Franc-Arabic.

To sum up, the existence of diverse languages and dialects in Algeria makes it a multilingual society that witnesses several sociolinguistic phenomena including, diglossia, bilingualism, code mixing, borrowing, and markedly code switching. It represents a proper and comprehensive picture of the relationship between Algerian Arabic and French; and explains their occurrence interchangeably in people's everyday speech.

1.3 Language Contact Phenomena in Algeria

Language contact refers to the influence of one language on another. Speakers of a language are often in contact with speakers of other languages due to various reasons. They introduce features of another language into their own either deliberately or unconsciously, resulting in changes in fluency. This contact can occur in adjacent areas through conquest, migration, mobility, travel, or through mass media. The consequences of language contact can range from trivial to far-reaching;

with borrowing being the simplest may speakers may borrow words from their neighbouring languages (Trask, 1999).

Thus, in the Algerian context, languages and varieties have a high degree of contact with each other; speakers can use Classical Arabic with Modern Standard Arabic, Classical Arabic with Algerian Arabic, Modern Standard Arabic with Algerian Arabic, Algerian Arabic with Berber, Algerian Arabic with French, Berber with French, etc. It depends on the social setting where the speakers are able to use either one of these varieties or more in their speeches to achieve their specific communicative purposes. This kind of contact in Algeria may result in various sociolinguistic phenomena, mainly bilingualism, diglossia, code switching, and borrowing.

1.3.1 Bilingualism

The contact and the changes seen in the linguistic system of a given language are because of the encroaching of one language on the other, which generally leads to bilingualism or multilingualism.

Bilingualism is a sociolinguistic phenomenon that generally refers to the ability to speak two different languages. This topic has attracted many linguists and sociolinguists' attention and has become their topic of interest. They even differed in defining bilingualism and bilingual people, thus, the definitions proposed vary from one linguist to the other because they are related to different periods, contexts, and researchers' aims.

The American linguist Leonard Bloomfield (1933, p. 56) defines bilingualism as "native-like control of two languages". According to him, a bilingual person must be as perfect and proficient as a native speaker is in both languages that that he or she should speak. This implies him/her to communicate effectively with both languages in any situation. Bilingualism, upon the proceeding notion, Braun (1937) further reinforces the idea, saying that a bilingual must have active and equal command of two or more languages (p. 115, as cited in Wada, n. d). He insists on

possessing a high level of proficiency, fluency, and command in the four skills of writing, reading, speaking, and listening in each language. Thus, Bloomfield and Braun's perspectives on bilingualism are direct and quite strict because many bilinguals fail to reach the native-like proficiency level in one of the languages. This kind of bilingualism is rarely found in Algerian speakers' linguistic backgrounds because they speak one language better than the other, especially when speaking about CA and MSA, AA and French, Berber and AA, etc.

With less focus on proficiency, bilingualism is seen as the stage at which the speaker can generate entire meaningful words and phrases in the second language other than his mother tongue or first language (Haugen, 1953). Following this, the Canadian linguist Mackey (2000, p. 27) proposed another definition from another perspective and says, "We shall therefore consider bilingualism as the alternate use of two or more languages by the same individual". He requires the ability of the speaker to switch between languages or use multiple ones in an alternative way. With the same leniency, Weinreich (1967, p. 1) defines bilingualism and the bilingual as "the practice of alternately using two languages will be called bilingualism, and the person involved, bilingual". He also considers this sociolinguistic phenomenon as using two different languages alternatively within speech and the person who uses such strategy is a bilingual person. Therefore, based on their perspectives, the Algerian speakers are the best example for such situation because they alternate between languages most of the time mainly between their mother tongue Algerian Arabic and the first foreign language; French.

An additional consideration in the definition of bilingualism which regards the bilingual as the person who has a minimal competence in one of the four productive and receptive skills either in writing, speaking, reading or listening in the foreign language other than his/her mother tongue for a specific topic (McNamara, 1967a, as cited in Hamers & Blanc, 2000). Generally, Algerian bilinguals have the ability of listening and understanding the French language but they find difficulty in speaking and producing meaningful utterances in either French or other languages.

Overall, it is so complex when it comes to providing a specific definition for bilingualism or categorizing someone as a bilingual. It must include the degree of proficiency in each language as perfect, balanced, unbalanced or passive; and under which circumstances each language is learned, either they were learned simultaneously from birth or sequentially; at different stages of life as well as either in one or separate environments.

Another key point is that many sociolinguists use the term bilingualism to refer to individuals who know even more than two languages and multilingualism to refer to nations or societies even if there is only two languages (Trudgill, 1992).

1.3.2 Diglossia

In some speech communities, there are speakers who are required to be fluent in at least two varieties and each variety has its unique social function. This linguistic situation is known as diglossia (Hoffmann, 1991). Many linguists used this term in restricted and wider connotations during different periods in various ways. They provide their point of views towards the diglossic situations that are widespread around the world. Some of the better-known ones are the Arab-speaking countries where Algeria is one of the speech communities that attracted those linguists, foremost among them William Marçais.

Crystal (2008, p. 145) provides a clear definition for diglossia in his ‘Dictionary of Linguistics and Phonetics’ and says that “diglossia is a term used in sociolinguistics to refer to a situation where two very different varieties of a language co-occur throughout a speech community, each with a distinct range of social function”.

In fact, the French orientalist and dialectologist William Marçais was the first who used and identified the term diglossia to the Arabic used in Algeria in 1930 in his article ‘*La Diglossie Arabe*’ (‘Arabic Diglossia’). He provides an expressive depiction of Algerian Arabic without taking into account Berber and French (Marçais, 1930, as cited in Hamam, 2011). Marçais concentrates on the

Arabic language varieties and ignores the other languages which are Berber and French, he speaks of “two states of the same language, sufficiently different so that knowledge of one does not imply knowledge of the other” (Marçais, 1930, p. 409, as qtd. in Hamam, 2011) (Own translation). In this context, Marçais is particularly referring to the diglossic relationship between the written form of Classical Arabic and the spoken vernacular of Algerian Arabic or dialect. He emphasizes on that these two varieties are so different in which proficiency in one did not necessarily imply knowledge of the other.

After that, the American linguist Charles Ferguson developed the intuition of Marçais and identified the term diglossia as a special and unique phenomenon in the 1960s. He defines it as “Where two varieties of a language exist side by side throughout the community, with each having a definite role to play” (1959, p. 325). He describes the sociolinguistic phenomenon of diglossia as a linguistic situation where two varieties of a language coexist within a speech community. Each one of these two varieties has a specific function in use. One of them is high like MSA in Algeria, which is used in formal contexts whereas the second must be low which is AA. It is used in informal and ordinary conversations.

Moreover, through his studies about the existence of diglossia in the world, he characterizes four situations that fit that narrow definition and receive much attention by other linguists. First, there are Arabic- speaking countries where two varieties of Arabic are used; Classical Arabic is the high variety in addition to several regional and colloquial varieties as low ones used in everyday speech. In German-speaking Switzerland, the high and prestigious variety is Standard German whereas the low variety is Swiss German. The third linguistic situation is in Haiti; Standard French is considered as high and Haitian Creole as low. In Greece too, speakers use Katharévousa in formal contexts as the standard language and Dhimotiki as the low variety used in informal contexts (Wardhaugh & Fuller, 2015).

Additionally, Ferguson (1959, p. 245) identifies nine rubrics or criteria for determining diglossia, which are hinted at through his famous definition that claims that:

Diglossia is a relatively stable language situation in which, in addition to the primary dialects of the language (which may include a standard or regional standards), there is a very divergent, highly codified (often grammatically more complex) superposed variety, the vehicle of a large and respected body of written literature, either of an earlier period or in another speech community, which is learned largely by formal education and is used for most written and formal spoken purposes but is not used by any sector of the community for ordinary conversation.

The most essential rubric is function in which he identifies the situation where high and low varieties are differently used, in addition to prestige, literary heritage, acquisition, standardization, stability, grammar, lexicon and phonology. All these parameters must be considered for distinguishing between a high and low variety and confirming the existence of diglossia in a particular society. Therefore, Ferguson attracts many linguists' attention to the occurrence of two varieties of Arabic language through his definitions and reports the diglossic situations. Despite the fact that he addresses a broad linguistic situation through the distinction between high and low varieties, his description has faced considerable critique and debate due to his focus on Arabic diglossia or language standardization. He does not take into account the different kinds of high variety such as in the Arab countries where CA and MSA are both high varieties but they have nearly different functions of use, yet he tries to depict an idealized representation of the diglossic situation (Bassiouny, 2009).

In 1967, the American linguist Joshua Fishman proposed an extension to Ferguson's definition. He includes multilingual contexts, where two various languages serve distinct functions (Wardhaugh & Fuller, 2015). In other words, Hoffmann (1991, p. 167) states:

Fishman extends Ferguson's notion of diglossia by broadening it to include different dialects, vernaculars or classical varieties, as well distinct languages- so long as they are functionally differentiated. He proposes to accept more than just two varieties. Fishman represents the relationship of diglossia in a quadrant diagram, and then discusses each possible construct in some detail.

According to the definition, Fishman's extended diglossia includes situations where two genetically unrelated languages or varieties are used for different functions in society. He provides the linguistic situation in Paraguay where Spanish is used in formal contexts and Guarani; an Indian language that is completely distinct from

Spanish is reserved to day-to-day communication. Similarly, Algeria represents an example of an extended diglossic situation wherein the Algerian Arabic or colloquial Arabic is used as a low variety for everyday speech and French; a very different language (historically based) is used alongside AA in formal situations in education, political speech, administrations, etc.

1.3.3 Code Switching

The majority of speakers in multilingual communities are proficient in multiple codes of a given language. Therefore, during speaking, they are usually required to choose certain codes to use and they are free to mix or switch between the codes that they can speak, even within brief utterances. This language behaviour results in the creation of a new code under the process of code switching (Wardhaugh, 2006). Code switching (hereafter CS) between languages or language varieties allows speakers to navigate different social contexts, express different aspects of their identities and communicate more effectively. In this section, the focus will be shed on identifying what is code, code switching, the different perspectives of studying CS with the types and the motivations behind CS that are provided by some prominent linguists.

1.3.3.1 Defining the Concept of Code

According to Crystal (2008, p. 83) “The term has come to the fore in sociolinguistics, where it is mainly used as a neutral label for any system of communication involving language – and which avoids sociolinguists having to commit themselves to such terms as dialect, language or variety”. In other words, the term code is a general linguistic term used by sociolinguists to combine any language with its various varieties be it either standard or vernacular.

1.3.3.2 Code Switching

Code switching is a sociolinguistic phenomenon that occurs in bilingual and multilingual communities. During the recent years, CS has raised great scholarly

interest and it has been given different definitions. The most common and general definition of CS is that it refers to the practice of alternating between two languages or linguistic varieties within the same sentence or conversation (Hoffmann, 1991). However, the American linguists Einar Haugen (1950) and Uriel Weinreich (1953) first coined the term and provided definitions for it. Haugen's definition is no longer in use while Weinreich (1953) defines code switching as the shifting between two languages (Dykes, n.d).

Moreover, the starting point for CS was with Blom and Gumperz (1972) in their book "Social Meaning in Linguistics Structures: Code Switching in Northern Norway". Gumperz (1982, as qtd. in Marco, 2006) defines code switching as "the juxtaposition within the same speech exchange of passages belonging to two different grammatically systems or subsystems" (p. 61). In this definition, Gumperz likened CS to the act of placing two different languages or varieties of a language side by side within the same speech. The terms systems and subsystems might indicate languages and their grammatical rules or elements of a language, i.e., CS includes also the way of applying grammatical rules on the switched languages or dialects. Bentahila and Davies (1983, p. 302) report the same view towards CS and say that it refers to "...the use of two languages within a single conversation, exchange or utterance"

Following this, Grosjean (1982, as qtd. in Alqurashi, 2022) also provides a broader definition of code switching and says, "the alternate use of two or more languages in the same utterance or conversation" (p. 347). Within the same meaning, Heller (1988a, p. 1) claims that "Code switching, is the use of more than one language in the course of a single communicative episode".

After that, the English sociolinguist Peter Trudgill (2003, p. 23) comes up with a new description for CS and states that "The process whereby bilingual or bidialectal speakers switch back and forth between one language or dialect and another within the same conversation". His definition does not show a new perspective towards code switching, but rather includes the speaker who uses this linguistic behaviour as bilingual or bidialectal possessing the ability to command more than one language or dialect.

Furthermore, one of the main figures in CS studies is Muiyres-Scotton (1993b, p. 3) who presents a more detailed and sophisticated definition, asserting that “Code switching [...] is the selection by bilinguals or multilinguals of forms from an embedded variety (or varieties) in utterances of a matrix variety during the same conversation, while CS may take place on any level of linguistic differentiation (languages, styles, or dialects/ registers)”. She also specifies the bilingual and multilingual speakers and includes the occurrence of CS between languages and varieties at the linguistic levels: from sounds and words to complete sentences.

Thus, many other linguists and scholars respectively provide their descriptions and representations of code switching practices in their studies and works which drive them to propose distinct definitions. However, most of them agree on defining CS as the frequent alternation between languages or varieties of languages within the same speech in different situations.

1.3.4 Perspectives of Studying Code Switching

Code switching has attracted many sociolinguists’ attention and has been studied from different perspectives which are divided into three prominent approaches or fields.

1.3.4.1 The Psychological or Psycholinguistic Approach

This approach investigates CS to understand better the cognitive mechanisms that underlie bilingual production, perception and acquisition. In fact, CS is observed to occur mainly in the speech of bilinguals or multilinguals as they have the ability to speak two or more languages or varieties. This linguistic ability differs from one speaker to the other which are presented in Weinreich (1953) famous typology of bilinguals in which he categorizes them into Type A, Type B, and C based on the relationship between the linguistic signs and the semantic content. Type A is known as coordinative bilingualism, it involves combining a sign from each language with a separate unit of content, as stated in the example of English and Russian. Type B identifies two signs from two different languages as a single compound unit of

meaning (Compound Bilingualism). Type C also known as subordinate bilingualism involves learning a new language with the help of another, influenced by the first language (Weinreich, 1968, as cited in Hoffmann, 1991).

Through this classification, it would be easier to know about how age and mode of acquisition affect the cognitive structure and representation of bilingual information. The bilingual's linguistic repertoire consists of two languages that are constantly in contact and friction with one another. They use their language differently for various purposes, resulting in different knowledge manifestations or constant code switching in all contexts depending on the overlap of language use domains (Wei, 2000). Additionally, Green (2007) argues that the bilingual needs to actively select the desired languages for speech while preventing the other language. Later, Grosjean (2012, p. 15) developed Green's idea and states:

In fact, in their everyday lives, bilinguals find themselves at various points along the continuum [...]. This is the case when they are speaking to a bilingual who shares their languages but who prefers to stick to one language, or when they are speaking about something which really demands the other language [...]. Language mode can be defined as the state of activation of the bilingual's languages and language processing mechanisms at a given point in time [...].

In short, bilinguals frequently find themselves at different positions on a spectrum based on their language mode and context. This includes communicating with bilinguals who favour one language or the complicated topics that push the speaker to change the language. He continues saying that (Ibid):

Some, who live in bilingual communities where the two languages are used together extensively, may rarely find themselves at the monolingual end of the continuum. Others, who are surrounded by monolinguals during their everyday activities, may never move to the bilingual endpoint and bring in the other language in their interactions.

This is why some of them may never reach the monolingual stage whereas others may never use the other language in their conversations. This leads Grosjean to conclude that the continuum changes according to the situation, speech and the interlocutors in his statement (Ibid):

It is fair to say, though, that many bilinguals navigate along the continuum depending on the person they are speaking to, the situation they are in, the topic of discourse, and so on.

1.3.4.2 The Social or Sociolinguistic Approach

Studies in this field are concerned with the role of social factors such as context, speaker's role relationships in the occurrence or the inhibition of code switching and establishing the effect of these factors on the patterns. The history of code switching research in the sociocultural linguistics goes back to Blom and Gumperz's early seminal work 'Social Meaning in Linguistic Structures (1972)' in which they introduce two patterns or types of CS, namely 'situational' and 'metaphorical code switching'.

Situational CS is the most common type that is easily noticed in which Blom and Gumperz (1972, as qtd. in Yohena, n.d) write, "the notion of situational switching assumes a direct relationship between language and the social situation" (p. 139). It means that the speakers frequently choose two languages or more according to the situation they are in and which language that the interlocutor will understand. So that, in situational switching, speakers change languages or codes according to the situations, they may speak a language in one situation and another language in an entirely different context (Wardhaugh & Fuller, 2015). Holmes (2013) comes with the same view and says, "People sometimes switch codes within a domain or social situation when there is some obvious change in the situation, such as the arrival of a new person, it is easy to explain the switch" (p. 35).

In contrast, metaphorical CS occurs without any changes in the external factors but rather in situations where the controlled decision of selecting a code is closely based on social standards in order to transmit special social meanings such as privacy (Gumperz, 1972, as cited in Yohena, n.d). Thus, the speaker switches languages for the sake of invoking something that is indirectly mentioned in the interaction and reaching a special communicative effect.

By 1982, Gumperz developed metaphorical CS and introduced another term that is 'conversational switching'. It involves bilingual speakers to change their language without changing the situation, participants and even the topic with stylistic or textual functions (Seddiki, 2015). Gumperz proposed the functions that are as follows:

-Quotation: it occurs when reporting what others say with the switched passages in a faithful way. In this vein, Gumperz (1982, as qtd. in Hamam, 2006) says, “in many instances the code switched passages are clearly identifiable either as direct quotations or as reported speech” (p. 94). The following sentence is a real example of quotation in which the little female client reports her mother questioning about the efficacy of a cosmetic product in a shop. She produces the speech as it is, including switching between Algerian Arabic and French.

Example:

-Client: ki:f tba:llək ʃammi: zaʃma mli:ħa ha:d *la marque* ?*Efficace*? Mama ga:tli: s'aqs'i:li mu:l ħa:nu:t ʃli:ħa: (what do you think uncle, is this brand good? Is it efficient? My mother told me to ask the shopkeeper about it).

-Addressee Specification: when addressing or specifying the speech to one of the addressees.

Example 1:

-Client: *s'il vous plait* xu:ja *lprix* (may I have the price, please brother?)

Example 2:

-Client: *Pardon* ʃħa:lħa:di ? (Excuse me how much is this?)

-Interjection: this function requires the speaker to switch for the purposes of filling the linguistic gap or attracting the interlocutor's attention. In this sense, it has been stated “the code switching serves to mark an interjection or sentence filler” (Gumperz, 1982, as qtd. in Hamam, 2006, p. 94). Poplack (1981) names this function as ‘tag-switching’ or ‘extra-sentential switching’ (Milroy & Muysken, 1995). It is shown in the following examples of switching from Algerian Arabic to French either to attract the seller / buyer's attention or to fill the gap in the first language through switching to the alternative language:

Examples:

-c'est vrai (that is true)

-voilà (here it is)

-ha:du: ra:hum **prix fixé** su:ma mli: ħa (these have fixed price ,the price is good)

-**déjà** (already)

-ha:du: bəðʕijjat ta:ʕ **Türk** ra:hum **bon prix**(these bəðʕijjat are made in Turkey, their price is good)

-**Seller: à chaque fois** ndzi:bu: **modèle** dʒdi:d (Each time we bring new styles)

-**Seller:** ʃba:b ha:da:k ta:ʕ **l'importation** (it is good, it is an imported shoes)

-**First client: oui c'est vrai** (yes that is true)

-**Reiteration:** this kind occurs when a speaker says a sentence in one language and he/she either repeats it in another language literally or modified, for the purpose of clarifying, emphasizing or maximizing the meaning. Such as in the following examples where the speakers say the sentences or words in their first language and they repeat them in the second language, which is French:

Example 1:

-**d'ailleurs** ha:d **l'article trop demandé** fə sʕsʕu:g **ou dans le marché** (This product is in high demand in right now). In this example, the Algerian Arabic word [sʕsʕu:g]has the same meaning of **le marché**, which is in French.

Example 2:

-**Madame, prix fix** manəqdarʃ nnaqqasʕlak (Madam, it is a fixed price I cannot lower the price). The phrase **prix fix**has the same meaning of [manəqdarʃ nnaqqasʕlak]represented in another language and in different expression.

Example 3:

-**Seller:** ha:di:k ra:na da:jri:nha: rabʕamjawə tma:ni:n ha:di:k **tissue** tta:ħħa **quatre saisons** rabʕa fusʕu:l (It is four hundreds and eighteen, its fabric is appropriate for the four seasons). The seller repeats the phrase **quatre saisons** in the Algerian Arabic [rabʕa fusʕu:l] for emphasis.

Example 4:

-**Client:** wə ʃha:l jdi:r ? (how much does it cost ?)

-**Seller: *soixante-cinq*** xamsa w sətti:naləf (sixty five). In this example, the speakers repeats the price twice, in AA and in French side by side within his answer (***soixante-cinq***=xamsa w sətti:naləf)

Example:

-**Client:** ki:f tba:llək ʕammi: zaʕma mli:ħa ha:d ***la marque ?Efficace*** ?(What do you think uncle, is this brand good? Is it efficient? My mother told me to ask the shopkeeper about it). In this switching, the speaker produces the meaning of efficacy twice[mli:ħa]in colloquial Arabic and repeats it in French as ***Efficace***.

-**Message Qualification:** it is used when switching for qualifying or specifying something that has been said before in the other language. For example:

-***Madame, prix fix*** manəqdarʃ nnaqqasʕlak (Madam, it is a fixed price I cannot lower the price). The speaker here wants to qualify his message about that he cannot lower the price; through using the French phrase ***prix fix*** and adding its meaning in the dialect [manəqdarʃ nnaqqasʕlak].

-**Personalization versus Objectivization:** personalization involves using a language to talk about the personal feelings and opinions whereas objectivization involves code switching to describe facts, objectives and convey neutrality and objectivity. This function indicates whether the speaker switches to another language for describing an action or performing it and whether he/ she expresses his/ her beliefs and feelings or conveying an established fact.

1.3.4.3 The Structural or Grammatical Approach

Switching between languages is common and diverse behaviour that can take various forms including narratives, sentences and phrases from both languages. It has been stated that only linguistic and social factors can clarify such behaviour (Crystal, 1997). In fact, in the past forty years, linguists were interested in the study of code switching from a grammatical and structural perspective. They focused on the structural aspects and the grammatical constraints to determine the syntactic and morphological characteristics of the code switched constructions. Poplack (1980) proposes three types of CS:

-Inter-sentential switching: it occurs at sentence or clause boundaries, i.e., when the sentence starts with a language and then, the speaker completes it in another language.

-Intra-sentential switching: it occurs when the shift to another language is done within a sentence or clause. Poplack (2001, as qtd. in Dykes, n.d) states that switching takes place “within the confines of a single sentence, constituent, or even word” (p. 76). She also reports that intra-sentential switching is limited at the level of grammar (Dykes, n.d); and this is what will be discussed later in the constraint theory. In addition, it is possible that CS occurs within a word itself with the combination of elements either a root or suffix from different languages such as at morpheme boundary. This kind of switching at the level of the word is considered as code mixing (Hamam, 2006).

-Extra-sentential switching: it is also called ‘tag-switching’ or ‘emblematic switching’. It refers to switching between utterances from a language and the insertion of exclamations, tag phrases or ready-made expressions from another language in the same sentence or conversation (Negadi, 2015). These switched elements are usually attached to the end of the statement.

Moreover, it has been suggested that intra-sentential switching occurs within sentences at points where the grammars of both languages match each other under the equivalence constraint (Holmes, 2013). Thus, Poplack and her associates proposed two important factors in CS that are the free morpheme constraint and the equivalence constraint.

The free morpheme constraint indicates that code switching is banned between free and bound morphemes i.e., there cannot be a CS unless these morphemes refer to both languages phonologically. Cook (2008, as qtd. in Dykes, n.d) supports this view and states that CS cannot occur “between a word and its endings unless the word is pronounced as if it were in the language of the ending” (p. 80). Then, it has been concluded that this principle governs all code switching contexts and thus, it is universal (Poplack, 2004).

However, the equivalence constraint predicts, “code-switching tends to occur at points where the juxtaposition of elements from the two languages does not violate

a syntactic role of either language. It will occur at points where the surface structure of the two languages is the same” (Bassiouny, 2009, p. 32). It means that people switch between two languages where the grammatical structures of both languages align and cohere without omitting or duplicating the lexical content. This can be exemplified in the following switches.

The Matrix Language Frame (MLF hereafter) is one of the most popular models established by Muiers-Scotton (1993). Wardhaugh and Fuller (2015, p. 97) suggest that “the MLF model is based on the assumption that one of the languages is dominant and provides the grammatical frame and that only certain types of morphemes can be switched”. In other words, the MLF provides a structural explanation of CS focusing on the grammatical rules governing how elements from two different languages are combined in one sentence. Muiers-Scotton suggests that in CS, there are always a matrix language or host language and an embedded or guest language. The matrix language is the dominant one within the speech of bilingual speakers. It imposes the structural or grammatical frame of constituents like words order, agreement and so on, whereas the embedded language contributes primarily content morphemes such as nouns, verbs, adjectives, etc. (with the matrix language morphemes) that are inserted into the grammatical frame set by the matrix language (Bassiouny, 2009).

All in all, Bassiouny (2009, p. 40) thinks that Muiers-Scotton MLF model is the most useful and prominent one. She argues by saying, “I think the ML model is the most promising of them all [...]. First, it does not rely on a specific theory of grammar[...]does not rely on specific languages which happen to be quite similar, like Spanish and English, for example, but is capable of being used with languages which are quintessentially different in their content morphemes and system morphemes like Arabic and English [...]. She tries in an unprecedented manner, to formulate a theory that can explain both the discourse function of code-switching and the structural constraints on code-switching”.

1.3.5 Motivations for Code switching

Numerous linguistic perspectives have extensively investigated the reasons behind the occurrence of code switching. Wei (2006, qtd. in Dykes, n.d) reports that “there is a widespread impression that bilingual speakers code switch because they cannot express themselves adequately in one language” (p. 75). One of the main reasons for switching is the lack of vocabulary in the first language to express a concept or thought that is not available in one’s own language. Additionally, talking about a specific topic can cause a switch due to lack of facility in the relevant register or certain items triggering connotations linked to language experiences (Hoffmann, 1991) in which speakers may feel comfortable and fluent in language other than his first language when discussing a specific topic. Some others may switch in order to be accepted by specific group (Hewitt, 1982, as cited in Hoffmann, 1991) and serve as a marker of group membership and solidarity (Bullock & Toribio, 2009). Even speakers who are not proficient in the second language may switch using words and short phrases.

Moreover, Baker (2010) identifies some common factors behind code-switching, the most essential ones are: emphasizing a particular word or phrase, reinforcing a request, clarifying a point, reflecting a change of attitude or relationship, indicating the speaker’s wish to elevate status, creating a distance from the listener, or establishing a more formal business relationship.

Gross (2006) explains that code-switching occurs when speakers aim to maximize conversation outcomes by minimizing costs and rewards based on language selection, with marked, unexpected, strange or unmarked choices meeting social norms. These last choices were first stated by another theory in the study of language choice that is the Markedness Model by Muiers-Scotton (1993). It states that each time, speakers make choice of the code they want to use to indicate their own roles as well as their relationships with their interlocutors. She points out that CS has no single motivation; it can be unmarked, marked or exploratory because of the habitual aspect of their verbal repertoire (Muiers-Scotton, 2002). Some people are often unaware of the switching to the extent of being unable to say which

languages they are using because of the habitual alternation between languages. This is considered as a part of the social interaction among bilinguals (Hoffmann, 1991). They cannot dissociate their native language from other languages because they are radically related and in contact through cultural, political, and historical factors such as trade, globalization, migration and colonialism. The last factor is the most crucial event that affects language use such as in the Algerian linguistic situation where French mostly affects the dialect since the French colonization (1830).

Bassiouney (2009) states that in the Arab world, alternation between Arabic and other foreign languages is called 'linguistic prostitution' as a sort of colonial penetration. She criticizes this linguistic behaviour because of the influence and dominance of use of foreign languages on the Arabic language and culture.

Furthermore, the switch between languages can signal speaker's attitude towards the interlocutor as either friendly, irritated, distant, ironic, or jocular and so on. Earlier studies have indicated that the addressee, gender, age and the number of addressees are all considered as influencing variables in the selection of code for use (Al-Khatib, 2001). These variables may have an impact on the speaker's use of languages, which leads sometimes to linguistic accommodation.

In 1987, Giles et al. introduced Speech Accommodation Theory (SAT) in which they suggest that speakers may use convergence to gain approval among the listeners and increase mutual intelligibility level or divergence to dissociate themselves from listeners by accentuating their speeches.

Following this, one type of convergent behaviour is driven by the way speakers deal with listeners via audience design in which they orient their speeches through code choices. In this vein, Bell (2001, as qtd in Wardhaugh & Fuller, 2015) declares firstly, "speakers design their style primarily for and in response to their audience" (p. 99). Secondly, this model applies to all codes and repertoires within a speech community including bilingual settings. Thirdly, style shifts based on topic or setting are derived from the fundamental associations with common audience members (Al-Khatib, 2001).

1.3.6 Code Mixing

Switching between languages and codes at the lexical level using words from different languages within the sentence is regarded as code mixing (CM hereafter) (Hoffmann, 1991).

In recent years, CM has received significant attention from linguists and researchers. Schlyter (1988, as qtd. in Hoffmann, 1991) defines it as “the child’s using words or sentences in the ‘wrong’ language, in clearly monolingual situation” (p. 105). It means that using elements of one language while speaking another, even when the situation clearly calls for the use of only one language. Within the same view, Thomason (2008, as qtd. in Wardhaugh & Fuller, 2015) proposes another simpler definition which says “A mixed language is a language whose lexical and grammatical structures cannot all be traced back primarily to a single source (“parent”) language” (p. 132). It generally occurs at the morpho syntactic level including the use of morphemes like affixes and the combination of grammatical rules from both languages. Despite the fact that CM is different from CS in terms of maintaining or blending the linguistic structures, and the integration of elements from different languages, Hill and Hill (1980, as qtd. in Seddiki, 2015) consider both CS and CM as one sociolinguistic phenomenon that terms are interchangeably used; they report, “*There is no satisfactory way to draw a neat boundary between the two phenomena*”. This means that the distinction between CM and CS phenomena has not been identified yet and there is not a clear line to separate them.

1.3.7 Borrowing

Switching between languages is common when speaking a second language, often due to lack of vocabulary. People may borrow words from their mother tongue or first language to express concepts or to describe objects without an obvious word in their second language. This differs from genuine choice making in which words or phrases are used (Holmes, 2013).

Borrowing is another phenomenon of contact between codes. It is “the process whereby bilingual speakers introduce words from one language into another, and these loan words eventually become accepted as an integral part of the second language” (Trudgill, 1992, p. 14). Hence, the term borrowing is based on the adaptation of a foreign word in the lexicon of the native or first language as if it belongs to it. Then, these loan words become used deliberately in everyday conversations of both bilinguals and multilinguals because they consider it more appropriate to describe such concept or idea.

There is clear difference between CS and borrowing because the former involves adopting a word or phrase from another language and integrating it in the mother tongue that becomes later used in the ordinary speech. Even though, Muiyres-Scotton (1993, as qtd in Seddiki, 2015) rejects the distinction between code switching and borrowing and says, “borrowed forms may be the result of words introduced into a host language through code-switching after an indefinite period of time and frequency of use” (p. 211). She considers both phenomena as the same continuum i.e., CS might become a borrowing overtime due to the repeated use of the borrowed items.

1.4 Conclusion

In this chapter, the researcher tried to provide an overview about the Algerian case and how it is considered as a multilingual speech community through the clarification of the linguistic situation. The main spoken languages and varieties that had been identified include Classical Arabic, Modern Standard Arabic, Algerian Arabic, Berber, French and English. The chapter also focused on the diversity and friction between languages, which result in several sociolinguistic phenomena that were bilingualism, diglossia, code switching, code mixing and borrowing.

Code switching was the focus of this study, it was widely observed in the Algerian speech on daily conversations because they alternated between AA and French in most domains. Therefore, studies and theories of code switching tried to predict functions, types and reasons behind alternating between codes, which would

be applied on the Algerian situation in order to provide a clear view in the next chapter.

CHAPTER TWO

Data Collection and Analysis

2.1 Introduction

This investigation is an attempt to study and describe code-switching phenomenon in the daily conversations between sellers and buyers in Remchi shops and markets where French and Algerian Arabic are interchangeably used during interaction. Hence, this practical part of the study aims at discussing research design, data collection procedures, the instruments used, sample population and the analysis of the results both quantitatively and qualitatively.

2.2 Research Design

Research design refers to the overall strategy and the analytical approach used to integrate the different components of a study in a coherent and logical manner, thus ensuring that the research problem is adequately addressed. It establishes the framework for data gathering, measurement, and analysis (Saunders et al., 2012). Figure 2.1 represents a research onion created by the British professor Mark N.K Saunders. It explains the various layers or the stages that the researchers go through when doing their researches. Each layer contains a specific step that helps in providing an organized and systematic approach; and they include the philosophy of research (positivism, realism, interpretivism and pragmatism), the approach (deduction, abduction and induction), and the methodological choice as well, which can be quantitative, qualitative or mixed method. In addition to, the strategies used (mainly case study, experiment, survey, etc. as well as time horizon as longitudinal or cross- sectional, and finally, data collection and analysis procedures through descriptive and numerical data. The selection of the ways for conducting a research depends on the researcher's different set of abilities, constraints, and interests.

In fact, in this study, the researcher follows a specific approach for gathering detailed information about language switching practices among the selected sample. It relies on pragmatism as a research philosophy because it is based on a knowable and constructed reality which the use of switching when people speak. In order to explain causal relationships between concepts and variables, a deductive approach has been followed. Equally important, a mixed method methodology has been chosen

for the present work, which combines both qualitative and quantitative strategies and tools that will be analysed through statistics and texts.

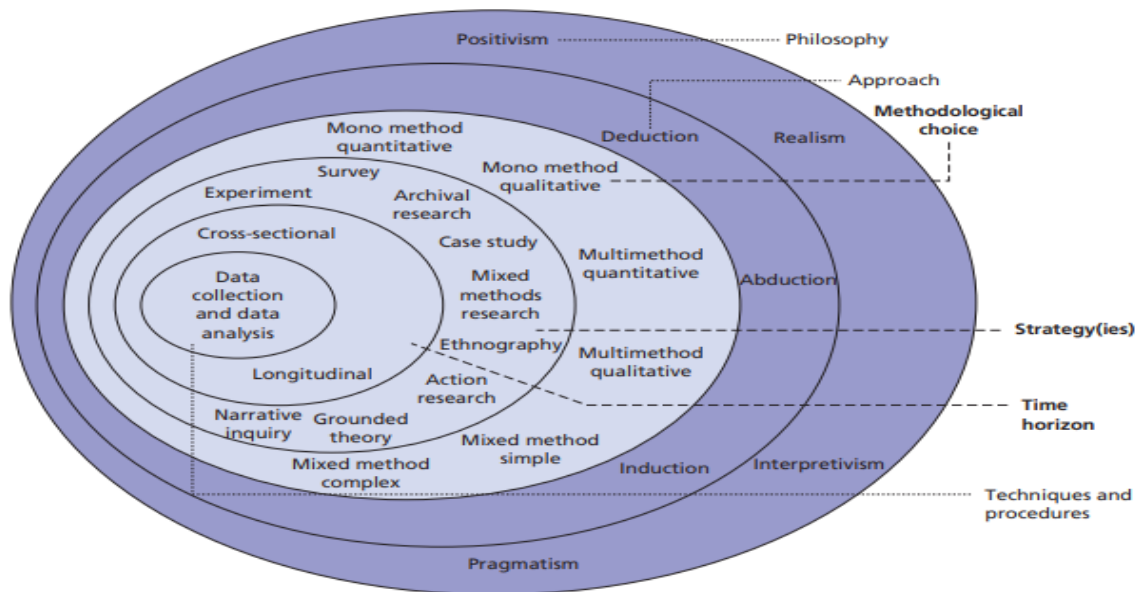


Figure.2.1 The Research Onion

Source: Mark Saunders, Philip Lewis and Adrian Thornhill 2012

2.2.1 Type of research

With reference to the research types including descriptive, explanatory and exploratory research, the current one is mainly an exploratory case study in nature which focuses, first, on describing code switching phenomenon used by sellers and buyers; and, second, explaining the reasons behind their choice of codes during interaction. It is based on both qualitative and quantitative data. The qualitative data is collected through the observation, note-taking and the audio-recording during the interview of the clients and the shopkeepers' speeches during the sale and purchase transaction as well as through the open-ended questions of the questionnaire whereas the quantitative data is gathered through the close-ended and multiple-choice questions implemented in the questionnaire.

2.2.2 Sample population

This investigation takes place in Remchi city, which is situated in the North of Tlemcen, Algeria. It is considered as a hub for a variety of shops, stores and commercial centres that provide various products: clothing, shoes, bags, accessories, cosmetic items, perfumes, etc. These shops attract many people from different areas like Ain Youcef, Hennaya, Sebdou, Sabra, Bordj Arima, Nedroma, Ghazaouat and even from other provinces than Tlemcen such as: Ain Temouchent, Sidi Belabbes, Oran, Algiers, Bechar, Adrar, Tizi Ouzou, Setif.

In addition, the sample is selected purposively i.e., the researcher chooses the sampling with different characteristics which maximize data variation, and thus, help to manage and achieve the purposes of research and provide answers to the research questions. The total number of the participants in this study is 101 of both genders (42 males and 59 females) from Remchi and out of it i.e., from other regions. Their age cohorts range from less than 18 years old to more than 51 years old taking into consideration their levels of education and their role in the field of study as being either clients or shopkeepers in that specific shop where code switching phenomenon occurs.

Table 2.1 Number of Participants in each Instrument

Instruments	Online Questionnaire	Observation	Interviews
Males	33	5	8
Females	43	8	4
Sellers	20	6	5
Clients	56	7	7

2.2.3 Instrumentation and data Collection

Data collection phase is a very crucial step in any research work. It enables the researcher to provide knowledge and supply details about the studied topic

through using primary sources that are often research instruments. Hence, in order to gather authentic and reliable information for the present study, three instruments are used. Initially, an online questionnaire written in Modern Standard Arabic is distributed by the researcher to a sample of bilingual and multilingual speakers through Facebook pages of the stores in Remchi and in private via Messenger application asking for permission to answer the questions. The second instrument is participant observation in which the researcher takes the role of sellers and buyers in some shops with the help of note-taking tool. At the same time, an additional helping tool is used within the interview wherein audio-recording of five conversations between the researcher as either a client or a seller and the participants during the sale and purchase transaction. These audio-recordings take about 1 to 2 minutes, and then they are transcribed and translated for better analysis.

2.2.3.1 The online questionnaire

The questionnaire is a research instrument for primary data collection. It is a set of written questions used to collect facts and opinions. It includes different types of questions starting from the close-ended questions that involve answers with yes or no to open-ended questions that require answers with full sentences (Cohen et al., 2007). Equally important, it includes multiple-choice questions in which the respondents choose one answer or more from a set of the suggested responses or alternatives.

In the present work, an online questionnaire is used as a primary tool for data collection. It is written in Modern Standard Arabic in order to be understood by all the participants because it is the official language of Algeria as well as in case there are some who are not fluent in the other languages. It is directed to 76 sellers and clients to gather information about their language switching practices. It consists of two sections: the first section is for the participants' profile i.e., asking them about their age, gender, level of education, residence and their market role as sellers or buyers. The second section aims at discovering the languages used by the respondents in their daily life, the reasons behind the switching between codes and languages,

where it occurs in terms of the linguistic structure and their opinions about code switching phenomenon in the field of commerce. In this section, the researcher asks the respondents 14 questions in which they provide the appropriate answer according to their use of the languages, to provide vivid examples of code switching they usually use and to add other opinions if possible. Additionally, the section brings simple explanation of some difficult and non-common concepts that are included in the questionnaire like code switching, clause, grammatical structure, etc., in order to make the questions clearer for them and thus, to answer easily.

2.2.3.2 Observation

The observation is a research tool that relies on the visual competence of the observer to watch people's attitudes and behaviours or events and settings (Cohen et al., 2007). In order to have reliable and naturalistic information for this research, the observation was also an important tool in this investigation in particular participant observation. When collecting data, the researcher participated in the interaction with 13 informants among them 6 sellers and 7 buyers in some clothing shops, shoes, bags and accessories stores during the selling and the buying process. The researcher played the role of both a client and a shopkeeper after asking for the permission from them, and took notes of eight contexts for the purpose of analysing people's language use, where the switching occurred and the reasons behind switching from Algerian Arabic to French language in their conversations.

2.2.3.3 Interview

The interview is another crucial instrument for gathering data through a discussion between the interviewer and the interviewee. In this research, the researcher did not ask any questions, yet she relied on spontaneous conversations with both sellers and clients about the sale and purchase transaction of the available products in the markets where the interview or observation occurred. Within the interview, the audio recording was used as an additional tool that was helpful within

other primary tools for collecting information. It helped to provide record of the circumstances to acoustic data that might be pertinent to the study or the investigation. In the present research, five audio recordings of about 1 to 2 minutes were registered during data collection process and precisely during the interview after getting the informed consent from the sample. Consequently, the aim of using audio recording in this study was to capture the conversation of the participants in its entirety in workplace interactions. Also, it aimed to have accurate and correct record of what had been said by the speakers concerning the switched words or phrases in their speech and to see how they switched from one code to the other. In addition, it facilitated transcription and the analysis of the conversations in case the researcher's memory is weak.

2.3 Data Analysis

“Data analysis can refer to a variety of specific procedures and methods [...] in addition to working with actual data itself. Simply put, data analysis includes ways of working with information (data) to support the work, goals and plans of your program or agency” (Start, 2006, p. 13). The analysis of the gathered data is based on qualitative and quantitative analyses as it is related to the tools used which are the questionnaire, the observation and the audio recording. The results of the data collected will be represented through tables and graphs.

2.3.1 Analysis of the Questionnaire

The questionnaire is distributed online through Facebook pages of the stores and the markets, which are located in Remchi city as well as in private via Messenger. It has received 76 answers from people who are considered as sellers and buyers from different areas and different social variables including gender, age, and level of education. It consists of 19 questions divided into two sections: the first section is for the participants' profile and the second is for the use of language and code switching.

Section 1: Participants' Profile

The main aim of this section is to identify the participants in terms of their age, gender, educational level, residence, and their market role.

Variable 1: Gender

The table (2.2) and the figure (2.2) represent the number and the percentage of the respondents in terms of their gender as male or female. Out of 76 individuals, 43 among them represent females (56,6%) while males are 33 (43,4%).

Table 2.2 Gender of the Respondents

Gender	Male	Female	Total
Frequency	33	43	76
Percentage %	43,4%	56,6%	100%

Thus, females are dominant with a percentage of 56,6% whereas males are lower at 43,4% in this study.

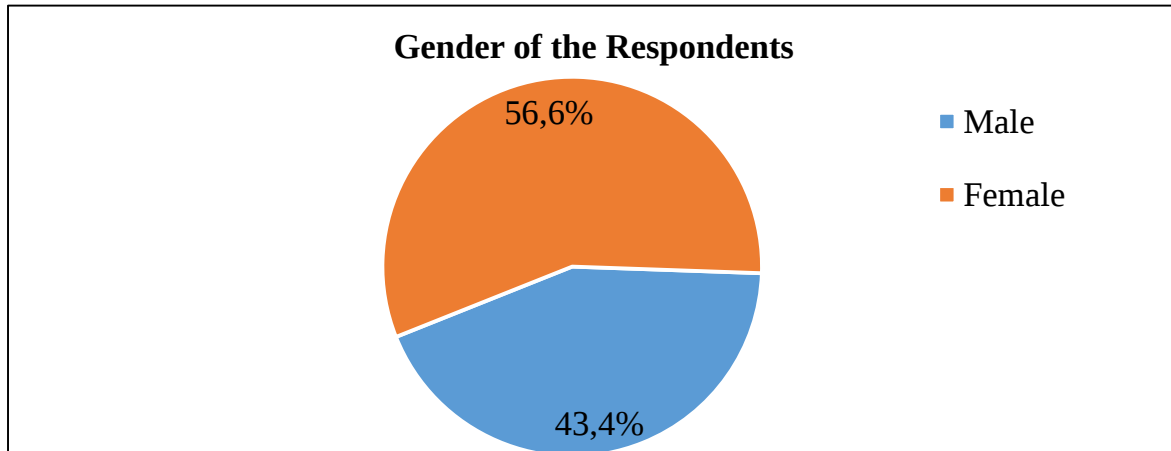


Figure 2.2 Gender of the respondents

Variable 2: Age

This question indicates age groups starting from less than 18 years old to more than 51 years old, divided into 5 age groups, which are shown in the table (2.3) and the graph(2.3). Participants of 18 years old or less are only 6 people (7,9%) and

those from 19 to 25 years old represent the dominant group in this study because it consists of 36 respondents with the percentage of 47,4% and the majority of them are women. The second dominant category is aged between 26 to 35 years old, it represents 22 people (28,9%). Sellers and buyers whose age range from 36 and 50 years old are only 7 persons representing 9,2%. However, the group of more than 51 years old is the least with 5 respondents and 6,6% of the whole sample.

Table 2.3 Age of the Respondents

Age group	18 or less	19 -25	26-35	36-50	51 or more	Total
Frequency	6	36	22	7	5	76
Percentage%	7,9%	47,4%	28,9%	9,2%	6,6%	100%

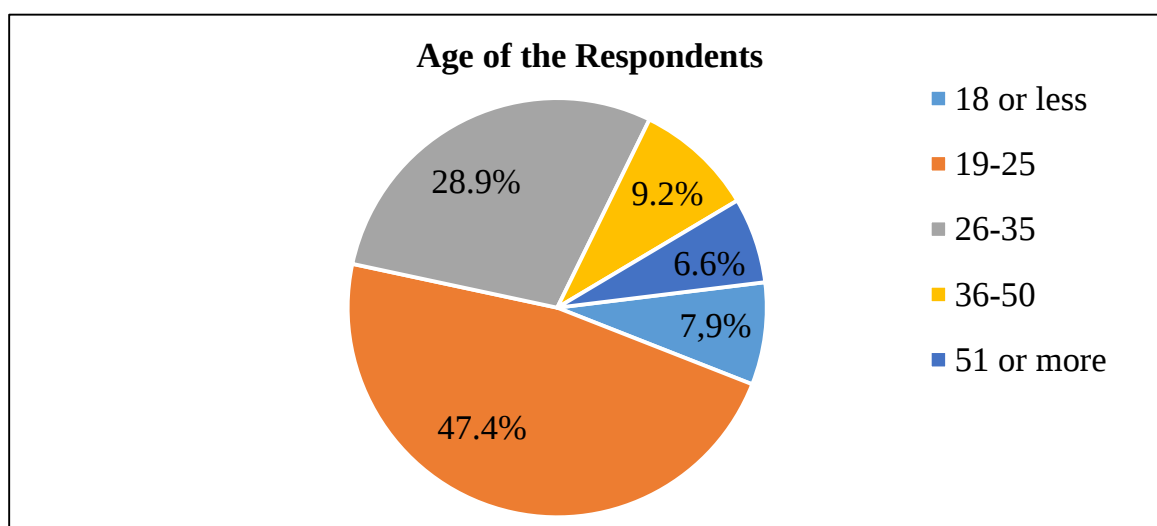


Figure 2.3 Age of the Respondents

Variable 3: Level of education

The third question aims to account for people with five levels of education according to the educational system of Algeria starting from illiteracy to the higher education. Concerning illiteracy, illiterate people are not among our sample, all of the sellers and the buyers who takes part and answers on this questionnaire are educated people. Nevertheless, their level of education differs according to what is stated in

the table (2.4) and figure (2.4).The participants with higher education or university level take control over the other levels with a large number, which is 59 and they represent 77,6% of the whole sample. In addition to 11 respondents (14,6 %) with secondary education level while primary and middle education are equal with 3,9%.

Table 2.4 Level of education of the Respondents

Level of Education	None	Primary Education	Middle Education	Secondary Education	Higher Education (university)	Total
Frequency	0	3	3	11	59	76
Percentage	0%	3,9%	3,9%	14,6%	77,6%	100%

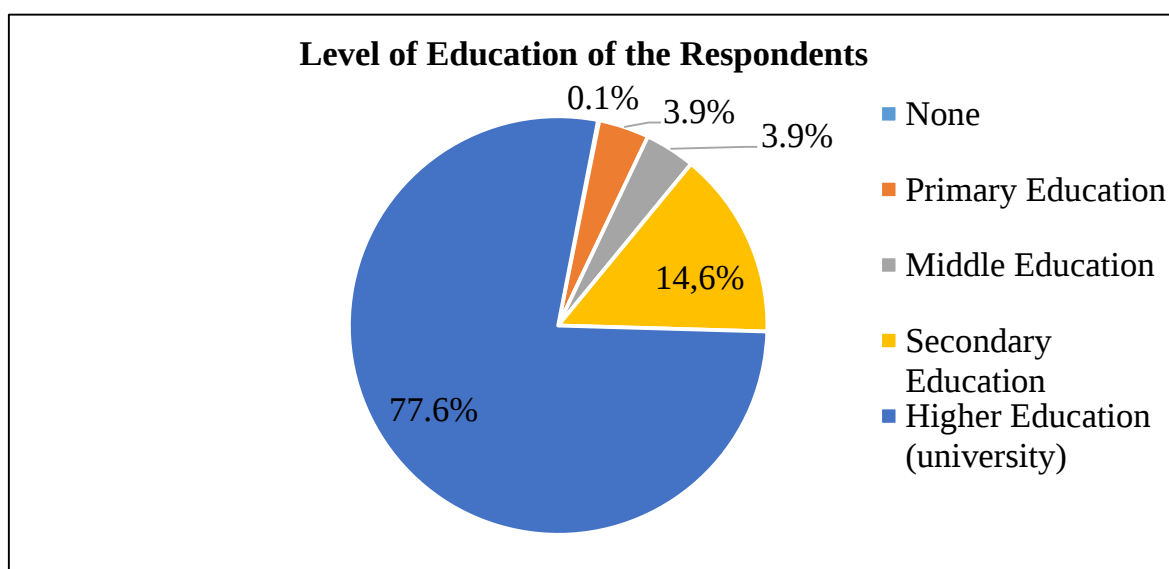


Figure 2.4 Level of Education of the Respondents

Variable 4: Residence of the Respondents

In this question, the participants are asked to choose whether they live in the place of the investigation in Remchi city or out of it in order to see if there are people outside the city, who come to shop in its stores and markets as customers and who come to work as sellers or shop owners. Consequently, the results in the table (2.5) and the figure (2.5) indicate that the majority of the sellers and the clients (53,9%)

are from Remchi city where the study takes place whereas the rest (46,1%) live out of Remchi and most of them are clients from different regions.

Table 2.5 Residence of the Respondents

Residence	In Remchi	Out Remchi	Total
Frequency	41	35	76
Percentage %	53,9%	46,1%	100%

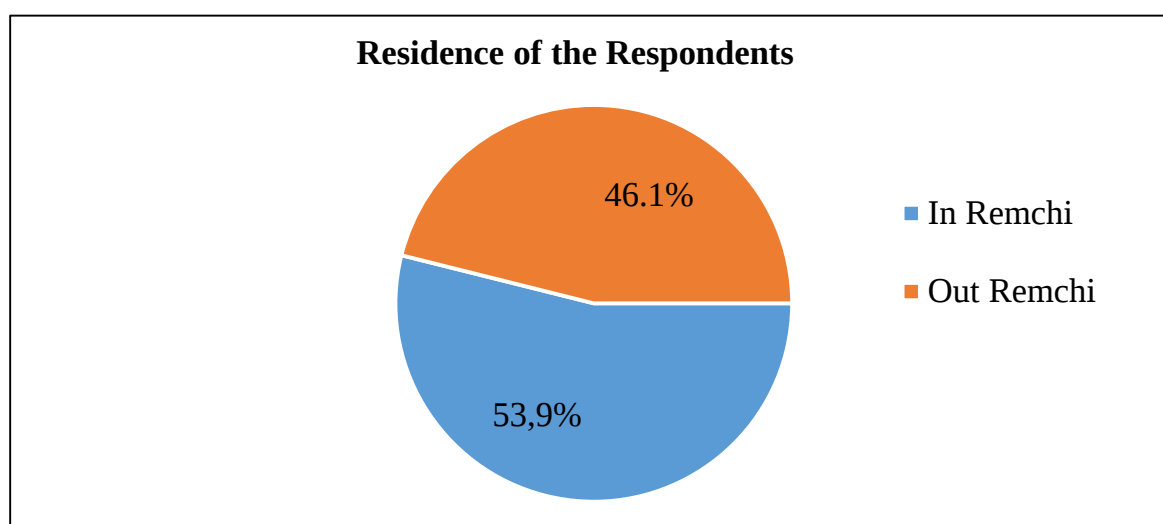


Figure 2.5 Residence of the Respondents

Variable 5: Market role: sellers/ shopkeepers or buyers/ clients

The aim behind this question is to identify the market role of the respondents whether they are sellers/ shopkeepers or buyers/ clients; and to have opinions from both sides because they are complementary in the field of commerce. From the table (2.6), we deduce that 73,7% of the answers are from 56 clients from Remchi and other surrounding areas while the remaining 26,3% represents the category of sellers in the city stores and their number is 20 people. However, their age, gender, level of education and residence differ from one seller to another and from one buyer to another.

Table 2.6 Identifying the Market Role of the Respondents

Market Role	Seller/shopkeeper	Buyer/ client	Total
Frequency	20	56	76
Percentage %	26,3%	73,7%	100%

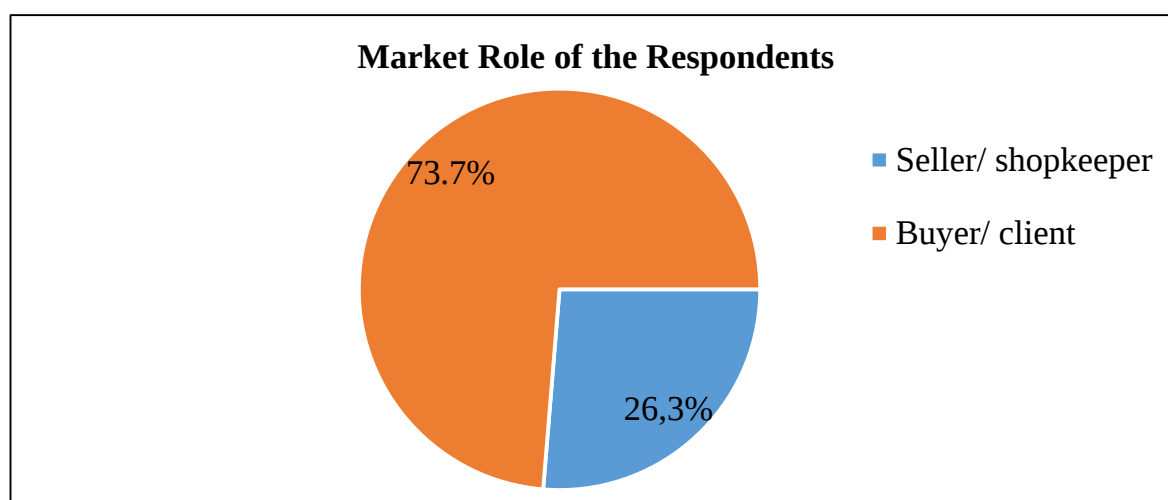


Figure 2.6 Market Role of the Respondents

Section 2: Participants' Linguistic and sociolinguistic Profile

The aim of this section is to recognize the most commonly used languages and dialects among the Algerian people as well as which ones they alternate between and under what reasons.

Question 1: The languages or the dialects that the respondents can speak

The aim behind this question is to identify the languages and the dialects that our sample can speak among all the languages in Algeria. Concerning Modern Standard Arabic (MSA), the majority of the sample participants can speak it (84,2%) which equals 64 out of 76 people while the Algerian Arabic (AA) or Darja is the most spoken dialect by 98,7% of the respondents. Also, a great number of them (77,6%) are able to speak French which is in the third rank after AA and MSA. Then, Berber is not used in a large amount except between Kabylis who come to live or to work in Remchi city, as it is not a Berber-speaking area. Berber speakers represent only

5,3%. The figure (2.7) indicates that English is accessible to many Algerian speakers after French by 52,6% especially in the recent years as being the second foreign language. In addition to other languages like Spanish, Italian, Turkish... with 6,6%.

Table 2.7 Languages and Dialects Spoken

Languages and Dialects	Modern Standard Arabic	Algerian Arabic (Darja)	French	Berber	English	Other Languages
Frequency	64	75	59	4	40	5
Percentage %	84,2%	98,7%	77,6%	5,3%	52,6%	6,6%

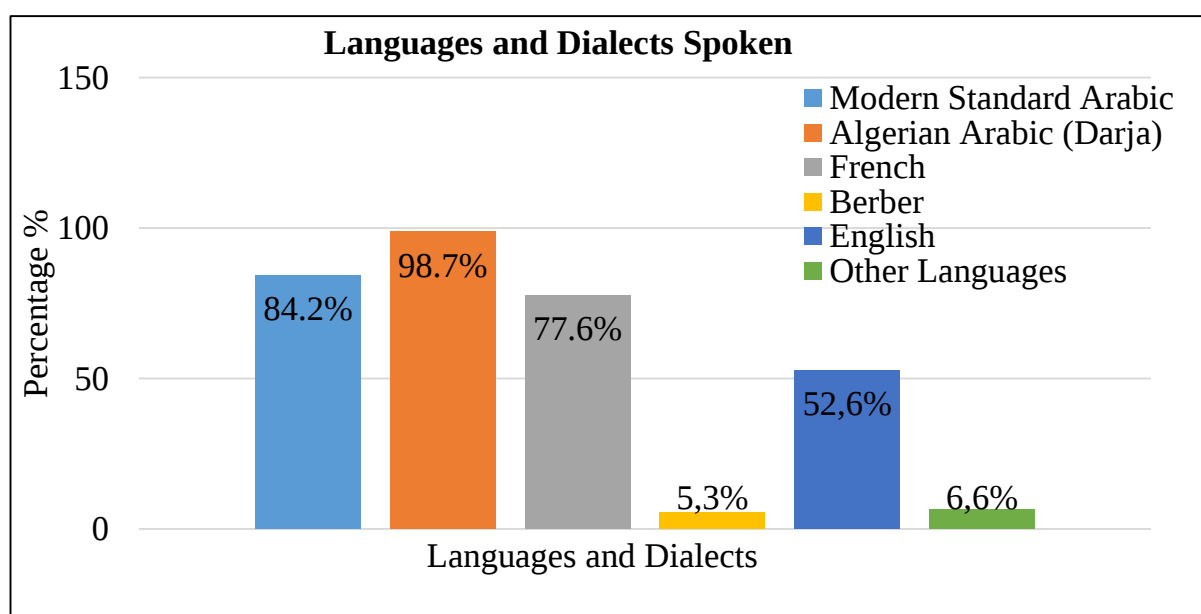


Figure 2.7 Languages and Dialects Spoken

Question 2: Ranking the languages based on how frequently they use them in their daily lives with others

This question is related to the previous one and it is asked to the participants to know to which extent each language or dialect they can speak is used in their daily lives with others.

Therefore, concerning Modern Standard Arabic, the participants' answers in the table (2.8) and the figure (2.8) show that the majority of the respondents (43,4%) choose it as the second language used in their daily conversations with others. Additionally, 27,6% of them use it at the third rank while 10 people (13,2%) choose to rank it the fourth. 10,5% said that they use MSA as the most used language in their daily lives whilst only 4 respondents who represent 5,3% use it at the fifth rank.

Regarding Algerian Arabic, it is largely used between the respondents and their interlocutors in the first rank by the majority of the participants representing 89,5% because it is their mother tongue. Followed by the second rank with a percentage of 6,6% . After that, the fourth and the fifth ranks have the least percentages with 2,6% and 1,3% while no one chooses to rank AA as their third choice.

On the subject of French, it is mostly used at the second rank by most of the participants by 42,1% and at the third by 34,2% of them. However, 14,5% claim that it is used as the fourth language when communicating with other people. Besides, a small number of the sample (5 respondents) use French as the first language with 7,9% and only 2,6% of them classify it at the fifth rank.

Moreover, statistics demonstrates also that Berber is rarely used in Remchi by the respondents because most of them (61,8%) classify it at the fifth rank. After that, 21,1% rank it the fourth and a small percentage (7,9%) choose it as their first language used during interaction whereas the second and the third ranks receive few options from the participants with 5,3% (5 respondents) and 3,9% (3 respondents).

Moving to English language, it is mostly used at the fourth rank after the previously mentioned languages and dialects with 48,7%. Also, 25% of the sample rank it as the third language used for communication while the second and the fifth ranks receive an equal number of choices, representing 9,2% ; and only 7,9% report that they use it at the first language choice in daily life.

Table 2.8 Ranking the Extent of Using Languages and Dialects with Others

Languages and Dialects	First	Second	Third	Fourth	Fifth	Total
MSA	8	33	21	10	4	76
	10,5%	43,4%	27,6%	13,2%	5,3%	100%
AA (Darja)	68	5	0	2	1	76
	89,5%	6,6%	0%	2,6%	1,3%	100%
French	5	32	26	11	2	76
	6,6%	42,1%	34,2%	14,5%	2,6%	100%
Berber	6	3	4	16	47	76
	7,9%	3,9%	5,3%	21,1%	61,8%	100%
English	6	7	19	37	7	76
	7,9%	9,2%	25%	48,7%	9,2%	100%

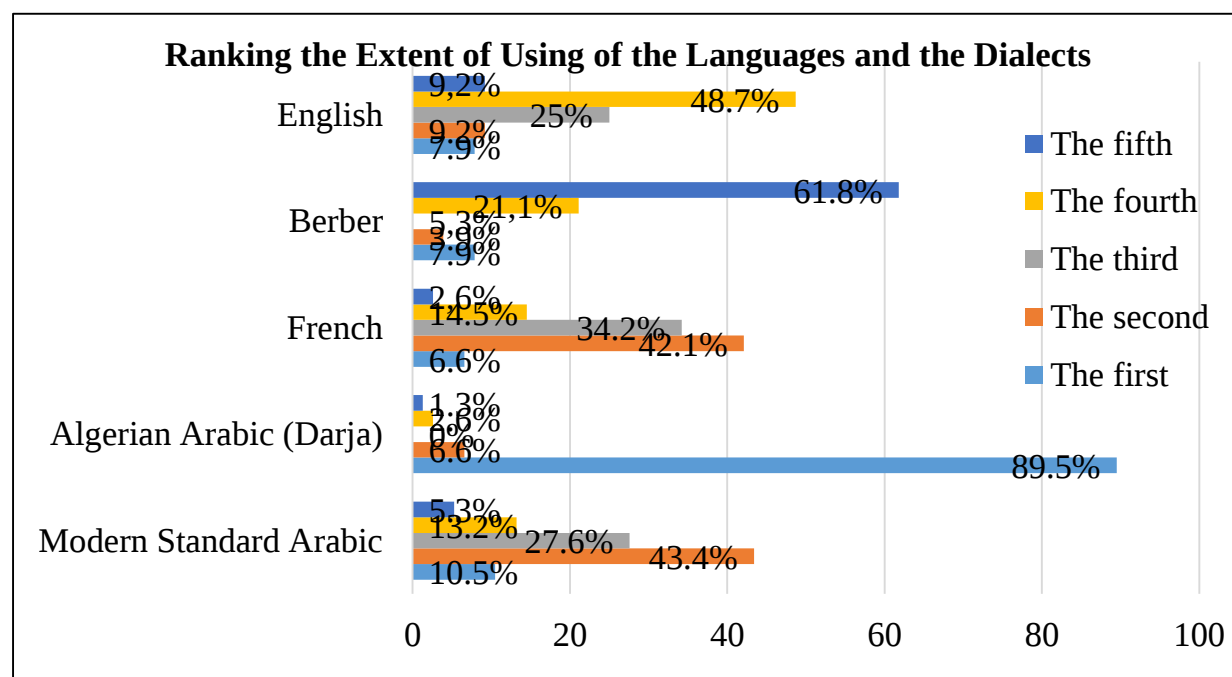


Figure 2.8 Ranking the Extent of Using of the Languages and the Dialects with Others

Question 3: The switching between these languages when speaking with others

From this question, the researcher tries to show whether the participants use code switching in their conversations with the interlocutors or not. The results in the table (2.9) illustrates that most of them (88,2%) switch between codes and they are 67 people out of 76 who are aware of their switching. However, a very small number (11,8%) said that they do not switch.

Table 2.9 Respondents' Use of Code Switching when Speaking

Yes / No	Yes	No	Total
Frequency	67	9	76
Percentage %	88,2%	11,8%	100%

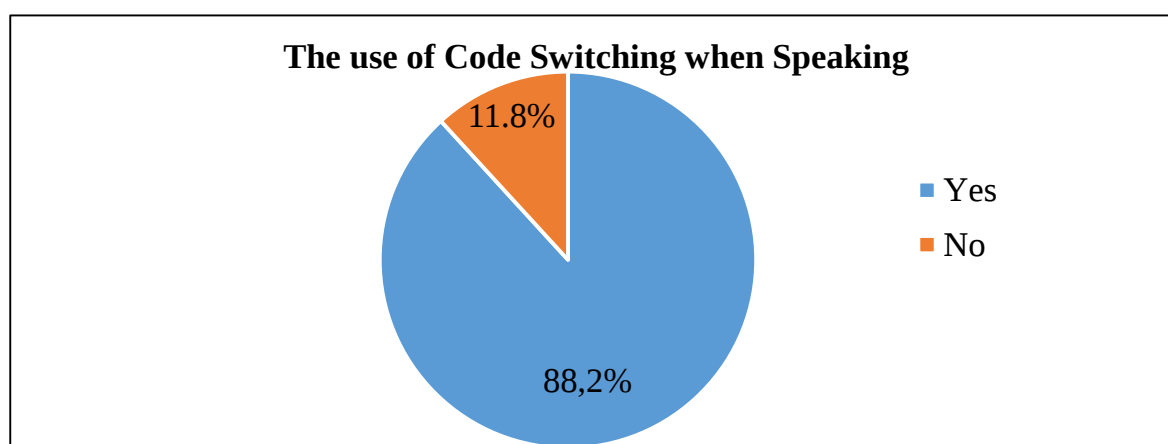


Figure 2.9 Respondents' Use of Code Switching When Speaking

Question 4: The most used languages during the sale and purchase transaction

In this question, the respondents have been asked to choose the languages or the dialects that they use a lot when they want to sell or to buy a product in Remchi shops and markets. It includes all the previously mentioned languages and dialects, alone and combines with other languages that exist in Algeria but they are limited to select just one of the suggested answers. Then, the results obtained reveal that the largest number of the informants (60,5%) claim that Algerian Arabic (Darja) and French are the most used languages together which means that they certainly alternate between them while communicating during the sale and the purchase transaction. Furthermore, 26,3% of them declare that they use only their dialect which is Algerian Arabic or Darja, this means that they do not switch to other languages in their speeches. Also, a small number of the sellers and the buyers (6,6%) mix between Modern Standard Arabic and Darja (AA); and 5,3% of them switch between MSA and French which are used alternatively while only one person uses MSA alone while working or purchasing. Finally, neither shopkeepers nor buyers have chosen French language as the only language used in communication.

Table 2.10 The Most Used Languages and Dialects During the Sale and Purchase Transaction

Languages and Dialects	Only MSA	Only AA(Darja)	Only French	MSA+ AA	MSA+ French	AA+ French	Total
Frequency	1	20	0	5	4	46	76
Percentage	1,3%	26,3%	0%	6,6%	5,3%	60,5%	100%

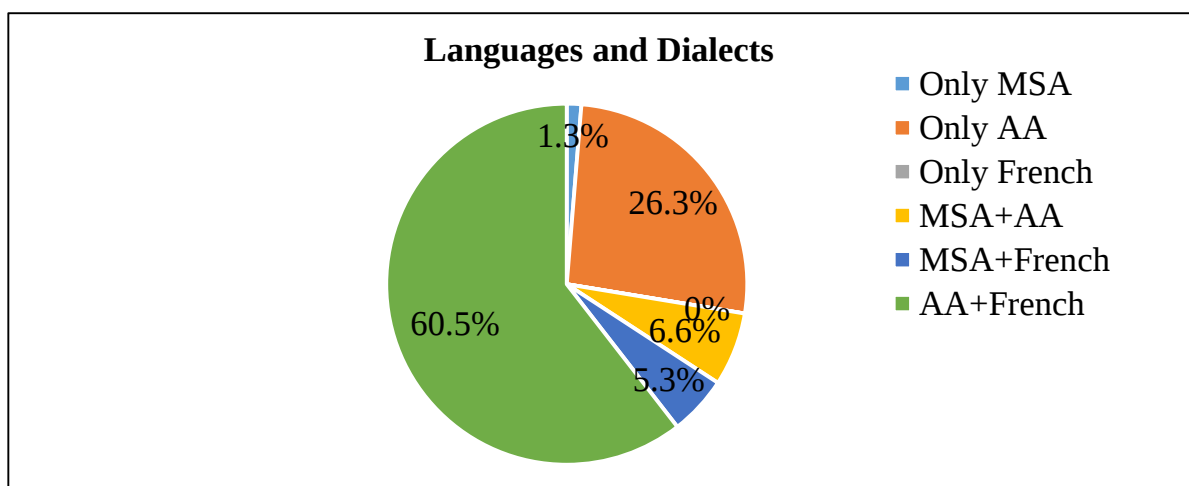


Figure 2.10 The Most Used Languages and Dialects during the Sale and Purchase Transaction

Question 5: The frequency of switching between Algerian Arabic and French during the sale and purchase transaction

This question is very important that helps to understand the extent to which code switching between Algerian Arabic and French is used between a shopkeeper and a client. The table (2.11) and the figure (2.11) show that the majority of the participants (42,1%) said that they sometimes use Algerian Arabic alongside French when engaging in conversations with sellers and buyers; while 30,3% do that often. 14,5% of them, answer that they alternate all the time as an essential tool for communication. In addition to 11,8% do that rarely while only one person chooses never for the switching in the selling and the buying process.

Table 2.11 The Frequency of Switching Between Algerian Arabic and French

The frequency	Always	Often	Sometimes	Rarely	Never	Total
Frequency	11	23	32	9	1	76
Percentage%	14,5%	30,3%	42,1%	11,8%	1,3%	100%

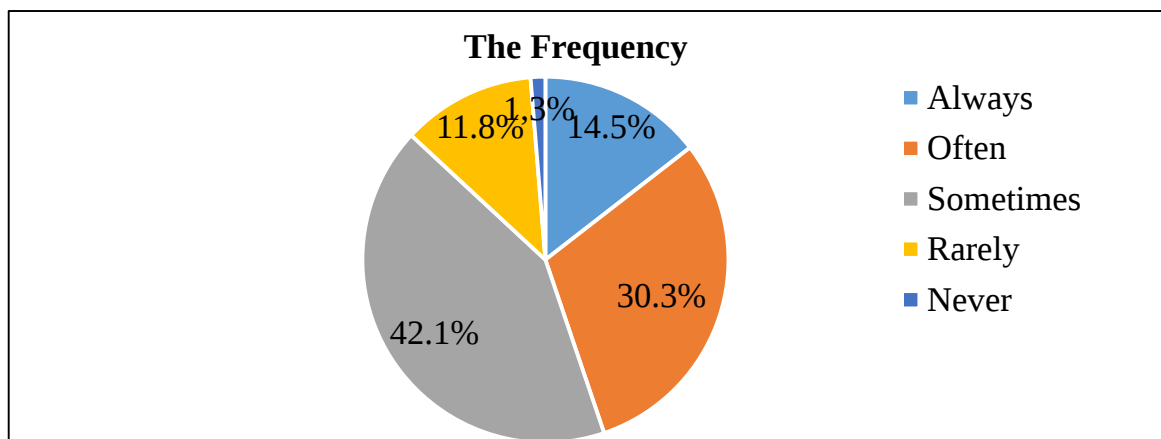


Figure 2.11 The Frequency of Switching Between Algerian Arabic and French

Question 6: You code switch with the interlocutor

The objective behind this question is to know if the respondents are aware of the switching process between languages mainly Algerian Arabic and French (consciously) or not (unconsciously). Therefore, as the figure (2.12) shows, 52,6% of the sample are saying that they code switch unconsciously which means that they do not pay attention to the switching behaviour whereas 47,4% are aware of it and they control its employing. Then, we conclude that participants who are unconscious of language switching surpass the conscious ones by a small difference.

Table 2.12 The Awareness of Respondents of Code Switching

Levels of awareness	Consciously	Unconsciously	Total
Frequency	36	40	76
Percentage %	47,4%	52,6%	100%

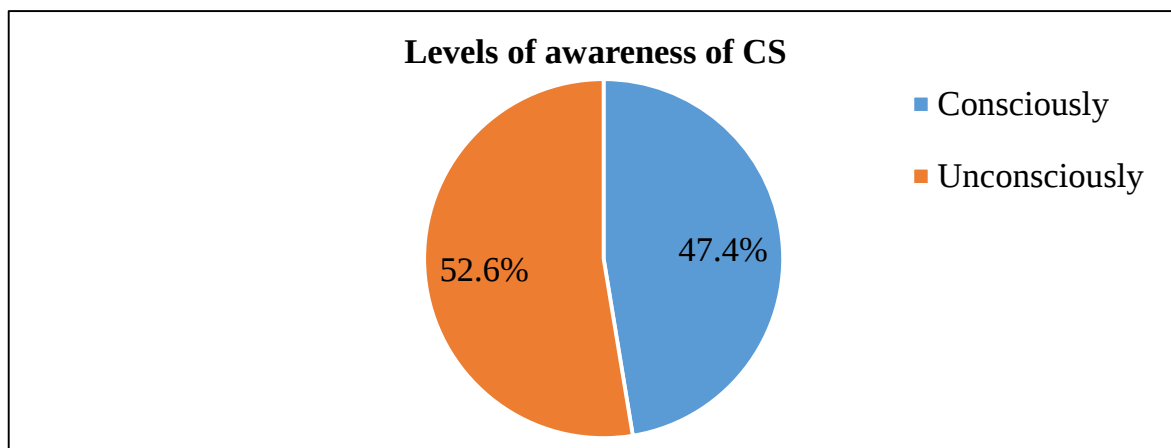


Figure 2.12 Levels of Awareness of Code Switching

Question 7: You switch between Algerian Arabic and French for the following reasons:

The seventh question attempts to uncover the reasons that drive both sellers and buyers to code switch and to realize which ones contribute as the main reasons among the other possible reasons. Accordingly, the reason that has received the highest number of choices i.e., by half of the sample (50%) is that it is their way of speaking and they habitually switch between AA and French in their speeches. Then, 13,2% of the respondents say that they are urged to shift because the interlocutor is using French , which led them to use French too alongside Darja. However, two reasons are equal and receive the same percentage 11,8% from 9 respondents out of 76. These equal reasons are to negotiate the price and discuss the benefits of the product; and to fill the linguistic gap that they have a lack in vocabulary. Additionally, 10,5% of them, representing 4 sellers and 4 clients switch between AA and French because they want to create a sense of trust and solidarity between the seller and the buyer as a reason for their switching process. Only 2 people, both of them are customers, representing 13,2% claim that they are ashamed of saying some words in Arabic that is why they use French. The two other reasons, which are to exclude others when the speech is directed to a specific audience and to show the personal higher social status and level of education, do not receive any choices from neither sellers nor buyers.

Table 2.13 Reasons behind Code Switching between AA and French

Reasons / Options	Frequency	Percentage%
1-You want to show your higher social status and your level of education	0	0%
2-Because the interlocutor is using French	10	13,2%
3-To negotiate the price and discuss the benefits of the product	9	11,8%
4-To create a sense of trust and solidarity between the seller and the buyer	8	10,5%
5-To exclude others when the speech is directed to a specific audience	0	0%
6-To fill the linguistic gap because you have a lack in vocabulary	9	11,8%
7-It is your way of speaking (habit)	38	50%
8-Ashamed of saying some words in Arabic	2	2,6%

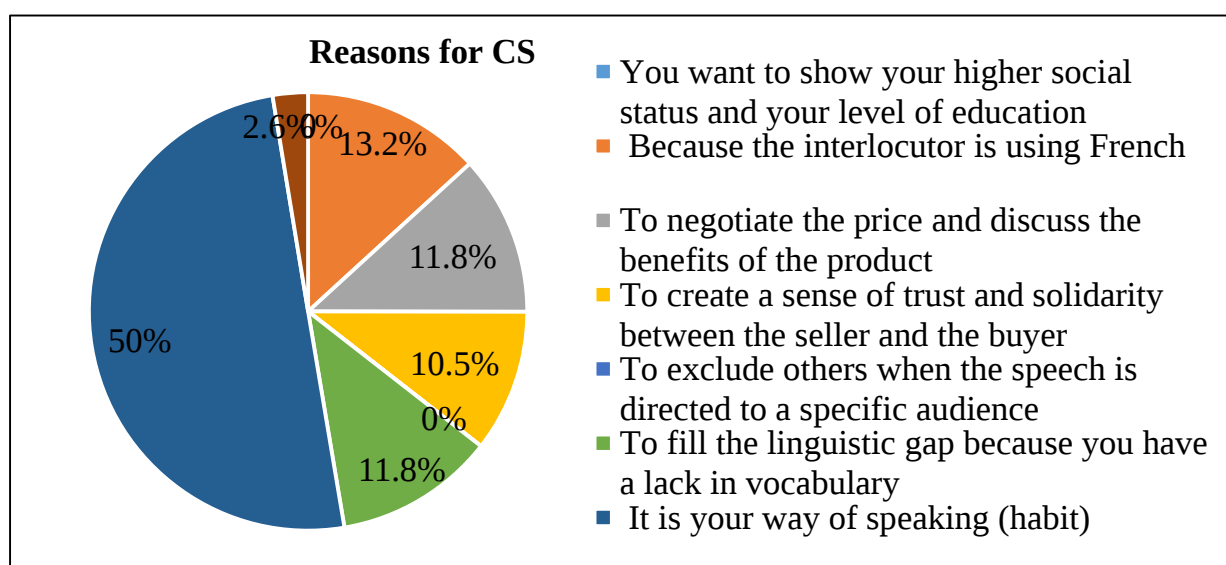


Figure 2.13 Reasons for the Switching Between AA and French

***Other reasons:**

In the questionnaire, immediately following the seventh question, the researcher has included an additional column in which the respondents provide any other reasons for their code switching behaviour between Algerian Arabic and French if there exist. As a result, 12 respondents suggested the following:

- The easiness of understanding.
- Being accustomed to the French vocabulary because of its commonly usefulness.
- Being it their own way of speaking.
- For negotiation with the interlocutor.

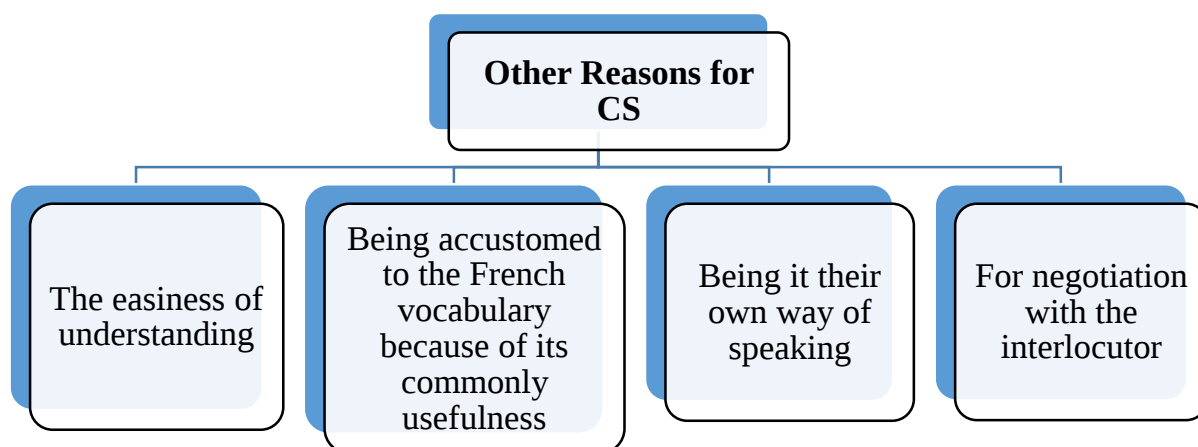


Figure 2.14 Other Reasons Suggested by the Respondents

Question 8: Switch or not to switch between AA and French according to

Through this question, the researcher aims at discovering which one of the suggested social variables that affects more the seller or the buyer to switch back and forth between AA and French or not to switch with the interlocutor. These social variables include age, gender, level of education and use of language. The results in the table (2.14) and the figure (2.15) indicate that a greater percentage of the respondents (43,4%) which equals 33 in number say that their desire to switch or not to do so is based on the shopkeepers or the clients' use of French while 35,5% of them switch based on the level of education of their interlocutors. Besides, some of

them represent 15,8% prefer to use the age of the interlocutor as a motive that pushes them towards language switching behaviour. Finally, 5,3% report that they alternate between AA and French taking into account the gender of the seller or client they are talking to.

Table 2.14 Switching or not Switching according to Social Variables

Options	Frequency	Percentage%
1-According to the age of the interlocutor	12	15,8%
2-Taking into account his gender	4	5,3%
3-Based on the level of education of the interlocutor	27	35,5%
4-Based on the shopkeeper or the client's use of French	33	43,4%

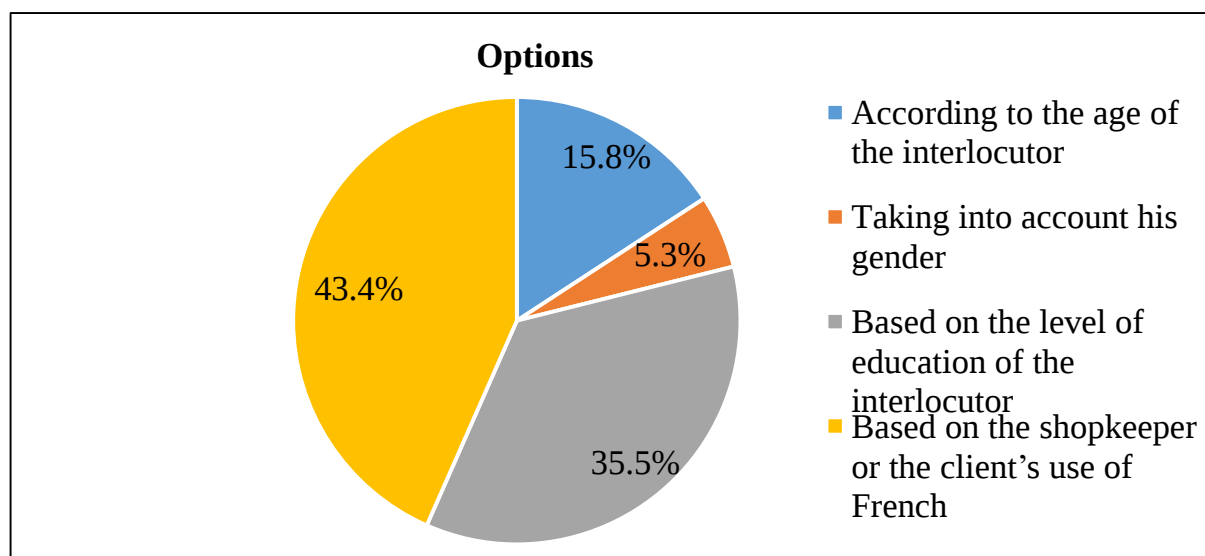


Figure 2.15 Switching or not Switching according to Social Variables

Question 9: Code switching using words, clauses or phrases

The aim behind this question is showing where code switching between Algerian Arabic and French occurs within the speeches of the sample either through using grammatical units from French including words, clauses or phrases with providing brief explanations in case they could not make differences between them. In the light of the statistical analysis, it depicts that the largest number of the sellers and the clients use French words, representing 71,1% of the sample. The examples of words are *prix*, *tissue*, *qualité*...and verbs such as *ydemandiw*, *donnez-moi*..., adjectives like *noir* and adverbs too: *justement*, *plus tard*, *tout de suite*, *vraiment*, etc. After that, 25% of the respondents alternate using phrases from French language such as *merci*, *de rien*, *s'il vous plait*, *la plupart des gens*, *prix fixé*... However, a very small number (only 3 buyers) represent 3,9% who say that they use French clauses for example : *ça sera tout?*, *combien ça coute?*, *j'ai besoin d'un clavier USB*, etc.

Table 2.15 The grammatical Units Used in Code Switching

Grammatical units	Words	Clauses	Phrases	Total
Frequency	54	3	19	76
Percentage%	71,1%	3,9%	25%	100%

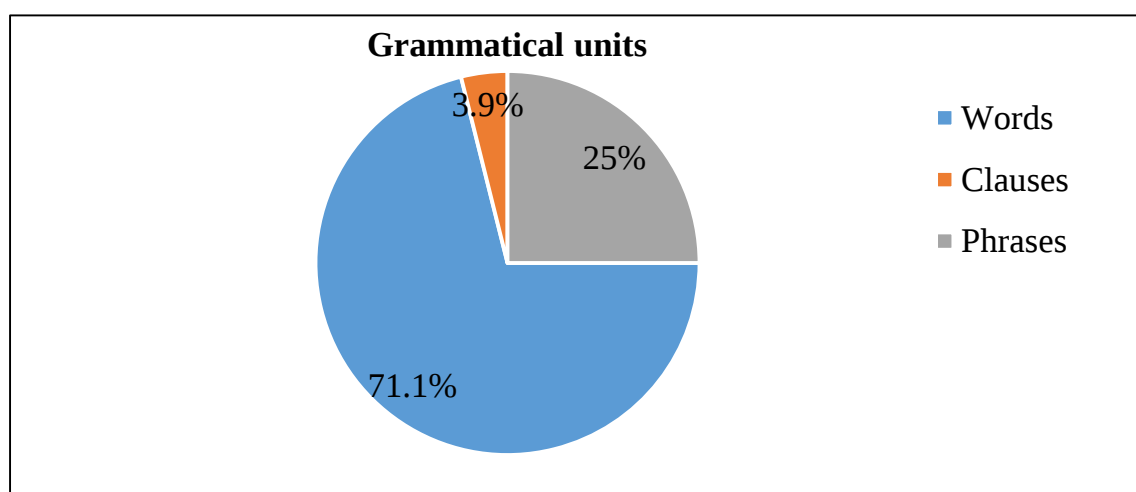


Figure 2.16 Grammatical Units Used in Code Switching

*Providing Examples

This question is a part of the previous one which asks the participants to provide examples of words, clauses or phrases that they use while buying or selling in the store that contain linguistic alternation or switching between Algerian Arabic (colloquial) and French. They are represented in the table (2.16) as follows:

Table 2.16 Examples of Switched Words, Clauses and phrases in French

Words	Clauses	Phrases
naqqas ^ɛ li fi: l prix (to lower the price)	quel l'âge ? (How old?)	merci (thank you)
le prix (the price)	je pense (I think)	combien? (How much?)
le tissu (the fabric/ textile)	j'ai besoin d'un clavier USB s'il vous plait (I need a USB keyboard, please)	oui ça va tu es bien (yes I am fine are you well)
Couleur (colour)	parce que (because)	c'est vrai (that is true)
la taille (the size)		ha:d lbəðɛijja style de robe wə prix taħħa: na:qas ^ɛ (this bəðɛijja is like a dress in its style and its price is low)
les couleurs (colours)		grand taille (big size)
modèle (style)		des fois (sometimes)

alors (so/ well)		par exemple (for example)
justement (exactly)		bonne qualité (good quality)
ʃha:l le prix nta:ʃ ha:d le pantalon ? (How much is the price of these pants?)		prix fix (fixed price)
ʃa:bbi:n ha:d les robes (these dresses are beautiful)		est-ce que Ka:jən ha:d le produit ʃəndkum ? (Do you have this product?)
ʃha:l ha:d les valises ? (how much are these suitcases ?)		s'il vous plait xu:ja l prix (May I have the price, please brother)
ʃəndak les couleurs ʃə dʒalla:ba noire ? (Do you have colours concerning the black dʒalla:ba?)		prix s'il vous plait (the price please)
ʃha:l tbi:ʃ ha:d les foulards (How much do you sell these scarves?)		dernier prix , mafi:hʃ musa:ʃada (Can you do any better on the price?)
qualité (quality)		deux cents dinars (two hundred dinar)

solide (strong)		oui normal (yes normal)
ʃa:l la taille? (What size?)		ʃha:l la pointure s'il vous plait ? (What shoe size please?)
ʃa:l təlbəs pointure? (What shoe size do you wear?)		les chiffres d'argent (monetary figures)
ka:jən fə noir? (Is it available in black?)		madame, prix fix manəqdarʃ nnaqqasˈlak (madam, it is a fixed price I cannot lower the price)
ʃha:l le prix ? (what is the price ?)		prix taʃ l'écran total (the price of the sun protection makeup)
ka:jən les couleurs f ha:da (this has colours)		ʕəndak les rouges à lèvres (Do you have lipsticks?)
Pointure (shoe size)		en plus tard tʃa:wdu: tdzi:bu: ?(Will you bring others later on ?)
ʃha:l prix nta:ʃ da chemise ? (What is the price of this shirt?)		c'est-à-dire (which means)

la taille wə les couleurs lli Ka:jən ? (What are the available size and colours?)		merci beaucoup (thank you very much)
oui / Non (yes / no)		ça sera tout ? (That will be all.)
ʒəndak livraison ? (Is there delivery?)		à l'occasion (on occasion)
maquillage/ accessoires (makeup) / (accessories)		c'est bon (alright)
promotion (discount)		d'ailleurs ha:d l'article trop demandé fə s's'u:g ou dans le marché (this product is in high demand in right now)
automatique (automatic)		des factures (invoices)
expérience (experience)		xus'ni: veste qs'i:ra tku:n fəl vert militaire foncé (I need a deep forest green jacket)
vraiment (really)		xus'ni: sandale demi talon tku:n fəl marron (I need a mid-heel sandal which must be brown)

ki:ma ha:di ʃha:l prix taħħa:? (What is the price of this?)		est-ce que ha:di qualité mli:ħa ? (Is this quality good?)
normal (normal)		donnez-moi (give me)
chemise (shirt)		combien ça coute ? (How much does this cost?)
mesure (size)		bəʃħa:l le prix de cette robe ? (What is the price of this dress?)
ka:jən taille mən ha:d nnawʃ (this type comes in this size)		le rouge (the red)
déjà (already)		il faut (we have to)
wa:ʃ mən couleur ? (Which colour?)		quand même (even so)
standard (free size)		quelle taille ? (What size?)
spécialement (especially)		ce n'est pas la peine (no problem)
franchement (frankly)		c'est combien xu:ja (how much brother)

ʃha:l prix mən fadʕlak (What is the price, please?)		dʒabna: quatre modèles f ha:d lbəɖʃijja ʔi:r lba:rahhatʕi:na:hum (we brought four styles of this bəɖʃijja and just took them out of the bags yesterday)
tissue nta:ʕ la robe ʃba:b (the fabric of this dress is beautiful)		kunna: da:jri:n les promotions cinquante pour cent mais dʕurka ħəbbasna:hum (we had 50% discount, but it is expired now)
voilà (here it is)		tqad təddi:h par facilité (you can take it by cutting corners)
ma:bqa:wəlna:ʃ les couleurs fha:d lpijama:t (we do not have any colours left for these pajamas)		ha:hijja la carte visite (here is the shop information sheet)
les valises (the suitcases)		ha:du: ra:hum prix fixé su:ma mli: ħa (these have fixed price ,the price is good)
ra:hum tendance ha:d lʕa:m (they are trendy this year)		la plupart des gens jdemandi:wli: ha:d la marque

		(the majority of people ask for this brand)
mabaqi:l̥na:ʃ ki:ma ha:d style (we do not have anything left like this style)		ʃa:wəd rdʒaʃ la semaine prochaine nku:nu: dʒabna la même (come back next week, we will have more of the same) we will get more of the same item next week when you return)
mabaqi:ʃ les couleurs fha:d lvi:sta (we do not have any colours left for this jacket)		trois millions et neuf cents (three millions and nine hundreds)
ha:du: bədʃijjat ta:ʃ Türk ra:hum bon prix (these bədʃijjat are made in Turkey, their price is good)		sac à dos (back pack)
cent mille (one hundred)		

Question 10: Paying attention to the grammatical rules when code switching

The researcher asks this question to know whether the clients and the shopkeepers pay attention and respect the grammatical rules of the switched words,

clauses and phrases or not. These rules include word order, declension, fronting and postponing, derivation, plural and singular. As illustrated in the table (2.17) and the figure (2.17), the results reveal that most of the respondents representing 68,4% of the whole sample say that they do not pay attention to the grammatical structure of the sentence when alternating between Algerian Arabic and French. However, 31,6% of them especially buyers claim their agreement for following the grammatical rules.

Table 2.17 Paying Attention to the Grammatical Structure when CS

Yes/ No	Yes	No	Total
Frequency	24	52	76
Percentage %	31,6%	68,4%	100%

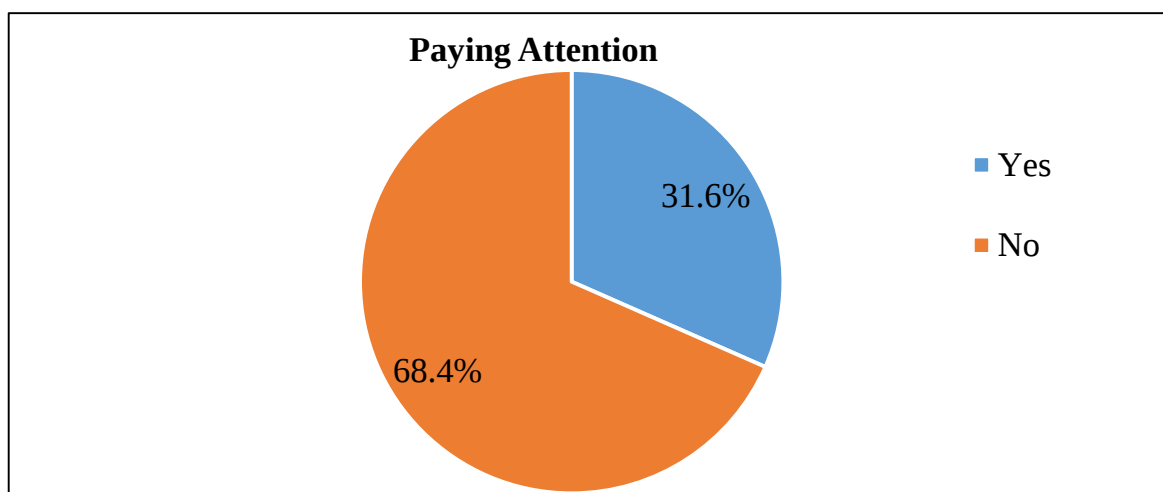


Figure 2.17 Paying attention to the Grammatical Structure when CS

Question 11: The reasons behind neglecting the grammatical structure when code switching

This question is a continuation of the previous one, which is directed to the respondents who say that they do not pay attention to the grammatical rules. It includes multiple choices for the reasons behind neglecting the linguistic aspects that fit them while switching back and forth. As the figure (2.18) shows, 30,9% of the sample choose the reason which says that the conversation is spontaneous without

thinking about the grammatical structure while 26,5% claim that they neglect it because they use only the words that are common among people in French. Besides, a small percentage of sellers and buyers (20,6%) justify their disregard of the linguistic aspects by claiming that they do not master the grammatical rules of French language when switching whereas some of them (16,2%) focus the meaning because their goal is to convey the idea only to the seller or the client. Finally, two reasons get an equal and small percentage of choices by 2,9% which equals 2 respondents in number for each option and these two reasons are: because I do not care about grammar rules despite my sufficient knowledge of them as well as because I speak quickly which makes it difficult for me to concentrate on the grammatical structure.

Table 2.18 Reasons Behind Neglecting the Grammatical Structure when CS

Options	Frequency	Percentage%
1-Because I do not master the grammatical rules of French language	14	20,6%
2-Because I use only the words that are common among people in French	18	26,5%
3-Because I do not care about grammar rules despite my sufficient knowledge of them	2	2,9%
4-Because the conversation is spontaneous without thinking about the grammatical structure	21	30,9%
5-Focusing on the meaning because my goal is to convey the idea only to the seller or the client	11	16,2%
6-Because I speak quickly which makes it difficult for me to concentrate on the grammatical structure	2	2,9%

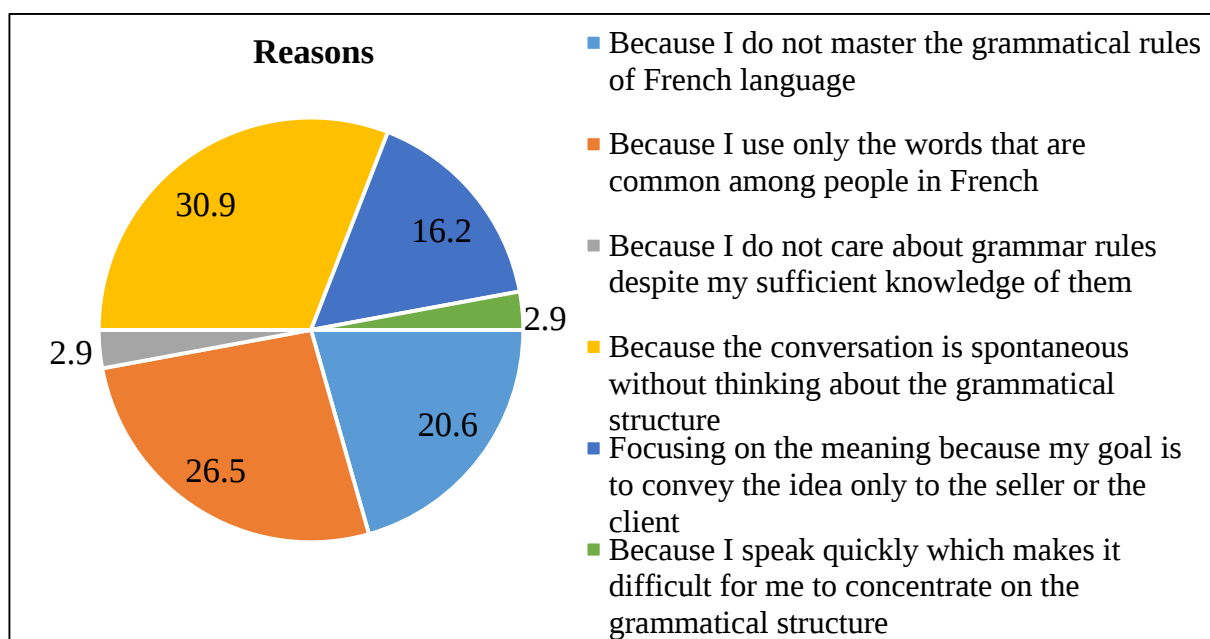


Figure 2.18 Reasons behind Neglecting the Grammatical Structure when CS

Question 12: The place of occurrence of the shift between Algerian Arabic and French

The results obtained for this question show that a large percentage of sellers and buyers represent 76,3% and 58 in number state that they use French grammatical units within a sentence while 23,7% of them alternate between sentences when speaking with others.

Table 2.19 Levels of Switching between AA and French

Levels of switching	Between sentences	Within a sentence	Total
Frequency	18	58	76
Percentage %	23,7%	76,3%	100%

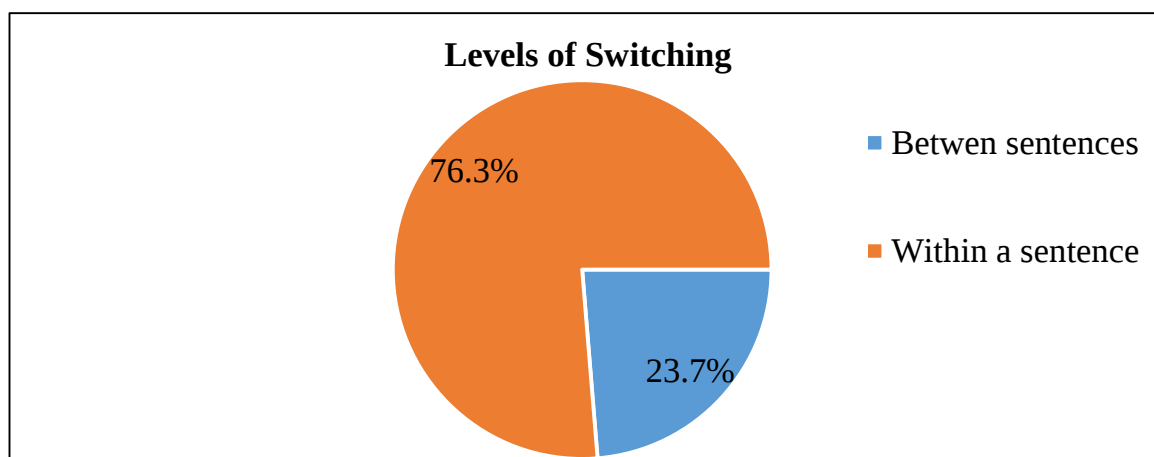


Figure 2.19 Levels of Switching between AA and French

Question 13: The attitudes of sellers and buyers towards AA and French switching

In this question, the researcher asks the participants to select whether they consider code switching back and forth between AA and French as positive or negative. Based on the statistics obtained in table (2.20) and the figure (2.20), the results are approximate because the category that sees it as a positive tool for communication represent 51,3% and the one that has negative attitudes towards it represent 48,7% of the participants' answers.

Table 2.20 The Attitudes of Sellers and Buyers towards CS between AA and French

Attitudes	Positive	Negative	Total
Frequency	39	37	76
Percentage %	51,3%	48,7%	100%

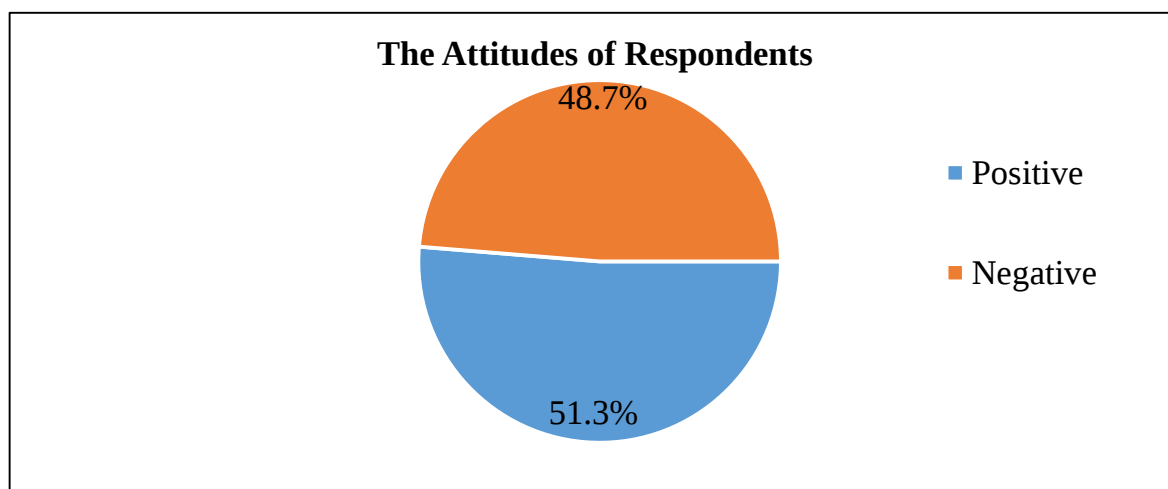


Figure 2.20 The Attitudes of Sellers and Buyers towards CS between AA and French

Question 14: The attitudes of respondents towards a seller or a client who code switch between AA and French in the market or the shop

This question is highly related to the previous one because it shows whether respondents are adhering to their responses in the previous question. In fact, in this question, the researcher suggests all the possible opinions both positively and negatively towards a seller or a client who alternate between AA and French. Then, she asks them to choose only of the suggested answers and the data obtained indicates that there are some contradictions in the answers. The largest percentages of participants' choices are positive in addition to the negative ones which are as follows: 28,9% believe that it is the nature of Algerian Arabic which is considered as Franchised, then, 28,9% of them say that it is a normal matter and a personal freedom for the speaker. After that, there are 11,9% of the participants who think that the shopkeeper or the customer who switches between Algerian Arabic and French, has a successful and effective way of speaking to convince the interlocutor about the sale and purchase transaction while 10,5% consider that speaker negatively as he boasts about his high level and pretends to be cultured. Additionally, two different options get equal percentages (9,2%); the first is negative and states that the way of speaking of the speaker either seller or buyer is informal and not respected with others especially with those who do not understand French. However, the second is positive

and says that he has no choice, as he needs to use some terms in the field in French. Also, 5,3% of the participants think that it is better to avoid speaking in French while the two remaining choices are: the speaker has a weak personality and he masters the French language well, are two other contrasted point of views that have got the same percentage and they have been selected by only one respondent for each (1,3%).

Table 2.21 The Attitudes of Respondents towards Speakers Using CS

Options	Frequency	Percentage%
1-He boasts about his high level and pretends to be cultured	8	10,5%
2-His way of speaking is informal and not respected with others especially with those who do not understand French	7	9,2%
3-His way is successful and effective to convince the interlocutor about the sale and purchase transaction	9	11,9%
4-He has a weak personality	1	1,3%
5-He masters the French language well	1	1,3%
6-He has no choice as he needs to use some terms in the field in French	7	9,2%
7-It is a normal matter and a personal freedom for the speaker	17	22,4%
8-Because it is the nature of Algerian Arabic which is considered as Franchised	22	28,9%
9- It is better to avoid speaking in French	4	5,3%

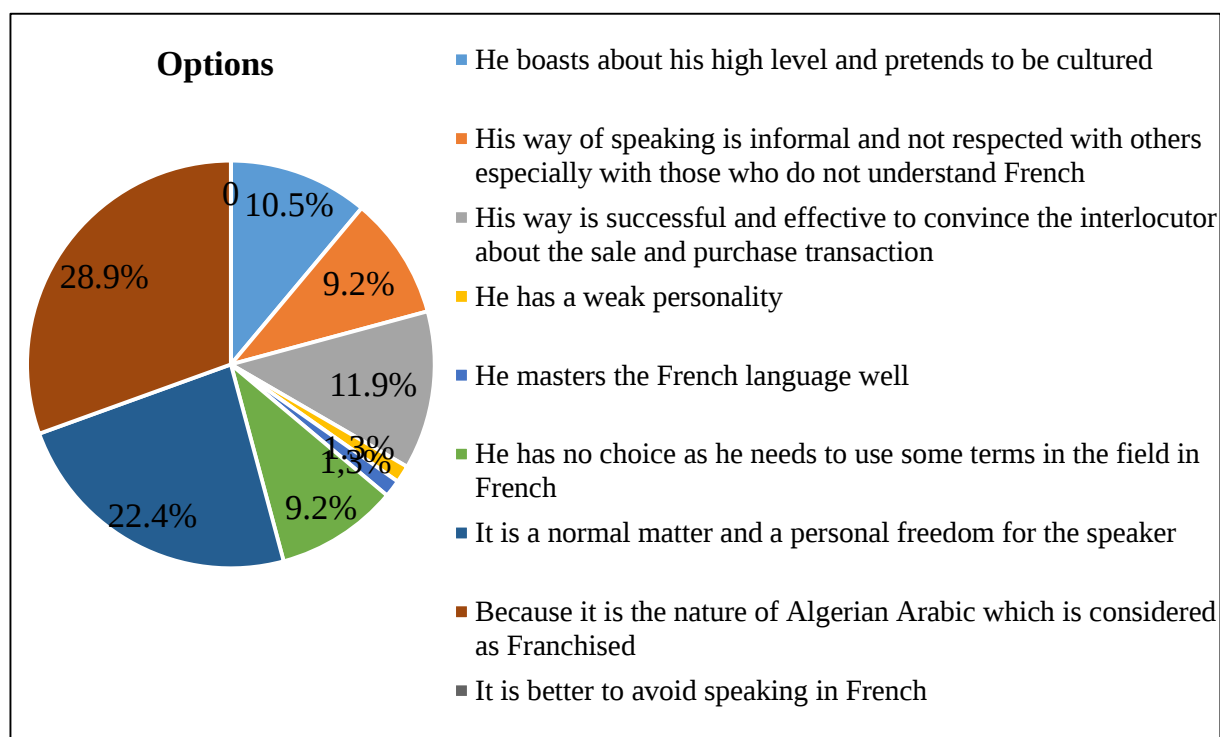


Figure 2.21 The Attitudes of Respondents Towards Speakers Using CS

***Other Opinions :**

The researcher also asks the respondents to provide any other available opinions that express their situations, 13 participants suggestsome other point of views which are summarized as the following: it is normal to speak French here, French is a language of interaction and does not indicate that its speaker has a higher level of education. Some suggested that it should be spoken in one case which is when the interlocutor is a foreigner and he does not understand Modern Stanard Arabic or Algerian Arabic (Darja) while others said that French came from the period of colonialism whereby we can have multiple dialects and languages and we can master more than one language.

2.3.2 Analysis of the Observation

The observation is another crucial instrument used for collecting data about the studied topic. The aim behind using it in this research work is to have naturalistic,

reliable and detailed information by watching the way sellers and buyers speak, under which reasons they code switch between Algerian Arabic (Darja) and French and focusing mainly on the level of switching within sentences. Further, the researcher relies on participant observation with the use of note-taking as a helping tool in different days during February, she is sometimes engaged in real communication events with others as a seller and other times as a buyer; and she centres her attention on the speakers who are active in the sale and purchase transaction. She observes that the majority of people code switch back or forth using French words, clauses or phrases regardless of the social variable of the speaker. So, the total number of the observed people is 13 informants of different variables (ages, genders, educational levels and different market roles), among them 7 clients (5 females, 2 males) and 6 shopkeepers or workers (3 males, 3 females). They ask questions about the price and the size, negotiating the price, proposing products, choosing colours, etc. in some shops in Remchi. At the same time, the observer takes notes about the sentences that contain switching in order to see at what level the shift occur within a sentence.

- **Context One**

The following conversation is a discussion between a male seller aged between 26 and 35 years old and a female client; she is over 51 years old. They are speaking about the price, the fabric or textile and the size of what is called *djellaba* (in the Algerian culture) in a clothing shop without any intervention from the observer who was taking the role of another buyer. This conversation is a spontaneous example of code switching in which both of the seller and the buyer alternate between Algerian Arabic and French using words and phrases. For example, the seller uses the word **tissue** in order to discuss about the benefits of the cloth and convince the client; then, she repeats the same word. This type of switching is an intra-sentential switching that occurs within the sentence while the French phrase **quatre saisons** said by the seller is an inter-sentential switching. In addition to the two other words: **la taille** and **double XXL** are linguistically considered as borrowed loanwords because they do not

have their equivalents in Algerian Arabic vocabulary so, they are used everywhere by every speaker when speaking about clothes sizes.

-**Client:** ʃha:l di:r ha:di mənna wəldi ?(How much is this my son ?)

-**Seller :** ha:di:k ra:na da:jri:nha: rabʃamjawə tma:ni:n ha:di:k **tissue** tta:hha **quatre saisons** rabʃa fusʃu:l (It is four hundreds and eighteen, its fabric is appropriate for the four seasons)

-**Client :** wa:h hatta ʔa:na ʃdzəbni **tissue** tta:hha ʃba:b maʃəndəkʃ fi:ha **la taille** ləkbi:ra ? (Yes, I liked its fabric too, it is good, do you have a big size in it?)

-**Seller:** ləkbi:ra fi:ha **double xxl** bəsʃsʃaħ jdzi:w na:qsʃi:n fətʃʃu:la(The biggest size is XXL but they are short)

- **Context Two**

In this situation, the researcher participates in the interaction and takes the role of the seller with a female customer aged between 36 and 50 years old. They are discussing the price of cloth in a clothing shop in Remchi. In this conversation, the client looks educated because she starts her question with a French word to attract the seller's attention using the word **pardon** then, she completes her sentence in the dialect as well as she uses the word **promotion**. These two words are categorized under tag switching type. After that, the seller also switches using phrases, which are **deux cent vingt** and **trois cent cinquante**; and they belong to inter-sentential switching type because they are used at sentence boundaries.

-**Client:** **Pardon** ʃha:l ha:di ? (Excuse me how much is this?)

-**Seller (observer):** ha:di:k **deux cent vingt** (It is two hundred and twenty)

-**Client:** ra:ha **promotion**? (Is it discounted?)

-**Seller (observer):** wa:h naqqas^sna fi:ha ka:nət ddi:r **trois cent cinquante** (Yes we reduced its price, it was costing three hundreds and fifteen)

- **Context Three**

In this situation, the observer takes only one sentence as a note because the informant does not ask or discuss about the products and he does not use many French words. This informant is a male client aged between 19 and 25 years old, he is asking about the price of the shoes in a market. This client starts his question with Derija, then, he switches to French using the word *prix* after that, he continues his sentence in Derija again. Consequently, he is able to say [ssu:ma] instead of *prix*, this type of switching is called intra-sentential code switching.

-**Client :** ha:di fha:llə *prix* tta:hha ? (What is the price of this)

- **Context Four**

In a children-clothing shop, a woman is bargaining about the price of a dress for her daughter, she is aged between 26 and 35 years old. She switches to French using a word and a phrase in the following sentence. The informant switched to French through using the phrase *dernier prix* instead of [ssu:ma tta:lja] in the middle of the sentence, accordingly this type of switching is called intra-sentential switching. Besides, she uses the word *la robe* instead of [lba:s] at the end of the sentence, so it is an inter-sentential type of switching.

-**Client:** fha:l *dernier prix* ta:f ha:d *la robe* ? (What is the final offer for this dress ?)

- **Context Five**

This speech is an example code switching in which a male shopkeeper whose age is between 26 and 35 years old was interacting with his client using a phrase and a word from French in a clothing shop in Remchi. The speaker alternates between his

dialect and French in turns through starting his sentence with the French phrase *à chaque fois* instead of [kul xatʕra] or [kul marra] then, he moves to Algerian Arabic and French again when he says *modèle* rather than [nu:ʕ] and finally, he finishes his sentence with AA.

-Seller: *à chaque fois* ndʒi:bu: *modèle* dʒdi:d (Each time we bring new styles)

- **Context Six**

In the following conversation, two female sellers (among them the observer) participate in the interaction with another female client about offering the Facebook page of bags store for viewing the new goods displayed on the page without the hassle of coming in person. The other seller (seller 1) is a female aged between 36 and 50 years old; and the client is female too but she is less than 18 years old. They use language alternation that attracts the observer to note it. This conversation contains multiple types of switching which will be explained and analysed. The teenager client answers with a completely French phrase saying *oui bien sûr* as a ready-made expression and alternative for the Algerian Arabic equivalence [wa:h ba:jna ha:di] or [wa:h ʕʕi:ni] and this type is called tag switching. Then, the second seller starts her speech with AA and uses the French word *la page* instead of [sʕsʕafha] which is mentioned before by the first seller but she prefers to use *la page* and this is an intra-sentential switching that occurs within the same sentence. Additionally, she uses an intra-word type of switching in which the speaker adds the Arabic suffix [i:ha] for the French verb *abonner* without forgetting the borrowed verb phrase *j'aime* which is commonly used among social media in French language.

-Seller 1: naʕʕi:wək sʕsʕafha tta:ʕna ? (Can we give you our Facebook page?)

-Client : *oui bien sûr* (Yes of course)

-Seller 1: Salima! (The second seller and observer) ʕʕi:halha (Salima! Give it to her)

-Seller 2 (Salima): wa:h ha:hijja *la page* tta:ʕna sʕawri:ha w məmbaʕd di:rilha *j'aime* w *abonni*:ha (yes here is the Facebook page take a picture for it and do like and subscribe later on)

- **Context Seven**

The seventh dialogue is a conversation between a male client aged between 26 and 35 years old and a male seller who is between 19 and 25 years old. They are discussing about the price of a perfume that he wants to purchase for his wife in a perfumery. Both informants switch to French language at the end of the sentences but the client uses the word **remise** instead of [matnaqs^u:j] whereas the seller switches utilizing the French common phrase among sellers which is **prix fixé**. These switches are put under the type of switching that takes place at the end, it is called inter-sentential switching.

-**Client** : wa:lu maka:nʃ **remise** ? (aren't there any discount ?)

-**Seller**: lla:h ya:ləb ra:na da:jri:nhum **prix fixé** (Unfortunately their price is fixed)

- **Context Eight**

In this situation, a female client aged between 26 and 35 years old addresses the observer who takes the role of the seller using a switched word in a clothing shop for women. In this example, the client switches by intervening the green colour in French **vert** in the middle of the sentence in order to provide a precise description of the desired clothe and emphasize on its colour instead of [lxad^sra]. This is an intra-sentential switching.

-**Client**: ʔiwa dʒabdi:li lbədʃijja l **vert** nqajjasha: (give me the green bədʃijja to try it out)

2.3.3 Analysis of the Interview

The third instrument used in this research work is the interview with both sellers and buyers in Remchi shops without asking questions about the topic yet, through natural speech about the sale and purchase transaction. Besides, for sake of

getting reliable and spontaneous data, audio-recording is also used as a helping tool. The researcher collected five audio recordings in five different shops in Remchi where the investigation takes place. The number of the recorded people is 12 among them 5 sellers (3 females and 2 males) and 7 clients (5 females and 2 males). The followings recorded conversations are mainly characterized by the use of two languages, which are Algerian Arabic and French.

- **Recording One**

In this conversation, two female clients and one female seller participate in a discussion about the colours available of an accessory in the accessories shop in Remchi. The first client is over 51 years old; the second is her daughter whose age is between 19 and 25 years old like the seller's age. Both of the clients and the speaker switch back and forth between their Algerian dialect and French using words mainly to describe the colours blue, sky blue and white in French as **bleu**, **bleu ciel** and **blanc** instead of their equivalences [zraq], [zraq ba:rəd] and [bjadʕ] especially at the end of sentences when questioning. This type of switching is named tag switching. In addition, the use of word **la robe** followed by the French adverb **normalement** in the middle of the sentence, thus it is called intra-sentential code switching.

-**First client:** ha:du: ki:ma ha:kka ma:jdzi:wʃ fi:hum fasʕsʕa:t ha:kka fəl **bleu**? fi:hum yi: **blanc** bəl **blanc** (Is there any other available buckles like this in blue? They are only white and white)

-**Seller:** wa:h ha:du: yi: bəl **blanc** hu:ma jdzi:w ha:kka (yes these are only in white)

-**Second client:** təlɬbəs ta:ni mʕa **la robe normalement** ki: tədɬi lbajdʕa?(normally is it possible to wear it with the dress when you take the white one ?)

-**Seller:** **bien sur** ki bajdʕa təlɬbəs mʕa **la robe** (of course, since it is white it is possible to wear it with the dress)

-**Second client:** ku:n dʒa:t fadʕdʕijja bəl **bleu**(what if it is in silver with blue)

-**Seller** : zaʃma ki:ma ha:di w hijja bəl **bleu** ? (you mean like this one but it is in bleu?)

-**Second client** : wa:h ha:du:k lfasʃsʰa:t **bleu** ba:rda ʕəndna qarftʰa:n **bleu** w fi:h lfaɖʃdʃij dʒa:j **bleu ciel** (yes those buckles in light blue because we have a blue qarftʰa:n that contains silver its colour is sky blue)

-**Seller**: lla maka:nf (no there is not)

- **Recording Two**

In this recording, a male client aged between 26 and 35 years old is discussing with a female seller whose age is between 19 and 25 years old. He is asking about the price of a woman clothe, he pronounces the first part of the price in French **six cent**...? in order to let the seller repeat it in French and confirm what he heard in the first time. This type of switching is called tag switching. Then, the seller switched to French in the second time because the interlocutor used the price in French, she says **six cent quatre vingt** as well as they start their sentences in French then, they switch to Algerian Arabic in **merci** [llaħ jʃa:wnək] and **de rien**[jarħamma:ldi:k]. These are inter-sentential types of switching.

-**Client** : jħa:lħa:di ha:kka ?(how much is this ?)

-**Seller**: səttəmja wə tma:ni:n (six hundreds and eighty)

-**Client**: **six cent**...? (Six hundreds...?)

-**Seller**: **six-cent quatre vingt** (six hundreds and eighty)

-**Client**: **merci** llaħ jʃa:wnək (thanks)

-**Seller** : **de rien** jarħamma:ldi:k (welcome)

- **Recording Three**

In this recording, a male seller aged between 36 and 50 years old is convincing his male customer who is less than 18 years old, about the benefits of

shoes. The seller used an inter-sentential type of switching when he switched to French at the end of sentences and said [ta:ʕ]*l'importation* and *orthopédique* as well as at the beginning in [lə]*prix*[mja w xəmsi:n ja:k]. There is also an alternation at the middle of the sentence in the example:[ha:da:k] *noir*[wa:h], this type is an intra-sentential switching.

-**Seller:** ʃba:b ha:da:k ta:ʕ *l'importation* (it is good, it is an imported shoes)

-**Client:** lə *prix* mja w xəmsi:n ja:k ?(is its price one hundred and fifteen ?)

-**Seller:** ha:da:k *noir* wa:h (yes that black one)

-**Client:** wə ʃha:l ha:du: sʕba:batʕ ?(and how much are these shoes ?)

-**Seller:** ha:du:k mja w sətti:n nəʃsəblək mja w xəmsi:n *orthopédique* (their price is one hundred and sixty but you can cost one hundred and fifteen it is orthopaedic)

- **Recording Four**

The following recording is a conversation between two female clients and one female seller in a women-clothing market. Both the first client and the shop assistant are aged between 19 and 25 years old while the second is between 26 and 35 years old. They are speaking about the occasion for wearing a specific clothe and the sizes in which their speeches contain all the types of switching. The inter-sentential type is observed when saying *cinquante-huit* at the end of the sentence and at the beginning in *je préfère* təddi:... The intra-sentential type is dominant and used several times in *obligé, l'essentiel, mariée, talon, cinquante-six, l'huit parce que*. There are also French words and phrases that come under tag switching type for instance: [ha:d lmi:la:ja]*un million deux cent*... ?[ʃha:l]*la taille* ? and the use of intra-word switching when the first client says [n *essayi*:ha:] She combines the Arabic prefix [n] and the suffix [i:ha:] with the French verb root *essayer*.

-**First client:** ha:d lʃaba:jaun *million deux cent*... ? (Is the price of this Abaya one million and two hundreds...?)

-**Seller:** *quatre-vingt* (eighty)

-**First client :** bəsʃsʰaʰ ha:du: məʃʃi *obligé* ta:ʃ ʃra:jsʰa:t ?(but is it obligation to be wore by brides?)

-**Seller:** lla ʔaj wahda mətzaʷdʒa təlbəsha: *l'essentiel* tku:n *mariée* ki:ma nti: tqaddi: təlləbsi:ha: mʃa *talon* llaʰ llaʰ (No any married woman can wear it, you can wear it too with heel and you look wow)

-**First client:** ʔi:wa ʃʰi:ha:ni: n *essayi:ha:* (so give it me to try it out)

-**Seller:** ʃha:l *la taille* ?(which size ?)

-**First client:** ʔa:na nəlbəs *cinquante-six* fha:d lʃaba:ja:t (In these Abayas, my size is fifty six)

-**Seller:** ka:jna *foncé* ʃli:ha *cinquante-huit* (There is a darker colour in size fifty eight)

-**Second client:** *je préfère* təddi:*l'huit parce que* ra:ki: ʔa:dʒa təlbəsi taʰtha: (I prefer to take size eight because you will wear under it)

-**First client:** *oui c'est vrai* (yes that is true)

- **Recording Five**

The informants in the fifth audio recording are a female client whose age is less than 18 years old and a male seller aged between 26 and 35 years old. She asks him about the availability and bargaining of the price of a cosmetic product. The seller used some borrowed words like *Bioacqua* and *Minyas* which are names of cosmetic brands, and he switches to French at sentence boundaries when he says *la gamme Minyas* and *soixante-cinq*, this type is an inter-sentential switching. He also uses intra-sentential switching in which he alternate between AA and French within the same sentences such as *déjà, la photo, même, prix* and intra-word switching in [j

obligi:w] with the insertion of Arabic prefix[j] and suffix [i:w] to the French verb **obliger**. Tag switching is also used within the speech of the client when she was asking about the efficiency of the product introducing the French word **la marque** and the adjective **efficace** at the end of her questions.

-**Client:** ʕammi: ma:ʕəndkumʃ ki:ma ha:da ha:kka ?(uncle is this available?)

-**Seller:** **Bioacqua** ha:da lli: jtʰawwal ʃfa:r ʕəndi ta:ʕ **la gamme Minyas** (Bioacqua this is for lengthening the eyelashes I have Minyas range)

-**Client:** wə ʃha:l jdi:r ?(how much does it cost ?)

-**Seller:** **soixante-cinq** xamsa w sətti:naʕəf (sixty five)

-**Client:** ki:ʃ tba:llək ʕammi: zaʕma mli:ha ha:d **la marque** ?**Efficace**? Mama ga:ti:sʰaqsʰi:li mu:l ha:nu:t ʕli:ha: (what do you think uncle, is this brand good? Is it efficient? My mother told me to ask the shopkeeper about it)

-**Seller:** mli:ha ta:ʕ **Minyas déjà** ra:hum ha:dri:n ʕli:ha f **la photo** bla: ma:naħdʰar ʕli:ha ʔa:na (Minyas brand is good, they spoke about it in the picture without I do so)

-**Client:** ʔajja sʰaħha nəddi:ha...matəhsəbha:ʃ b sətti:n ? (Allright, I will take it, could you cost it with sixty?)

-**Seller:** lla yi: bəsʰsʰarf mma: madabijja ha:du:k **même** hu:ma wə j **obligi:w** ʕli:k tbi:ʕ bəl **prix** ttaħhum (It is my pleasure but no I cannot I am obliged to sell it with their provided price)

-**Client:** ʔajja sʰaħha ma:ʕli:ʃ (Alright no matter)

2.4 Discussion of Findings

After data collection and analysis, the results obtained help in providing further and valuable insights into the research topic. It tackles whether people code switch between Algerian Arabic and French in commercial interactions, the way they

do so and under what reasons. In fact, most of the sellers and buyers (88,2%) in the questionnaire as well as in the observation and the interview stated that they between languages mainly Algerian Arabic and French. Thus, this led to confirming the existence of CS in that context. Also, linguistic behaviour occurred most within young adults (47,4%) who have higher educational level. Our findings of the questionnaire concerning the level of education, showed that there were no illiterate participants (none= 0%) i.e., all the participants were bilingual or multilingual speakers. As well, despite the fact that Remchi; the place under investigation is not a Berber speaking area, there existed a small number of people (7,9%) among the whole sample who speak it as their first language. This keeps in mind that Remchi city contains residents of Berber origins who came to live or to work and thus, they use their mother tongue in certain contexts.

Regarding the first hypothesis which stipulates that the motivations for CS between AA and French during the sale and purchase transaction, proposes the following options: showing their higher social status and level of education, trying to negotiate the price and discussing the benefits of a product and this is their way of everyday speech. The collected data revealed interesting results. Based on the online questionnaire, the observation and the interview results, they showed that sellers and clients chose the second and the third options but no one chose the first one. Superior results are seen for being it their own way of speaking or a habit in language alternation. Sometimes people do not pay attention to the use of French items in their speeches, this reason ties well with the previous studies wherein Muiyers-Scotton (2002) stated that CS can be unmarked because of the habitual aspect of their verbal repertoire, and marked i.e., natural and happens without drawing attention to itself reflecting the speaker's repertoire of languages. Hoffmann (1991) also claimed that some people are often unaware of the switching. Some sellers and buyers argued their switching, as they are accustomed to the French vocabulary used in this context. Negotiating the price and discussing the benefits of the product was the second possible answer that explained the use of CS among our participants. The data obtained from the questionnaire showed that a minority of sellers and buyers alternate between AA and French for that reason. However, in the interview and observation,

the majority of them switch back and forth when they discuss the price, the colours, the size and the fabric of the products, like in: ʕdʒəbni *tissue* tta:h̥ha/ fi:ha *la taille* ləkbi:ra/ ha:di:k *deux cent vingt*/ ʃha:llə *prix* tta:h̥ha/ dʒabdi:li lbədʕijja l *vert*/ dʒa:j *bleu ciel*/ ha:da:k ta:ʕ *l'importation*/ ka:jna *foncé*ʕli:ha *cinquante-huit*.etc. These switches are considered as situational switching examples in which speakers chose specific words and phrases according to the situation they were involved in, which is the sale and purchase transaction. Similar reason was provided by Gumperz (1972, qtd. in Yohena, n.d) when he stated that “the notion of situational switching assumes a direct relationship between language and the social situation” (p. 139). In addition, he suggested that the occurrence of CS is due to lack of vocabulary in the first language AA such as the word *la taille, tissue, prix fixé, pointure*. Even though they have equivalences in AA, they may have weak meanings or do not reinforce the concept such as: /ssu:ma ta:lja/ for *dernier prix*, /lu:n/ for *couleur*, /qmədʒdʒa/ for *chemise*, /lxari:dʒ/ for *l'importation*, etc. Such result was pointed by Wei (2006, qtd. in Dykes, n.d) who demonstrated that “there is a widespread impression that bilingual speakers code switch because they cannot express themselves adequately in one language” (p. 75). Besides, the absence of the first option which explained the reason for CS as showing their higher social status and education. This result may suggest its attribution to the text in which the study was conducted or it is a covert reason i.e., they do switch for showing off their higher level of education but in a covert way. In addition, the results indicated that most of the speakers code switch because the interlocutor (either a seller or a buyer) was using French under the process of linguistic accommodation as well as they take into account his level of education, age and rarely gender. When comparing this result to those of older studies, it must be pointed that age, the addressee and gender are influencing variables in the switching behaviour and in the selection of the languages that will be implemented (Al-Khatib). Some other respondents suggested the easiness of understanding as a factor for the use of switched items within the colloquial speech. Together, the results obtained from all the research instruments partially confirm the hypothesis that includes the motivations or reasons behind AA/ French switching during the sale and purchase

transaction because the highest percentages of our participants chose the second and the third motivations.

The second hypothesis of this study drew attention on the way sellers and buyers code switch concerning the speech through using French words and phrases, mixing the grammatical structures and tag-switching. The results of the three instruments demonstrated two things. First, shopkeepers and customers switched back and forth between AA and French using words and phrases from the first foreign language; French within the AA sentence. Even in the examples and in the recorded spontaneous interactions, they provided multiple French items that they use during the commercial transaction such as: *les foulards/ tendance/ la semaine prochaine/ quatre saisons/ remise/ prix fixé / Efficace*, etc. Second, most of them (76,3%) code switch within a sentence i.e., using an intra-sentential type of switching which was provided by Poplack (2001, as qtd. in Dykes, n.d) who stated that switching takes place “within the confines of a single sentence, constituent, or even word” (p. 76). In this type, Remchi sellers and clients mix the grammatical structures of both AA and French in the middle of the sentence. Contrary to the findings of the free morpheme and equivalence constraint principles that stipulated the coherence between the morphemes, we found that they do not pay attention to the grammatical rules. It means that they combine a lexical morpheme from French with a bound morpheme of their mother tongue like in *tissue* tta:ħħa/ *la page* tta:ʕna/ *abbonni:ha* / j *obligi:w/ lvi:sta*. Additionally, an important question was asked in the questionnaire associated with the grammatical structure, which is the reasons behind its neglecting when switching. Most of them said that their conversations were spontaneous without thinking of the grammatical structure whereas others suggested that they use only the common words in French and they do not master its grammar, this is why they do not pay attention to it during language alternation. Furthermore, the findings of the observation and interview determined switching at sentence boundaries or between sentences too, in which the AA sentence. In line with previous studies, Poplack called this type an inter-sentential switching like in: *je préfère* tæddi: *l’huit/* tæltbəs mʕa *la robe/* tqad tæddi:h *par facilité*, etc. She also provided another type which is extra-sentential or tag-switching, it was clearly presented in the contexts of observation and

recordings such as ki:f tba:llək ʃammi: zaʃma mli:ħa ha:d **la marque** ?/ wa:lu maka:nf **remise** ?/ **c'est combien** xu:ja? Etc. Through the analysis and the discussion of results grammatically, CS occurs within sentences and between sentences i.e., at sentence boundaries like in inter-sentential and tag switching as well as within the sentence by introducing French elements with mixing the grammatical structures of both languages. This combination comes down to the side of our second hypothesis.

Concerning the third hypothesis, it specified two positive answers about the attitudes of sellers and buyers towards using CS in Remchi shops as considering it an effective way for successful commercial communication and the nature of Algerian Arabic is franchised. Also, negatively by pretending to be cultured and well educated and it is an informal way of speaking thus, excluding the interlocutor. The results of the questionnaire, observation and interview found evidence for considering CS and its users in the markets as both positive and negative. Most of our participants had positive linguistic perspectives because the AA is franchised i.e., they are accustomed with the use of French words and phrases equipped with AA vocabulary. The main reason for this relation goes back to the historical factor, which is the influence of the French colonization on the Algerians' speech. This is consistent with what has been reported by Hoffmann (1991) when he stated that people could not dissociate their native language from other languages because they are radically related and in contact in several contexts. Some respondents reinforced this fact by saying that "French came from the period of colonialism whereby we can have multiple dialects and languages and we can master more than one language". Moreover, another promising founding was that our sample views CS as a normal matter and a personal freedom for the speaker. He/ she chose either to introduce French linguistic items or to keep speaking only AA. Same picture was portrayed by a buyer who asserted "it is normal to speak French here" while these results go beyond previous reports by Green (2007) showing that a bilingual speaker needs to actively select the desired language for speech while preventing the other. In contrast, the results indicated that some sellers and buyers had positive attitudes towards the use of CS because they saw the speaker is using a successful and effective way in order to convince the interlocutor about the sale and the purchase transaction. This is an important finding in the understanding

of the outcomes of using CS through emphasizing a point, clarifying a statement or switching topics easily. It allows them to navigate social interactions more effectively and express nuanced meaning through other languages like in the observation and recording contexts wherein CS was strongly used and thus, the interactions were mutually intelligible and productive. It is by now generally accepted that CS between AA and French is a positive linguistic behaviour during commercial interactions. However, these findings support also the notion that it can sometimes be perceived negatively, particularly when its users are seen as showing off how cultured and educated they are. They automatically associate AA/ French alternation with the level of education. By comparing the findings of Gumperz (1982) in his "Discourse Strategies" book with the result of this option. He showed that CS is seen as a lack of competence in either language whereas in the present study, sellers and buyers also perceived it negatively but as a way of boasting and pretending to be well educated. This does seem to depend on the bilingual's competence in productive skills in the second language and the listener's receptive skills which means that the speaker may produce difficult and complex French words that the interlocutor do not understand. Consequently, this might lead to such negative standpoint from the listener towards the speaker like in contexts 4, 7, and 8 as well as in the second, fourth and fifth recordings. One of the main negative attitudes which was chosen by the participants is regarding CS as an informal way of speaking and excluding the interlocutor. It mainly occurs when the listener (buyers or shopkeeper) is a passive bilingual whose competence in both languages is not balanced i.e., he/ she is a native speaker of AA and can only understand the French language not producing it or even he/ she cannot even understand it. This case happens in various commercial interactions in which the interlocutor is less proficient in French, then, he/ she asks the speaker to repeat what has been said or ask about the meaning of that switched word. The interlocutor considers the speaker as less serious and unprofessional as if he/ she is creating a distance and a barrier with the listener (seller or client). In the questionnaire, some participants suggested that French "should be spoken in one case which is when the interlocutor is a foreigner and he does not understand Modern Standard Arabic or Algerian Arabic (Darja)". Therefore, these findings support the notion that CS is

regarded as both positive and negative linguistic behaviour in which the participants' answers go hand in hand with the options of attitudes provided in this hypothesis and support them. Thus, this hypothesis is confirmed.

2.5 Conclusion

This chapter dealt with the methodological aspects followed in this sociolinguistic study of CS among Remchi sellers and buyers. At first, the researcher presented the research design as an exploratory case study with the sample population characteristics and where the investigation took place.

Moving to data collection instruments, it relied on an online questionnaire or survey, observation with the help of note-taking and an interview with audio-recording for the purpose of having reliable, authentic and valuable data. The questionnaire was analyzed both quantitatively through statistics, tables, graphs and qualitatively through texts and thematic analysis whereas the observation and the interview were analyzed in a qualitative way.

After that, the discussion of the most important and attractive findings which showed that both sellers and customers code switch between AA and French when selling or buying an item under multiple motivation which result in the outcomes of the interaction. Thus, when alternating between specific languages there will be attitudes towards the speaker as either positive or negative.

General Conclusion

In most multilingual communities, different languages and dialects are used regularly in specific contexts, leading to various sociolinguistic phenomena such as bi/ multilingualism, diglossia, code switching, code mixing and borrowing. These linguistic practices highlight the dynamic nature of language as a tool for human connection and exchange of ideas and desires. Code switching is a fascinating phenomenon where speakers alternate between two or more languages or dialects within a single conversation or even a single sentence. However, it is mostly used in the Algerian contexts in which speakers alternate between their mother tongue; the Algerian Arabic or Darja and the first foreign language of the country; French when communicating.

This research was divided into two chapters, the first one dealt with the linguistic situation in Algeria where the research gave a bird's eye view on the most used languages and dialects as they are related to the selection of which languages are used in CS. It also provided the theoretical considerations and the previous studies on the previously mentioned sociolinguistic phenomena; mainly code switching with its previous psycholinguistic, sociolinguistic and grammatical aspects and perspectives. The second chapter provided data collection tools (a questionnaire for both sellers and buyers, an observation with note taking as a helping tool and an interview with audio-recording) and the analysis of the results obtained both quantitatively and qualitatively. Then, the discussion of the main findings in relation to the theoretical considerations on CS with stating the difficulties faced and providing some suggestions and recommendations for further studies on the topic.

After data collection, analysis and discussion of findings, the first hypothesis put forward was partially confirmed whereas the second and the third ones were confirmed. The results revealed that sellers and buyers switched between AA and French because it was their way of speaking in all contexts and for negotiating the price and discussing about the product. Nevertheless, they did not incorporate French linguistic items into their AA speech because they wanted to display their higher social status and level of education, yet they do so because the nature of Algerian

Arabic is franchised and they switch unconsciously. This is why the first hypothesis was partially confirmed. When speaking, sellers and buyers code switch through integrating French words and phrases, either in the middle or at the boundaries of sentences. This results in having sentence with two different grammatical structures of both AA and thus, the second hypothesis is confirmed. Hence, shopkeepers and clients may have feelings and reactions towards CS and the interlocutor using it. The results on attitudes showed that the participants (sellers and clients) possess balanced views. On one hand, they regarded the use of CS as a positive linguistic practice whereby they can communicate effectively and they consider the nature of AA is related to French historically which cannot be separated or used alone. On the other hand, CS users may be perceived as pretending to be cultured and well educated. Indeed, French within AA is an informal way of speaking through which speakers deliberately exclude the interlocutor especially who is not proficient in French. Therefore, the third hypothesis is confirmed.

This study seems to endorse the use of CS in the sellers and buyers' commercial interactions. It is attached to the belief that understanding the theoretical considerations of CS would probably lead to a productive sale and purchase transaction between the interlocutors as well as combining two languages would help in conveying clear, strong and effective messages.

Limitations of the Study

Like any other researchers, the researcher of the present work also encountered many challenges and obstacles that made it difficult to finish this research easily. The main obstacle was time constraints. Concerning data collection tools, she relied on printed questionnaires with more open-ended questions but some participants did not provide relevant information and others did not answer the open-ended questions as well as that way took much time. Then, the researcher tried to use an online questionnaire with less open-ended questions. Even though it also included some irrelevant data, they was not as much as in the printed one. Additionally, the survey link was sent to stores' Facebook pages and buyers, causing some to question

its authenticity and avoid answering. Another limitation is the observation; some shopkeepers did not give the permission to take the role of the seller in their shops in order to observe them and to record their speeches. Regarding references, they presented the limitation of the unavailability of books and articles that tackles the topic of code switching in the Arabic world.

Suggestions and Recommendations

Considering the complexities surrounding CS, its motivations and attitudes, the following suggestions and recommendations aim to provide practical guidance for future studies

- Future studies could consider the use of CS in the written form in the commercial interactions on social media.
- The motivations for CS might extend the explanations of why people explicitly stated their use of CS as a means to reveal their higher social status and level of education.
- Later research could examine the linguistic analysis of AA/French code switching occurrence in the sentence with reference to the free morpheme and equivalence constraint theories.
- It is an interesting topic through which future researchers could understand how bilingual speakers manage and control language switching during specific context.
- Further studies should investigate in depth the influence of social variables: age, gender, addressee and the level of education as motives for switching between languages.

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Appendices

Questionnaire

Dear participants,

This questionnaire is designed as a tool for collecting information about a Master's dissertation that tackles code switching between Algerian Arabic and French among sellers and buyers in Remchi shops and markets. Thus, your participation and opinion are very helpful and important for the success of this research. Your answers will remain anonymous and confidential. You are kindly requested to answer the following questions by ticking (✓) the corresponding box and expressing your ideas when necessary.

Code switching means using two languages (dialects) or more in the same conversation.

Section One: Participants' Profile

1- Gender:

- ☐ Male
- ☐ Female

2- Age:

- ☐ 18 or less
- ☐ From 19 to 25
- ☐ From 26 to 35
- ☐ From 36 to 50
- ☐ 51 or more

3- Level of education:

- ☐ None
- ☐ Primary education
- ☐ Middle education
- ☐ Secondary education
- ☐ Higher education (university)

4- Residence:

- ☐ In Remchi
- ☐ Outside Remchi

5-Currently, are you?

- ☐ Seller/ shopkeeper
- ☐ Buyer/client

Section Two:

1- What are the languages or the dialects that you can speak? (You can choose more than one answer)

- ☐ Modern Standard Arabic
- ☐ Algerian Arabic (Darja)
- ☐ French
- ☐ Berber
- ☐ English
- ☐ Other languages

2- Rank these languages based on how frequently you use them in your daily life with others:

	The first	The second	The third	The fourth	The fifth
Modern Standard Arabic					
Algerian Arabic (Darja)					
French					
Berber					

English					
---------	--	--	--	--	--

3- Do you switch between these languages when speaking with others?

☐ Yes

☐ No

4- Which languages do you most use during the sale and purchase transaction? (You can choose only one answer)

☐ Only Modern Standard Arabic

☐ Only Algerian Arabic

☐ Only French

☐ Modern Standard Arabic +Algerian Arabic

☐ Modern Standard Arabic +French

☐ Algerian Arabic +French

5- How often do you switch between Algerian Arabic and French during the sale and purchase transaction?

☐ Always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

6- You code switch with the interlocutor:

☐ Consciously

☐ Unconsciously

7- You switch between Algerian Arabic and French for the following reasons: (You can choose only one answer)

☐ You want to show your higher social status and your level of education

- ☐ Because the interlocutor is using French
- ☐ To negotiate the price and discuss the benefits of the product
- ☐ To create a sense of trust and solidarity between the seller and the buyer
- ☐ To exclude others when the speech is directed to a specific audience
- ☐ To fill the linguistic gap because you have a lack in vocabulary
- ☐ It is your way of speaking
(habit)
- ☐ Ashamed of saying some
words in Arabic

For other reasons:.....

8- You switch or do not switch between Algerian Arabic and French: (You can choose only one answer)

- ☐ According to the age of the interlocutor
- ☐ Taking into account his gender
- ☐ Based on the level of education of the interlocutor
- ☐ Based on the shopkeeper or the client's use of French

9-When you code switch with the seller/buyer, do you use words, clauses or phrases from French?

A clause is a group of words that contains a subject and a verb

A phrase is smaller than a clause and is a group of words that function as a unit within a sentence, but it does not contain a subject and a verb and does not have a meaning on its own but it adds meaning to the sentence.

- ☐ Words
- ☐ Clauses
- ☐ Phrases

Please provide examples of words, clauses or phrases that you say while buying or selling in the store that contain linguistic alternation or switching between Algerian Arabic (Darja) and French:

.....

10- When you code switch to French, do you pay attention to the grammatical structure?

The grammatical structure is a system of rules that govern how words are arranged to form correct and understandable sentences, such as subject and verb, declension, fronting and postponing, derivation, plural and singular...

- ☐ Yes
- ☐ No

11- If you do not pay attention to the grammatical structure, which of the following reasons explains why you are not paying attention? (You can choose only one answer)

- ☐ Because I do not master the grammatical rules of French language
- ☐ Because I use only the words that are common among people in French
- ☐ Because I do not care about grammar rules despite my sufficient knowledge of them
- ☐ Because the conversation is spontaneous without thinking about the grammatical structure
- ☐ Focusing on the meaning because my goal is to convey the idea only to the seller or the client
- ☐ Because I speak quickly which makes it difficult for me to concentrate on the grammatical structure

12- Where does the shift between Algerian Arabic and French occur?

- ☐ Between sentences
- ☐ Within a sentence

13- How do you see Algerian Arabic and French switching?

- ☐ Positive
- ☐ Negative

14- What do you think of the seller or the buyer who switches between Algerian Arabic and French when speaking with you in the shop or the market?

(You can choose only one answer)

- ☐ He boasts about his high level and pretends to be cultured
- ☐ His way of speaking is informal and not respected with others especially with those who do not understand French
- ☐ His way is successful and effective to convince the interlocutor about the sale and purchase transaction
- ☐ He has a weak personality
- ☐ He masters the French language well
- ☐ He has no choice as he needs to use some terms in the field in French
- ☐ It is a normal matter and a personal freedom for the speaker
- ☐ Because it is the nature of Algerian Arabic which is considered as Franchised
- ☐ It is better to avoid speaking in French

14- Other opinions:.....

Thank you for your cooperation and help.

Appendix B

استبيان

أعزائي المشاركون،

تم تصميم هذا الاستبيان كأداة لجمع المعلومات حول أطروحة الماجستير التي تعالج التناوب اللغوي بين اللغة العربية الجزائرية واللغة الفرنسية بين البائعين والمشتريين في محلات ومتاجر الرمشي. وبالتالي، فإن مشاركتكم ورأيكم مفيد جدا وهام لنجاح هذا البحث. ستبقى إجاباتكم مجهولة المصدر وسرية. نرجو منكم التكرم للإجابة على الأسئلة التالية بوضع علامة (✓) في المربع المناسب والتعبير عن أفكاركم عند الضرورة. التناوب اللغوي هو استعمال لغتين أو لهجتين أو أكثر في نفس المحادثة.

القسم الأول: ملف المشاركين

1-الجنس:

☐ ذكر

☐ أنثى

2-العمر :

☐ 18 أو أقل

☐ من 19 إلى 25

☐ من 26 إلى 35

☐ من 36 إلى 50

☐ 51 فأكثر

3-المستوى التعليمي :

☐ لا يوجد

☐ التعليم الابتدائي

☐ التعليم المتوسط

☐ التعليم الثانوي

☐ التعليم العالي (جامعي)

4-الإقامة :

☐ في الرمشي

☐ خارج الرمشي

5-حاليا، هل أنت؟

☐ بائع /صاحب المتجر

☐ مشتري /زبون

القسم الثاني:

1- ماهي اللغات أو اللهجات التي تستطيع التحدث بها؟ (يمكنك اختيار أكثر من إجابة)

- ☐ اللغة العربية الفصحى
☐ العربية الجزائرية (الدارجة)
☐ اللغة الفرنسية
☐ اللغة الأمازيغية
☐ اللغة الإنجليزية

لغات أخرى:

2- رتب هذه اللغات بناء على مدى استخدامك لها في حياتك اليومية مع الآخرين :

الأولى	الثانية	الثالثة	الرابعة	الخامسة
				اللغة العربية الفصحى
				العربية الجزائرية (الدارجة)
				اللغة الفرنسية
				اللغة لأمازيغية
				اللغة الإنجليزية

3- هل تقوم بالتبديل بين هذه اللغات عند التحدث مع الآخرين؟

- ☐ نعم
☐ لا

4- ماهي اللغات التي تستخدمها أكثر أثناء عملية البيع والشراء؟ (يمكنك اختيار إجابة واحدة فقط)

- ☐ اللغة العربية الفصحى فقط
☐ العربية الجزائرية فقط
☐ اللغة الفرنسية فقط
☐ اللغة العربية الفصحى + العربية الجزائرية
☐ اللغة العربية الفصحى + اللغة الفرنسية
☐ العربية الجزائرية + اللغة الفرنسية

5- كم مرة تقوم بالتبديل بين العربية الجزائرية واللغة الفرنسية أثناء عملية البيع والشراء؟ (يمكنك اختيار إجابة واحدة فقط)

- ☐ دائما
☐ غالبا (في كثير من الأحيان)
☐ أحيانا (في بعض الأحيان)
☐ نادرا
☐ أبدا

6-تقوم بالتبديل مع المُحاور :

- ☐ بوعي
- ☐ دون وعي

7-تقوم بالتبديل بين العربية الجزائرية والفرنسية للأسباب التالية : (يمكنك اختيار إجابة واحدة فقط)

- ☐ تريد إظهار وضعك الاجتماعي العالي ومستوى تعليمك
- ☐ لأن المُحاور يستخدم اللغة الفرنسية
- ☐ للتفاوض على السعر ومناقشة فوائد المنتج
- ☐ لخلق الشعور بالثقة والتضامن بين البائع والمشتري
- ☐ استبعاد الآخرين عندما يكون الكلام موجها لجمهور محدد
- ☐ لسد الفجوة اللغوية بسبب نقص المفردات لديك
- ☐ لأنها طريقتك في التحدث (عادة)
- ☐ تخجل من قول بعض الكلمات باللغة العربية

لأسباب أخرى:

8-تقوم بالتبديل أو عدم التبديل بين العربية الجزائرية واللغة الفرنسية : (يمكنك اختيار إجابة واحدة فقط)

- ☐ حسب عمر المُحاور
- ☐ مراعاة لجنسه
- ☐ بناءا على المستوى التعليمي للمُحاور
- ☐ بناءا على استخدام صاحب المتجر أو الزبون للغة الفرنسية

9-عندما تقوم بالتبديل بين اللغات مع البائع أو المشتري، هل تستخدم كلمات، جُمَل أو عبارات من اللغة الفرنسية؟

الجملة هي مجموعة من الكلمات التي تحتوي على فاعل وفعل
العبرة هي أصغر من الجملة وهي مجموعة من الكلمات التي تعمل كوحدة داخل الجملة لكنها لا تحتوي على فاعل وفعل وليس لها معنى وحدها لكنها تضيف معنى للجملة

- ☐ كلمات
- ☐ جُمَل
- ☐ عبارات

يرجى تقديم أمثلة عن كلمات أو جُمَل أو عبارات تقولها أثناء البيع أو الشراء في المحل تحتوي على التناوب اللغوي أو التبديل بين العربية الجزائرية (الدارجة) والفرنسية:

10-عندما تقوم بالتبديل إلى اللغة الفرنسية، هل تنتبه إلى التركيب النحوي؟

التركيب النحوي هو نظام من القواعد التي تحكم كيفية ترتيب الكلمات لتكوين جمل صحيحة وقابلة للفهم مثل الفعل ثم الفاعل، الإعراب، التقديم والتأخير، الاشتقاق، الجمع والمفرد....

- ☐ نعم
- ☐ لا

11-إذا لم تكن تنتبه إلى التركيب النحوي، أي من الأسباب التالية التي تشرح سبب عدم انتباهك؟ (يمكنك اختيار إجابة واحدة فقط)

- ☐ لأنني لا أتقن القواعد اللغوية في اللغة الفرنسية
- ☐ لأنني لا أستخدم سوى الكلمات الشائعة بين الناس باللغة الفرنسية
- ☐ لأنني لا أهتم بالقواعد اللغوية رغم معرفتي الكافية بها
- ☐ لأن المحادثة تكون عفوية دون تفكير في التركيب النحوي
- ☐ التركيز على المعنى لأن هدفي هو توصيل الفكرة فقط للبائع أو الزبون
- ☐ لأنني أتحدث بسرعة مما يصعب عليّ التركيز على القواعد النحوية

12-أين يحدث التبديل بين العربية الجزائرية والفرنسية؟

- ☐ بين الجُمْل
- ☐ ضمن الجملة

13-كيف ترى التبديل بين العربية الجزائرية والفرنسية؟

- ☐ إيجابي
- ☐ سلبي

14-ما رأيك بالبائع أو المشتري الذي يقوم بالتبديل بين العربية الجزائرية والفرنسية عندما يتحدث معك أثناء عملية البيع والشراء؟ (يمكنك اختيار إجابة واحدة فقط)

- ☐ يفتخر بمستواه العالي ويتظاهر بكونه مثقفا
- ☐ طريقته غير رسمية وغير محترمة للتحدث مع الآخرين خاصة مع الذين لا يفهمون اللغة الفرنسية
- ☐ طريقته ناجحة وفعالة لإقناع المُحاور حول عملية البيع والشراء
- ☐ لديه شخصية ضعيفة
- ☐ أنه يتقن اللغة الفرنسية جيدا
- ☐ ليست بيده حيلة إذ يتوجب عليه استعمال بعض المصطلحات في المجال باللغة الفرنسية
- ☐ أمر عادي وحرية شخصية للمتكلم
- ☐ لأنها طبيعة العربية الجزائرية التي تعتبر مُفْرَسَة
- ☐ من الأحسن أن يتجنب التكلم باللغة الفرنسية

آراء أخرى:

شكرا على تعاونكم ومساعدتكم

ملخص

تستكشف هذه الدراسة ظاهرة التناوب اللغوي بين العربية الجزائرية والفرنسية في المحلات والأسواق بمدينة الرمشي بالجزائر. في الواقع، يُعد التناوب اللغوي ممارسة لغوية شائعة في المجتمعات الناطقة بعدة لغات. فهو يشير إلى استعمال لغتين أو لهجتين أو أكثر في محادثة ما. وقد ساهم التأثير التاريخي للاستعمار الفرنسي في انتشار اللغة الفرنسية إلى جانب اللغة العربية الجزائرية في الخطاب اليومي، ولا سيما أثناء المعاملات التجارية. ومن ثم، فإن الأهداف الرئيسية لهذا البحث تتمثل في فهم الطريقة التي ينتقل بها أصحاب المحلات والزبائن إلى اللغة الفرنسية للحفاظ على علاقاتهم واتصالاتهم مع بعضهم البعض، الأسباب الرئيسية وراء استخدامهم للكلمات والعبارات الفرنسية؛ واستكشاف الآثار المعنوية لهذه الظاهرة في المعاملات التجارية فيما بينهم. وتستخدم الدراسة منهجاً مختلطاً يعتمد على الأدوات النوعية والكمية، بما في ذلك الاستبيان، والملاحظة بمساعدة تدوين الملاحظات، والمقابلة المزودة بتسجيل صوتي لجمع المعلومات والتفاصيل من التفاعلات في مختلف المحلات والمتاجر. تشمل العينة مجموعة متنوعة من البائعين والمشتريين لالتقاط نطاق واسع من حالات التناوب اللغوي. ولذلك، يستخدم البائعون والمشترون كلمات وعبارات فرنسية لأن هذه هي طريقتهم في الكلام في جميع السياقات، والتفاوض على السعر، ومناقشة المنتج. واعتُبر هذا السلوك اللغوي إيجابياً لأن مستخدميه يستطيعون التواصل بشكل فعال، ويعتبرون أن طبيعة العربية الجزائرية مرتبطة بالفرنسية تاريخياً، التي لا يمكن فصلها أو استخدامها بمفردها. ومن ناحية أخرى، يُنظر إليها نظرة سلبية لأنها تدل على التظاهر بالثقافة والتعليم الجيد. أيضاً استخدام اللغة الفرنسية مع العربية الجزائرية هي طريقة غير رسمية للكلام يعتمد من خلالها المتكلمون استبعاد المحاور، ولا سيما الشخص الذي لا يتقن الفرنسية.

الكلمات المفتاحية: التناوب اللغوي، العربية الجزائرية، الفرنسية، المحلات والأسواق، المعاملات التجارية، البائعين والمشتريين.

Summary

This study explores the phenomenon of code switching between Algerian Arabic and French in shops and markets in Remchi, Algeria. In fact, code switching is a linguistic practice that is common in multilingual speech communities. It refers to the use of two or more languages or dialects within a conversation. The historical influence of French colonization has contributed to the prevalence of French alongside Algerian Arabic in everyday speech, mainly during commercial transactions. Thus, the primary objectives of this research are to understand the way shopkeepers and clients switch to French to maintain their relationships and connections with each other, the main reasons behind their use of French words and phrases; and exploring the moral implications of this phenomenon in commercial transactions. The study employs a mixed methods approach by relying on qualitative and quantitative tools, including a questionnaire, observation with the help of note-taking, and an interview equipped with audio recording for gathering information and details from the interactions in various shops and markets. The sample includes a diverse group of sellers and buyers to capture a broad range of code switching instances. Therefore, sellers and buyers use French words and phrases because this is their way of speaking in all contexts, negotiating the price, and discussing the product. This linguistic behaviour was considered positive because its users can communicate effectively, and they consider the nature of AA to be related to French historically, which cannot be separated or used alone. On the other hand, it is perceived negatively because it demonstrates the pretence of being cultured and well educated. Indeed, the use of French within AA is an informal way of speaking through which speakers deliberately exclude the interlocutor, especially someone who is not proficient in French.

Keywords: code switching, Algerian Arabic, French, shops and markets, commercial transactions, sellers and buyers.

Résumé

Cette étude explore le phénomène de l'alternance linguistique entre l'arabe algérien et le français dans les magasins et les marchés de la ville de Remchi en Algérie. En fait, la variabilité linguistique est une pratique de la langue courante dans les communautés multilingues. Il s'agit de l'utilisation de deux langues, de deux dialectes ou plus dans une conversation. L'influence historique de la colonie française a contribué à la diffusion de la langue française aux côtés de l'arabe algérien dans les discours quotidiens, en particulier lors des transactions commerciales. Par conséquent, les principaux objectifs de cette recherche sont de comprendre la façon dont les commerçants et les clients communiquent en français pour maintenir leurs relations et leur communication les uns avec les autres, les principales raisons de leur utilisation des mots et des phrases françaises; et d'explorer les effets morales de ce phénomène dans les transactions commerciales entre eux. L'étude utilise une méthodologie mixte basée sur des outils qualitatifs et quantitatifs, y compris d'un questionnaire, d'observations à l'aide de la prise de notes et d'une interview avec enregistrement vocal pour recueillir des informations et des détails sur les interactions dans différents magasins et boutiques. L'échantillon comprend une variété de vendeurs et d'acheteurs pour capturer un large éventail de variations linguistiques. Par conséquent, les vendeurs et les acheteurs utilisent des mots et des phrases français parce que c'est leur façon de parler dans tous les contextes, de négocier le prix et de discuter du produit. Ce comportement linguistique est considéré comme positif parce que ses utilisateurs peuvent communiquer efficacement et considèrent que la nature arabe algérienne est historiquement liée au français, qui ne peut pas être séparé ou utilisé seul. D'autre part, elle est considérée comme négative car elle indique une bonne manifestation de la culture et de l'éducation. En outre, l'utilisation du français avec l'arabe algérien est un moyen informel de parler par lequel les locuteurs excluent les interlocuteurs, en particulier ceux qui ne connaissent pas le français.

Mots-clés : l'alternance linguistique, l'arabe algérien, le français, les magasins et les marchés, transactions commerciales, les commerçants et les clients.