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Language**

**Analysis of Linguistic codes used by Algerian Advertisers in
Social Media**

*An Extended Essay Submitted in Partial Fulfilment of the Requirement for a
Master's Degree in Linguistics*

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Dedication 1

I humbly dedicate my fruit of success to:

most thank goes to Allah for paving the way for me through this long journey. My beloved parents for their encouragement and prayers.

To my brothers and sisters whom I love and respect.

To my best friends especially Saliha.

To my partner Saidane Nisrine who shared with me the workload.

I would like also to thank all my family members and my colleagues.

Dedication 2

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This study is dedicated to:

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Abstract

Advertising language has been long studied in sociolinguistics and other disciplines, and each study focuses on a specific function. The use of languages such as Arabic, French, English or Arabic /French code switching is a strategy used by the Algerian online advertisers in the domain of advertising. This work aims at analysing at the linguistic properties of advertising codes in terms of Arabic / French bilingualism, code switching as well as the diglossic situation in Algerian online context. It sheds light on the linguistic elements that contribute to create persuasive and attractive advertising message. Advertising imposes itself upon the audiences. Hence, to collect reliable data, the investigation was based upon two research tools. Firstly; we implement a questionnaire which is directed to randomly selected people from Ain Temouchent speech community in order to check their attitudes and opinions about advertising language in social networks. The data collection and results are presented in tables and charts which show the different rates of participants' responses .Their explanations helps the investigation and provide more information. .The second tool is a corpus of some selected advertisements in order to examine the linguistic features that are used as means of persuasion .The analysis and the interpretation of results for both sides of the research support the hypothesis that Algerian advertisers rely on using their language carefully and employ purposefully the linguistic devices in order to create attractive and persuasive advertising message. Furthermore, both quantitative and qualitative methods serve the phase of data collection along with checking the attitudes towards the language of online advertising. The sampling is varied according to age, gender and educational background.

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List of Abbreviations and Acronyms

MSA: Modern Standard Arabic

CA: Classical Arabic

AA: Algerian Arabic

Ads: Advertisements

H: High Variety

L: Low Variety

General Introduction

Language has a powerful influence over people and their behaviour, especially in the field of marketing and advertisements. Advertising is a form of mass communication, it involves the process of transition of information used by the manufacturer or seller of a product or service to modify or stimulate the behaviour of the buyer to buy a particular product. Consumers today are more familiar with the language of advertising .This use of languages such as Arabic, French and English is a strategy used by the Algerian copywriters in the domain of advertising in social media as a way to persuade and convince costumers to buy an item or a product. For this reason copywriters try their best to employ the effective linguistic tools and chose the appropriate codes that fits the objective of the advertisement

The present study looks at the linguistic properties of advertisements in terms of borrowing , diglossia, code switching ,bilingualism and multilingualism of digital advertisements at the level of the Algerian context .This research will also provide an overview of the analysis of the previously mentioned properties that are used by the Algerian advertisers in digital advertisement .

Thus the purpose of this work is to answer the following questions:

- What are language features used in the Algerian digital advertising that contributes in the effectiveness of advertisements?
- How do advertisers use these language features to produce a persuasive effect on the consumer?
- How do consumers respond to advertising messages and what motivates them?

As an attempt to answer the above questions we provide the following hypothesis:

- The language of persuasion is used as a means of producing a positive effect on the consumers as well as the use of code switching, borrowing and diglossia.
- The language employed and the employment of linguistic properties seeks to inform and produce a persuasive effect on consumers.

- Consumers are positively affected by the way advertisements are presented and because of the language employed.

To support this claim we implemented two research methods: a questionnaire and a qualitative analysis of selected advertisements. Since the study concentrates on Algerian digital advertisements, the data collection is collected from digital social networks. We also shed light on people's attitude toward digital advertisement's language by conducting a questionnaire.

This dissertation is divided into three chapters, the first chapter is about the literary review, which is divided into two sections, the first section is about some sociolinguistics definitions, and the second one is about advertisements and other related definition .also the first chapter provides background information on which the basis of the research is built.

The second chapter has explained the methodology adopted and the procedures followed in this research work, it has represented a case study and a sample population as well as the main methods and research instruments used for data collection and analysis.

The third chapter is also divided into two parts; the first part includes the analysis of a questionnaire addressed to randomly selected individuals from Ain Temouchent community to know their attitude towards language choice in digital advertisements. The second is based on linguistic analysis of advertisements. The analysis focuses also on the effectiveness of language choice in advertisements.

By the end of this research work, some suggestions and recommendations are proposed for Algerian online advertisers for the purpose of improving the advertising strategies.

CHAPTER I

1. 1 Introduction

This chapter is theoretical in nature. It is intended to present the theoretical foundations of the research area together with an overview of the key concepts that will be introduced throughout our research; the chapter explains the theoretical framework. First the first section of the chapter will examine and provide fundamental definitions about sociolinguistics related concepts, afterwards, in the second section of this chapter it will be concerned with language and advertisements and objectives of this commercial process.

Language echoes the way individuals communicate with each other. it is a powerful medium of communication in any speech community. Linguistic capacity is unique to the human species. Besides being able to use language, human beings are social by nature. This can be perceived in their propensity to communicate with one another. Language can be considered as the most widely used mean of communication by humans. Humanity is characterized by linguistic diversity, but it is also a fact that people from different linguistic communities learn and use other people's languages. This results from what sociolinguists call language contact. When people speaking different languages interact, language contact takes place. According to history, many languages come into contact because of military conquests, migration, geographical proximity and international trade.

In addition to being a major tool for human communication, language can be used in several ways, to achieve different purposes.

1.2. Sociolinguistics:

Sociolinguistics is the study of language in a social context. It focuses on the relationship between the linguistic behavior and the social situations. It seeks to answer the following questions:

1/ how people use language in different social situations?

2/how does social interaction shape our language?

McGee (2006, 2) used in his article Trudgill's (1983: 20) definition of sociolinguistics as a "part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society and has close connections with the social sciences." .therefore sociolinguistics is a discipline that makes a link between sociology and linguistics

The branch of sociolinguistics focuses on the features and the use of language within society; also it is concerned with explaining all the different forms of linguistic variation, which occurs in every day discourse and with the factors that determine this variation.

The concept of language variation is central in sociolinguistics. Languages varies on individual, regional, national and global level. Language variation is a core concept in sociolinguistics. Sociolinguistics investigates whether this linguistic variation can be attributed to the differences in the social characteristics of the speakers using the language. (Crystal, D. 2003)

Sociolinguists are interested in how we speak differently and how we use specific functions of language to convey social meaning or aspects of our identity. In short sociolinguistics is concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and how language functions in communication. It studies the impact of society on language and the impact of language on society. (Coulmas, F. 2013).

1.3. Language contact

Language contact is the social and linguistic phenomenon by which speakers of different languages (or different dialects of the same language) interact with one another, leading to a transfer of linguistic features, so basically when speakers of different *languages* interact closely; it is typical for their *languages* to influence each other. According to weinreich (1974:1) « Two or more languages are said to be in contact if they are used alternately by the same person ». This means that language contact is a result of the use of two distinct languages by an individual alternatively. It is a phenomenon that impacts the use of language in a community affecting the linguistic features mainly. It does not only reflect the diglossic situation where two varieties are in contact, its represents other linguistic phenomena such as code switching, code mixing, borrowing and bilingualism.

1.3.1 Bilingualism

Bilingualism is the use of two languages, either by an individual speaker or by a group of speakers in speech community. It is defined as a speaker's ability to use two languages for communication. The definition of bilingualism refers to the advanced level of proficiency which allows the speaker to function and appear as a native speaker of two languages.

Bilingualism is the state of including a foreign language, plus a mother tongue language. It is a state of individual who has access to two languages codes to serve communication purposes. Bloomfield defines bilingualism as « the native like control of two languages » (1933:56)

A person can only be called bilingual, if he masters the second language as a native speaker, but academic scholars have broadened the scope of this definition to include other aspects in order to account for the influence of immigration into various areas around the globe and the need for these immigrants to speak two languages without an expert amount of fluency. These scholars used the term 'incipient bilingualism' to describe a person who is at the beginning stages of acquiring a new language and only has a small amount of fluency in both languages. They used the term 'balanced bilingualism' to describe individuals who have an equal amount of competence in two languages, both the new language and their native tongue. (Bilingualism or not, 1981, p 82).

1.3.2. Multilingualism

This term is used to describe context where there are speakers of many different languages, it is sometimes used to describe a person who speaks several languages. Multilingualism is increasingly being replaced with another term which is plurilingualism. Bilingualism is an outcome of language contact situation; it is the fact of using more than two languages by an individual speaker or a certain society. Multilingualism is a phenomenon in sociolinguistics that is defined as the ability of an individual speaker or a community of speakers to communicate effectively in three or more languages a person who can speak multiple languages is known as polyglot or a multilingual. Myers Scotton (2006, 44) defined it as “the ability to use two or more languages sufficiently to carry on a limited casual conversation». That is the use of two or more languages by the same person with an unstable capability level.

1.3.2.1. Multilingualism in Algeria

The language question in Algeria is far from a straightforward case and its complexity and multiplicity make it an original case to study due to the diversity of languages, Algeria is described as multilingual country because of its linguistic diversity .it has always been in contact with other foreign languages in particular European ones such as French language that

has a prominent impact on the Algerians due to historical and political factors, French language has a strategic position in the Algerian society ,it is used as technical language for development and for teaching sciences.

Nowadays, Algeria has two official languages the first one is modern standard Arabic (MSA) that is reserved only for official use such as in educational institutions and the second is Tamazight language that is the native language of minority group. The most spoken variety in Algeria is the Algerian Arabic that consist of different regional varieties i.e. each region has a specific dialect and accent. Algerian Arabic is used in informal situations such as every day conversations and daily life in general. In addition, due to the globalization, the English language use is starting to dominate the spoken language of Algerians.

1.3.3. Borrowing

Borrowing is a term adopted from another language completely or partially naturalized. The language from which a word has been borrowed will be called the donor language and the language into which it has been borrowed is the recipient language. « The simplest kind of influence that one language may exert on another is the borrowing of words, when there is alike hood that the associated words may be borrowed too ...) . (Sapir, 1921, p193). Borrowing or loan is involved when a word from one language become a part of another language system by being assimilated to its new linguistic structure.

1.3.3.1. Borrowing in Algeria

Borrowing in Algeria is a result of the influence of the French language on Algerian Arabic (AA). There are a lot of French loan words integrated into Algerian dialect some of them are adapted morphologically or phonologically

English	French	Algerian Arabic
Machine	machine	Machina
Kitchen	cuisine	Cousina
Pen	Stylo	Stylo
Pump	pompe	Poumpa

Bag	Valise	Valisa
Classroom	Classe	Classa

Figure one: Loan Words in Algerian Arabic.

1.3.4. Diglossia

In sociolinguistics, diglossia is a phenomenon in which two languages or two varieties of the same language are employed by all members of the community under different conditions. The term diglossia was first introduced by Charles A. Ferguson in 1959. He was one of the sociolinguists who gave this phenomenon great interest. According to Ferguson

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 standard) 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 other speech community which is learned largely by formal education and used for most written and formal spoken purposes but it is not used by any sector of the community for ordinary conversation. (Ferguson, 1959, p. 336)

This means the superposed variety in diglossia is called the high variety (H) and regional dialect will be called low variety (L). Each variety is used for quite distinct functions. High variety is considered as standard variety that is used in formal and official situations such as conferences, formal letters, broadcast and religious services. Low variety is considered as non-standard variety that is used in informal situations such as family members and friends.

1.3.5. Code Switching

Code switching is another consequence of language contact, it is defined as the use of two or more linguistic varieties in the same conversation and it is much known in bilingual situations. « Ability to move back and forth among languages, dialect and registers with ease as demanded by the social situation » (Elgin, 1979 P. 109)

So, bilingual or multilingual speakers, who speak two or more languages tend to code switch while speaking. They often change from one language to the other and use words and phrases from distinct languages. Poplack (1980) proposed three different types of switching which are:

- ▶ Tag or extra-sentential code switching: it involves inserting a tag or a short phrase in one language into an utterance that is entirely in another language
- ▶ Inter-sentential code switching: it involves switching at sentential boundaries where one clause or sentence is in one language and the next clause or sentence is in the other language.
- ▶ Intra-sentential code switching: it involves switching within the clause or a sentence i.e.; the shift is done in the middle of the sentence.

1.3.5.1. Code switching in Algeria

In linguistics, code switching occurs when a speaker alternates between two or more languages in the context of a single conversation. And since Algeria is a multilingual country, many languages affect the daily conversation of Algerian speakers mainly the French language, and as a result the Algerian dialect is highly affected.

To illustrate we take Poplack's types of code switching and apply them on the Algerian context:

- ▶ inter-sentential code switching : sheft Wassim elbareh, malheureusemen tJ'ai oublié de l'inviter.
- ▶ intra-sentential code switching : Ghir Shefteh pour la première fois ,3raft belli y9ad y3aweni.
- ▶ 3. Extra-sentential code switching: je pens shta ytih lyoum.

1.4. The linguistic situation of Algeria

Algeria has always been in contact with different foreign populations at different periods of time. This is why the sociolinguistic situation of Algeria is a product of its own history in addition to the co-existence of many languages. The linguistic situation in Algeria is varied and complex in the sense that several varieties are used today namely classical Arabic or conventional Arabic (CA), that is the official language of Algeria, it is used in the court, media and educational institutions. Moreover, the Algerian Arabic (AA) or dialect is used in every

day conversation and informal settings .along with Berber language and its varieties such as Chaouia , Kabyle and Mezabi .each geographical area has its own dialect .in addition the presence of the French language which is a result of colonialism and it is used as the technical language in teaching sciences, and lately English started to impose itself in the Algerian community as a result of modernization . The presence of many languages created particular sociolinguistic situation which gave birth to different phenomena such as multilingualism, bilingualism, borrowing, diglossia and code switching. Since a large portion of the population can operate in more than one code. The linguistic situation in Algeria is varied and complex in the sense that several varieties are used today namely classical Arabic or conventional Arabic (CA) ,that is the official language of Algeria, it is used in the court, media and educational institutions,morover ,the Algerian Arabic (AA) or dialect is used in every day conversation and informal settings .along with Berber language and its varieties such as Chaouia , Kabyle and Mezabi .each geographical area has its own dialect .in addition the presence of the French language which is a result of colonialism and it is used as the technical language in teaching sciences, and lately English started to impose itself in the Algerian community as a result of modernization . (Achouch M. Sociolinguistic situation in Algeria and migration ,1981,p 464).

- ▶ The presence of many languages created particular sociolinguistic situation which gave birth to different phenomena such as multilingualism, bilingualism, borrowing, diglossia and code switching. Since a large portion of the population can operate in more than one code.
- ▶ Within the Algerian context, classical Arabic (CA) and modern standard Arabic (MSA) are considered as the high varieties .classical Arabic is the language of Quran and it is used only for religious practices on the other hand modern standard Arabic is grammatically and phonologically based on classical Arabic but with less complexity concerning vocabulary.
- ▶ Colloquial or Algerian Arabic is the low variety and it is used for informal daily conversations among family, friends.....

1.5. The concept of advertisement

The word communication is derived from the Latin term “communis” which means to transmit or exchange. Communication is the effective sharing of facts, opinions or emotions by two or more people. It is a process by which information is exchanged between individual’s through a common system of symbols, signs or behaviors. Advertising is a very powerful form of communication that persuades and encourages people to a particular action. Advertising is a form of communicating information. It is a non-personal way of communication that intends to persuade a particular audience or individuals and attracts their attention to an idea or to purchase a product, services or goods through paid announcements by an identified sponsor. Advertisements is a medium of transmitting oral or visual message that are addressed to general public , its purpose is to inform or influence them in order to increase the sales of certain products. Advertisements can be done through various means such as: radio, TV, newspapers, online...

.According to Kotler “Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor.”(Philip Kotler, 2 .58)

Meaning advertising draws the readers or viewers to act favorably towards an idea or a product that is paid for by a sponsor in order to generate sales where it encourages new customers to buy the existing product

1.6. Functions of advertising

Advertising has become an essential marketing activity in the modern era of large scale production and serves competition in the market.

The function of advertising as a marketing tool is creating demand for goods and services to increase their sales because advertising is a key element in the process of promoting products in order to influence the behaviors of consumers. Advertisements performs the following functions:

▶ promotion of sales:

It promotes the sales of goods or services and it involves the process of persuading a potential customer to buy a specific product. The advertising option chosen should also reflect the right environment for your product or service. For example, if you know that your target market reads a particular magazine, you should advertise in that publication.

▶ introduction of a new product:

Product introduction is a business process through which a new product is launched in the market where advertising helps the quick publicity of the new launched items.

▶ communicating vital information:

Companies advertise to communicate essential information to consumers about a particular products or services, these advertisements may convey what the product

or the services is .the various advertisements features where a consumer can find or buy an item as well as the price

▶ persuading consumers to buy:

The consumer communication and persuasion is an important part of any marketing strategy. Advertisements serve as a means of persuading customers to purchase a particular product or service.

It is not enough to generate demand for a product or service; a company must also maintain customer loyalty to put itself in a better position for long-term success. By consistently advertising, companies can sustain the purchasing habits of current customers and attract new customers.

With an increase in loyal customers, a business can expect to grow not only by the impact of its advertisements but also in the rates of sales .(Hitesh Bhasin ,marketing management articles , 2019)

1.7. Forms of advertisements

Advertising has become an essential tool of communication, with various ways for transmitting the message to the consumer. Nowadays advertisers have multiple choices in promoting their products I i.e.; advertisers are using different options in order to highly increase the sales of the existing products. There are many mediums advertisers use to promote a certain product. The following list is illustrating the different types of advertisements.

1.7.1. Television advertising: Also called TV commercials, is a span of television programming produced and paid for by an organization. It conveys a message promoting and aiming to market a product or a service. Advertisers and marketers may refer to television commercials as TVCs.

1.7.2. Radio advertising: Is a kind of verbal promotion it is a type of advertisements that can be repeated often as a part of a radio or broadcast shows, in order to promote some products or services ,advertisers pay commercial radio stations for airtime , and in exchange , the radio station broadcast the advertiser's commercial to its listening audience

1.7.3.Print advertising: Print advertising media is a kind of advertising that uses physically printed media i.e.; the advertisements that are printed in hard copy in publications (newspapers , magazines and journals) in order to reach consumers ,business consumers and prospects .

1.7.3.1 Newspaper advertising: Newspaper advertising is a kind of print advertisement that is published in newspapers in order to promote a product or a service, this kind of advertisements is usually found in local or national, daily or weekly news publications.

Newspapers advertising can target a specific demographics that are traditionally more difficult to reach through other mediums. This allows advertisers to more effectively reach specific audiences in specific geographical areas.

1.7.3.2 Magazine advertising: Magazine advertisements are another kind of print advertising that is published in magazines in order to deliver advertising messages, where it reaches a

specific audience with specific interests such as sports, entertainments, gardening, fashion, personal finance or cars. Both magazines and newspapers are mediums of communication that promote items via printed media, but the main difference between the prior mentioned terms is that newspapers contain relatively less advertisements, that can be released in a daily or weekly basis, however, magazines contain more advertisements that is released in a weekly or monthly basis .

As technology continues to modernize how information is accessed, advertisers are faced with constant challenge of how to best reach and influence customers.

Advertisers are using multiple mediums to promote their products mainly, print and digital advertising although the print advertising is considered as the oldest kind and the traditional way of advertising however the advancement of technology has created new options for advertisers and emergence of digital media advertising has led to a decline in the traditional print advertising.

1.7.4 Digital advertising

Digital advertising, also called « internet advertising » or « internet marketing ». It is any type of marketing that shows up with the help of the internet, it is essentially using the online opportunity to communicate marketing messages to consumers or visitors ,in other words it is the practice of delivering promotional content to users through various online and digital channels such as computers, mobile phones and other digital media. Digital advertising is believed to be an effective way to better target potential customers in the global market as it offers more effectiveness for promoting companies products. «The revolutionary change brought forth by information technology has an important impact on the daily lives. On the business side, the Internet has transformed the way we do business. It allows retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium » (Silk et al, 2001).

The rapid internet growth is affecting our daily lives and even the way we do business, it became a strategic tool for marketers to promote their products globally and in an easy way.

1.8 Social media advertising

Social media is a computer based technology that uses websites and applications that are designed to allow people to share their content quickly and efficiently through social

networks such as: Facebook, YouTube, Instagram, LinkedIn and Pinterest. Social media advertising is a category of digital advertising that places advertisements on social networking sites, it is an excellent marketing tool for businesses and consumers. Social media advertising is a way to target audiences on specific networks through demographic information so that targeted consumers can see a brand and give their feedbacks.

1.8.1. Facebook

Facebook is an American, free online social media and social networking service. It is one of the most popular social networks. According to Silver Daniel (2015, 12)"having a page on Facebook is only the tip of the iceberg of benefits that your business will receive when you begin optimize with this platforms." That is, Facebook guarantees more than friends requests, it also acts as an excellent marketing tool for businesses, and it offers comprehensive advertising options for marketers and their brands. Advertising within Facebook can be achieved through an application on the site, which allows users to create their own advertisements to be posted on the site. Facebook enables advertisers to target users based on specific criteria such as gender ,age ,geography , income and interests, This is why Facebook users see advertisements on their profile page that are relevant to their preferences and interests.(Facebook marketing,2013,p148)

1.8.2. Instagram

Instagram, is an American free online social networking service. It's the second most used social network after Facebook, and the fastest growing network in recent years. Instagram is a free photo and video sharing service that is owned by Facebook in 2012.It allows users to edit and upload photos and short videos through a mobile application.

Instagram advertising is a tool of marketing and advertising that advertisers use in order to promote their products where they are able to interact with their followers by sharing photos and videos of their products and receiving likes and comments as a way of gaining feedback from customers. Instagram gives the marketers the opportunity to learn more about their purchase items from home. (How Instagram be used as a tool in social network advertising, 2014,p3)

1.8.3. YouTube

YouTube is a free to use service that operates as one of Google's subsidiaries. It is the most popular free video sharing platform and the second largest search engine behind Google search, it was found in 2005, YouTube is a website designed for sharing videos it allows users to upload, view, rate, favorites, share, add to playlists, flag, report, comment on videos, and subscribe to other users. Sharing and publishing videos is not the only feature YouTube offers , because YouTube is considered as one of the biggest platforms for advertisers and excels in delivering promotional content to viewers via videos to get costumers attention throughout the globe because YouTube has an enormous and very diverse audience. (Social Media Sell-out: The Increasing Role of Product Promotion on YouTube, 2018, p2)

1.8.4. Pinterest

Pinterest is an American application and free to use social website , the site was founded by Ben Silbermann ,Paul Sciarra and Evan Sharp .It functions as a software system designed to enable the saving and discovery of given information by using images, GIFs and videos .Pinterest is a social networking tool that enables users to discover ,create and share visually: images, videos and GIFs through the use of pinned items it also allows them to browse what others have pinned .Pinterest was launched in 2009, it was used by few individuals who were utilizing it for planning weddings or for weekly recipes . However Pinterest has evolved from being just a venue for collecting images related to weddings ,food and crafts to being a Powerful tool to advertise when it comes to digital marketing.For the last few years Pinterest has evolved from the guarded secret that only a selection of people uses it to an essential aspects of any company's marketing strategy.

(Hayden,2012,p8) describes Pinterest as"...flexible, friendly, easy to use tool that can have enormous Benefits for a great variety for business and customers" That means that Pinterest is simple and an easy to use tool. With its extra ordinary growth, Pinterest has become a huge user base and a great choice for business so that many companies are getting on Pinterest especially now that has it become a proven source of attracting new customers and to connect with the target audience. (Thinking differently about Pinterest ,2004,p 113)

1.9 Objectives of advertisements

Advertising is the process of commercial communication, it aims at informing the consumer about a specific product. It includes oral, written or audio-visual messages addressed to the consumer for the objective of informing and influencing him to buy a product or to act favorably toward an idea.

The main objective of advertising is to attract the attention of viewers using different techniques either by image, language, sound, music, characters or other elements. For companies it aims to make publicity and profit for their products .So to achieve this, specialties suggest what they call “attention seeking devices». Goddard (2001, p.12) states that “one attention –seeking strategy developed in recent years to Increasing levels of sophistication is the starting image.”

Besides the good representation of the advertising message, another point should be taken in to consideration which concerns the social and cultural values that correspond with a given society to pay attention on what is accepted or unaccepted .Furthermore, the success of any advertisement depends on the originality and uniqueness of the message. There are 3 main objectives of advertising. These are:

1. To inform: introduce the product. Advertisements are used to increase brand awareness and brand exposure in the target market. So the first step to promote a product is to officially introduce and inform potential customers about the brand and its products. This will raise the awareness of the costumers by exposing the benefits and features of the selected item.
2. To persuade: Persuading customers to perform a particular task is a prominent objective of advertising. Once customers have a basic understanding of your industry and product offerings, you must show them why your brand is worth using or trying. In here the objective is to influence consumers to take an action and switch brands, to try a new product or to remain loyal to the current brand.
3. To remind: Another objective of advertising is to reinforce the brand message and to maintain costumers ‘s vision toward the product in here ,he purpose is to inform clients that the company is still in existence and is serving customers in a better way.(Neil kokemuler,three objectives of advertisements ,2019)

1.10. Techniques of Persuasive Language in Advertising

The goal of most media messages is to persuade the audience to believe or do something. The media messages most concerned with persuading a certain population are found in advertising .in order to make the concerned population act favorably toward an idea or a product. These "persuaders" use a variety of techniques to grab their attention, to establish credibility and trust, to stimulate desire for the product or policy, and to motivate them to act ,buy, vote, give money, etc...(New Mexico Media Literacy Project 2007, Media Literacy Concepts & Skills, The Language of Persuasion,p1).

We call these techniques the "language of persuasion.”

1/Pathos: an appeal to emotions: An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

2/Logos: an appeal to logic or reason. An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

3/Ethos: an appeal to credibility or character. An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics other brand in Algeria.

(Ethos, Pathos and Logos, Persuasive techniques in advertising from Aristotle's Rhetoric ,p 02)

Conclusion

The main conclusion that can be understood from the information given above is that advertisement presents a communicative activity which aims at persuading people to buy the defended product. To reach this aim, advertisers should make a number of strategies and techniques to enhance the selling of their products. The advertising objective therefore, is communicative before being commercial. Moreover, it can be noticed that the advertising

message aims not only to inform about given product but to promote it and encourage people to buy it.

CHAPTER II

2.1 Introduction

Research is an important part of the study since it provides answers to several issues. This chapter aims to present the research design and the procedures followed in the present study. It introduces a complete description of the methodology and the sample chosen for our investigation. Furthermore, it presents the instruments that have been used which consist of a questionnaire and a corpus of advertisements. The questionnaire is delivered to random population from Ain temouchent since they represent the main sample population in our study. The second instrument is a corpus of online advertisements that has enabled us to investigate the linguistic properties used in Algerian online advertising.

2.2 Research Motivation

Language has a great effect on human communication and interaction..It influence people's attitudes and behaviours especially in the advertisement field that is why marketers pay attention to the language choice by varying between the different codes and implementing the suitable linguistic devices. This is exactly what motivates us to do this research work. Our main purpose is to investigate the linguistic properties used in Algerian online advertising and how it influences the purchasing behaviour of the customers.

3.3 Case Study

In order to gather information about this research, a case study is applied; this enables us to link the collected data and the conclusion. The researcher can carefully examine a situation data throughout a case study.

A 'case study' can be defined as “an empirical inquiry that investigates a contemporary phenomenon within its real life context, especially when the boundaries between phenomenon and context are not clearly evident ... [and] relies on multiple sources of evidence” (Yin, p.13). Generally, case studies investigate and explore contemporary phenomenon by selecting a very restricted number of people as subject of study.

This study has been conducted to analyse the major linguistic properties used by Algerian advertisers. For this reason, we select a group of advertisers who promote their products on different social networks mainly Facebook, Instagram, YouTube and Pinterest.

2.4 Aim of the Study

The primary purpose of using a case study in this research work is to acquire a perfect understanding about the language used by Algerian online advertisers. Moreover, it aims to determine the reason behind the choice of such a language. In this respect, advertising language becomes a theme of many researchers in the domain of sociolinguistics, because it is an essential component to achieve persuasion. Online advertisers use the power of that language in order to persuade, influence and attract the customer's attention toward their product.

2.5 Sample Population

Sampling is a process used by researchers in a statistical analysis in which a predetermined number of observations are taken from a larger population. It is useful to facilitate the data collection because it is impossible to test every single individual in the population. According to Namey & Mitchel (2013): “sampling refers to the process of selecting a subset of items from a defined population for inclusion into a study [...] the validity of study findings is related to sampling.”

In addition, sampling is used to save both time and effort while conducting a research. However, the sample should be a representation of the entire population, and to get representative sample, it should be drawn randomly and encompasses the whole population.

For the present study, and in order to get answers for our questionnaire and test our hypotheses, a sample of 49 participants will be taken from different social backgrounds. They were randomly chosen out of the total number of Ain temouchent population. The reason behind the selection of this sample lies in the fact that they are familiar with Algerian online advertising so that we can check their attitudes towards it.

The gathering of data of this research work has taken a long period of time due to the corona virus disease (Covid-19), it was impossible to conduct an interview with advertising agencies as an extra research tool.

2.6 Research Method

To fulfill our study, we need to rely on different methods. Cohen, Manion and Morrison (2005) agree that methods are a “range of approaches used in educational research to gather data which are to be used in as basis for inference and interpretation for explanation and prediction” (p.44). That is to say, methods are approaches and procedures used to collect data, and our objective is to analyze and interpret them. This research work is based on quantitative and qualitative approaches.

Quantitative approach, according to Matthews & Ross (2010) quantitative research methods are fundamentally put on the collection of data that is set up and that could be displayed numerically.

Quantitative approche require researchers to use a pre-constructed standardized instrument or predetermined response categories into which the participant’s varying perspectives and experiences are expected to fit. They generally demand randomly selected large representative samples in order to generalize the findings from the sample.

This method allows the research to measure the responses of a number of participants to a limited set of questions, thereby facilitating comparison and statistical aggregation of the data. The results of close-ended questionnaire helps the researchers to identify general patterns of participant’s reactions to treatment or programme, it also allows the researchers to obtain a broad and generalizable set of findings and present them succinctly. But because they require a deductive approach and predetermined sets of standardized response based on theory, they fail

to provide insight into the participant’s individual or personal experience, the respondents in this case are not allowed to describe their feelings, thoughts and so on with their own words.

Qualitative research, on the other hand, is concerned with process, context, interpretation, meaning or understanding through inductive reasoning. According to Creswell (1994) “ A qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.”

The qualitative research is used to gain an understanding of underlying reasons, opinions and motivations. It describes and understands the phenomenon studied by capturing and communicating participant’s experience in their own words. Qualitative method require an in-depth study of people’s lives or the issues in their natural settings without restoring standardized and predetermined categories of analysis. Open-ended responses let researchers understand and present the world as it seen and experienced by the participants without predetermining those stand points. Hence, qualitative findings are far longer, more detailed and variable in content than quantitative findings.

Purposeful sampling plays a key role, the main aim of this sampling in qualitative research, is to select and study a small number of people or unique cases whose study produces a wealth of detailed information, and an in-depth understanding of the people, programmes, cases, and situations studied. However, this sampling procedure limits the possibility of generalizing research findings to other settings or situations.

In order to distinguish between the two cited methods, the following table shows the main different points between them:

Quantitative Research	Qualitative Research
The aim is to classify features, count them, and construct statistical models in an attempt To explain what is observed	The aim is a complete, detailed description
The researcher knows clearly in advance what he/she is looking for	The researcher may only know roughly in advance what he/she is looking for
Data are in the form of numbers and statistics (number-based)	Data are in the form of word (text-based)
Objective- seeks precise measurement and analysis of target concepts	Subjective- individuals’ interpretation of events is important

Fixed response options	Instructed or semi-structured response options
More generalizable	Less generalizable

Table3.1: Quantitative vs. Qualitative Research (Adapted from Neill, 2007)

2.7 Research Instruments

Research instruments are tools for gathering data about a particular area of research. They include questionnaires, interviews, observations, and many others. Parahoo (1997, p.52-325) defines a research instrument as “a tool used to collect data”. On the other hand, a research instrument is one of the primary elements that help the researcher get the information needed in the research. In fact, any scientific research needs tools for gathering data to be studied, analysed and interpreted. However, researchers use instruments that they believe are more appropriate for collecting enough information about his work.

Thus, choosing the right instruments depends entirely on the subject of the research, the sample population and data collection method selected, as stated by Monton (2001.p133), “to satisfy the information needs of any study or research project, an appropriate methodology has to be chosen”. In our research work we will deal first with the questionnaire which is a common tool used by researchers to collect data. It is the easiest research instrument because it does not require much time or energy to be done. The second tool we will use in our research is a corpus that consists of more than ten advertisements appeared in Algerian social media. Each advertisement contains different words, expressions, images, scenes, colours and settings.

2.7.1 Questionnaire

The questionnaire is a method of data collection that provides both quantitative and qualitative data. It can be used for exploring people’s attitudes, perceptions, views and opinions. It is an instrument that involves a number of questions that needs a complete answers or selecting one among certain answers. Brown (2001. p6) defines questionnaire as : « any written instrument that present respondents with a series of question or statements to which they are to react either by writing out their answers or selecting from among existing

answers ».the questionnaire is considered as the most common instrument for gathering information about any topic.

Therefore, questionnaire can be the only common instrument that serves as means of collecting a large amount of data with minimum of time and efforts. It provides a general view of the investigated problems which is difficult to be acquired by other means of research, and this is what Adeerson (1990, p.207) claims, “allow the gathering of reliable and valid data, relatively in short time”. Furthermore, questionnaire has some advantages that are summarized by Beiske (2003, p.16) in the following points:

The majority of people are familiar with questionnaire, and know how to complete them.

- The respondent’s opinion is not influenced by the researchers ‘point of view.
- The respondents can fill the questionnaire at their place.
- Questionnaire is easy to analyse.

Moreover, the questionnaire enables the researcher to include different types of questions such as close-ended questions, in which the participants select one of the several answers provided to them. They can be yes/no questions, multiple choice items where the respondents are required to choose one or more answer from a range of choices, or rating scale which is based on the participants ‘evaluative judgments by selecting one of the several answers organized into a scale. This is generally known as « lickert-scale ».

The second type is open-ended questions that require the participant’s answers in which they gave their own point of view. While the third type is a mixture between the open-ended and close-ended questions, and it is called close-open-ended questions where the respondents are asked to choose an answer and provide justification or explanation about their choices.

2.7.2 The corpus

A corpus, plural corpora is a representative collection of texts of a given language, dialect or other subset of a language to be used for linguistic analysis. It is a collection of linguistic data, either compiled as written texts or as a transcription of recorded speech. The main purpose of a corpus is to verify a hypothesis about language - for example, to determine how the usage of a particular sound, word, or syntactic construction varies. According to

Sinclair (2004,p. 19): “A corpus is a collection of pieces of language text in electronic form, selected according to external criteria to represent, as far as possible, a language or language variety as a source of data for linguistic research”.

The text in a corpus has been selected according to external criteria. It means that a domain must be selected, so that all the text, contained in the corpus, is according to that domain. For example, one may develop a spoken language corpus, a corpus of speeches recorded in academic environment, a learner’s corpus, or a language acquisition corpus. Once the domain or the criteria has been selected, all the data for the corpus is gathered in accordance to it. The text should represent, as far as possible, a language or a language variety. It must be kept in mind that a corpus consists of samples, taken from the population of data. Representativeness means that these samples are taken in such a way that they represent all the possible features of a language.

A corpus is an empirical standard, which act as a criterion for validation of usage of linguistic properties found in a language. With the analysis of a corpus database we can retrieve information about all the properties and components used in a language, e.g., sounds, morphemes, words, clauses, sentences, intonation, etc. In addition to the grammatical and functional information of letters, allographs, idiomatic expression, proverbs, etc.

2.8 Data Collection Procedures

The present research work is based on both quantitative and qualitative approaches of data collection since data are collected through the use of questionnaire which includes both open-ended questions that require qualitative approach in addition to close-ended questions and multiple choice answer options. The answers obtained are analysed by the use of a quantitative approach in order to measure data, and this measuring can only be done through numerical data.

The quantitative and qualitative approaches are different in the sense that quantitative approach gives researchers numbers to analyse, while qualitative approach provides thoughts and opinions of participants to them. Brickie & Green(2007 p.2) state in this regard that,

Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods generate words, rather than numbers as data of analysis unlike quantitative research which is concerned with the analysis of data in terms of numbers and things that can be measured as time-members-age...etc.

As already mentioned, and in order to achieve the goals of our research work, we will collect data through the use of two different approaches in order to gather more data about the language of online advertising.

2.8.1 Questionnaire

The questionnaire in this research work is addressed to randomly selected people. It consists of nine questions designed in order to achieve the purpose of the work and reach the necessary conclusions. This questionnaire is mainly intended to shed light on participants' point of view about online advertising and its persuasiveness.

The questionnaire consists of four multiple choice questions in which participants are asked to select the appropriate answer from a number of options; and for close-ended questions requiring the participants to answer with either yes or no, and the last question which is open-ended question, requires the respondents own comment.

The first question's aim is identifying the gender of participants. The second question is designed in order to measure the time respondents spend browsing online during the day. The aim behind the third question is to get an idea about the most used applications between Facebook, Instagram, YouTube and Pinterest. The following question is addressed to them for the purpose knowing how respondents or online browsers feel about online advertising. The next question is designed to investigate whether online surfers are responding to online advertisements positively or not. The sixth question aims to know if the choice of language in advertisements can influence the purchasing decision. An other question was designed to seek the influences of statements such as buy now, shop now, and limited stocks on purchasing decision. The eighth question aims to investigate the participants' opinion about the use of more than one language in advertisement as means of persuasion. The purpose behind the last question is to gather information concerning the respondents' point of view about persuasiveness of online advertising and their justification.

2.8.2 The corpus of Advertisements

The corpus of this research paper is a written text extracted from different social network; Facebook, Instagram, YouTube and Pinterest. The data consists of more than 20 advertisements;

they thematically differ .they were collected and gathered in order to identify linguistic properties and to be analysed linguistically.

Four advertisements that promote different products (male deodorant, sim card offer, hair shampoo and women's deodorant) all of them were extracted form Facebook. Two advertisements taken from the social network Instagram, both of them promote different mobile operators (Djezzy and Mobilise). The last two advertisements were extracted from YouTube (food product) and Pinterest (ointment for joints).

2.9 Conclusion

This chapter has dealt with the methodology followed in this research work. It has highlighted the main methods and tools used, in addition to the methodological approaches, which consisted of a both a quantitative and qualitative approach. The next chapter will involve the presentation of the results, the analysis and interpretation of the data collected, followed by a series of suggestions and recommendations to the current issue.

The sample population and its choice has also been explained. The third chapter will completely be devoted to the analysis and interpretation of the central results.

CHAPTER III

3.1 Introduction

The present chapter is devoted to the practical part of this research work. It focuses on the analysis and interpretation of the results obtained from the tools used ,i.e that was administered online to randomly selected people from Ain temouchent speech community and a corpus of advertisements to investigate the linguistic properties used in advertising. The collected data will be analyzed and organized systematically in tables and graphs for discussion purposes .This chapter also sheds light on the main results and draws conclusion from them .It describes the statistical procedure adopted to test our hypotheses, in addition to the qualitative analysis of the participants' response.

3.2 Analysis of the Results

In order to provide more explanations, the researcher may use tables or diagrams to summarize and recapitulate the main points listed within the text. The aim of qualitative analysis is the reconstruction or collections of data in accurate and comprehensible way, where the outcomes that are acquired from this process are of an explanatory nature (Byram,2002). Through the use of quantitative analysis, the researchers rely on the use of descriptive statistics which involves frequencies, percentage, tabulations, and graphic representations. Frequencies and percentage can be provided within a text or presented on tables, or through graphic representations which involve the use of bar graphs or pie charts.

3.3 Analysis of the Questionnaire Results

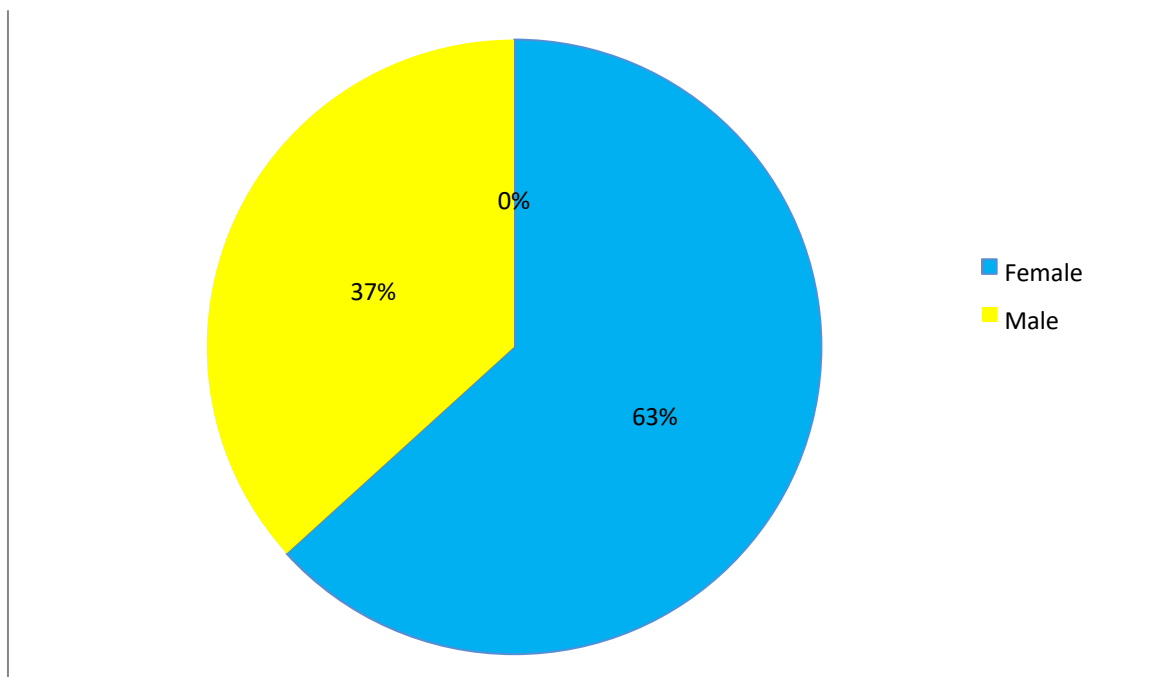
The questionnaire was administered online to random population from Ain temouchent for the purpose of gathering the maximum relevant data about online advertising, how people are feeling about it and whether the use of language can convince the consumers or effect the

purchasing decision. The research is based on sample population of 49 informants of different sexes, ages and levels of education.

The first question: what is your gender? This question was designed to identify the participation of both genders in the research work.

Options	Participants	%
Male	18	37%
Female	31	63%
Total	49	100%

Table3.1 Gender Sampling of the Informants



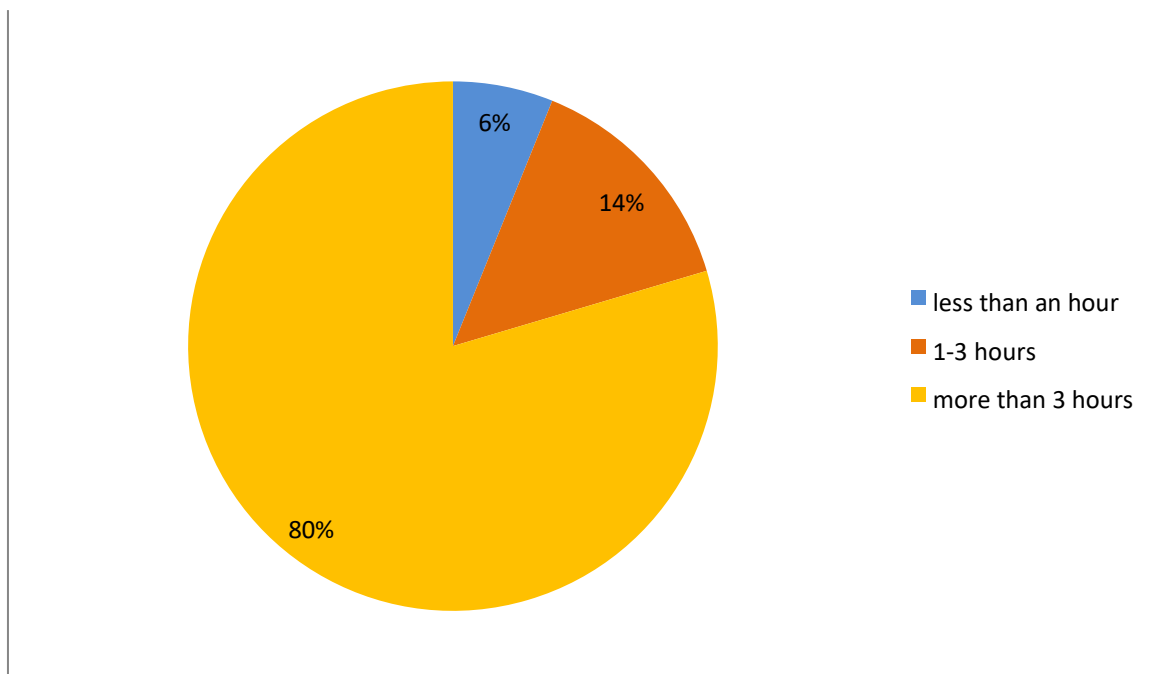
Pie chart 3.1: Gender Sampling of the Informants

According to the table and the pie chart above, results indicated that our survey has collected data from both gender. The total of responses was 49 responses: covering (63%) of female respondents and (37%) male respondents.

The second question :How often do you usually browse online ? This question aims to measure the time respondents spend browsing during the day

Options	Participants	%
Less than an hour	3	6%
1-3 hours	7	14%
More than 3 hours	39	80%

Table3.2: Time Spent Browsing Online



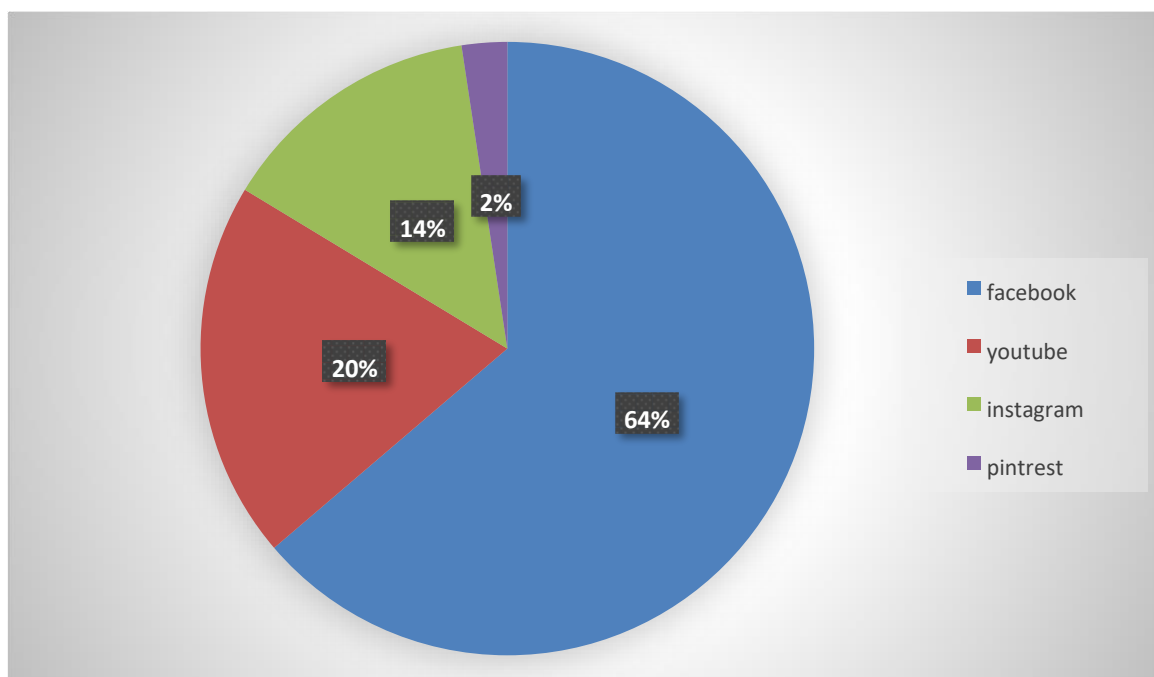
Pie chart 3.2: Time Spent Browsing Online

Results obtained show that there are only (6%) of respondents spending less than an hour on the net, it also shows that (14%) of them spend from 1 to 3 hours a day surfing on the net, while (80%) of respondents spend more than 3 hours browsing online which would prove that most respondents are encountering several ads and commercials during their surfing period.

The third question: Which of the following social networks do you use the most ?this question attempts to discover the most used applications between Facebook, Instagram, Youtube and Pinterest.

Applications	Participants	%
Facebook	32	64%
Youtube	10	20%
Instagram	7	14%
Pintrest	0	0%

Table3.3 Most Used Applications



Pie chart 3.3: Most Used Applications

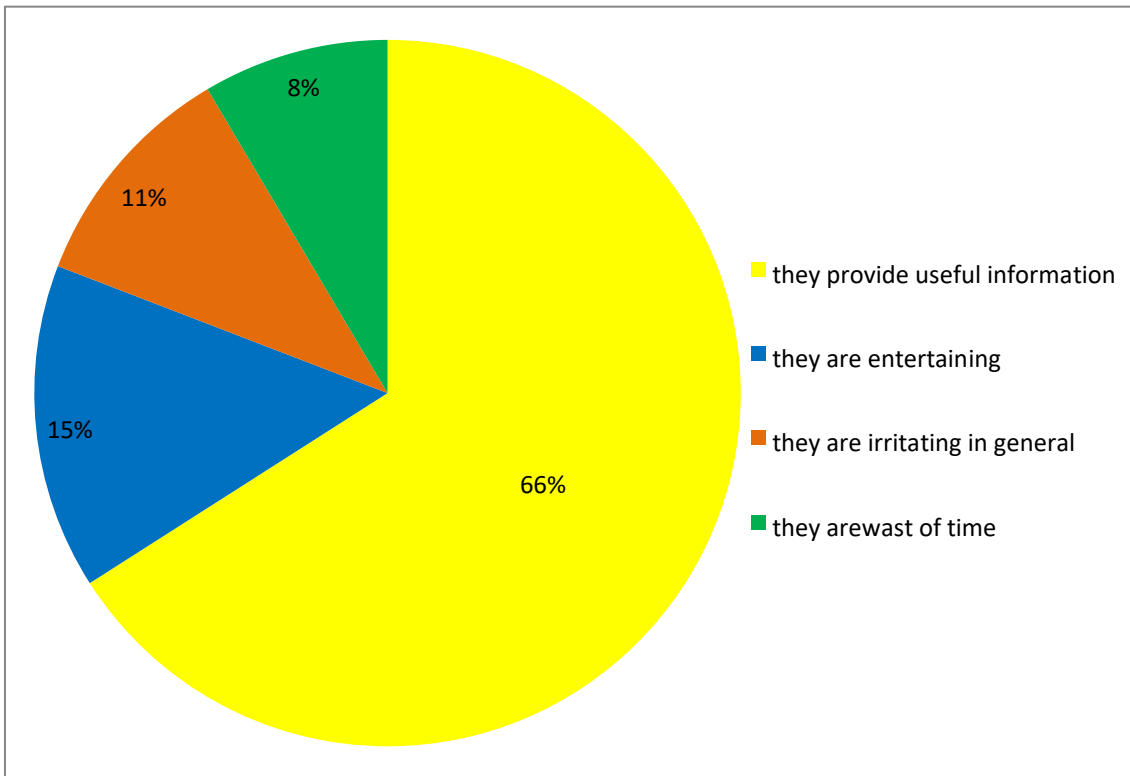
The table and the pie chart show that the majority of respondents representing (64%) of the whole sample chose Facebook as their most favourite application, after that, comes YouTube in the second position representing (20%) of the whole sample afterwards comes Instagram in the third rank representing (13%) of the whole sample. Finally, no respondents chose Pinterest as their most favourite application from the whole sample.

The fourth question: what is your attitude towards online advertising ? This question attempts to analyse and discover how respondents or online browsers feel about online advertising.

Options	Participants	%
They provide useful information	31	66%
They are entertaining	7	15%
Online advertising is irritating in general	5	11%
They are waste of time	4	8%

Table 3.4: Respondent's Attitude Towards Online Advertising

Note: 2 of the total number of the respondents did not provide any answers



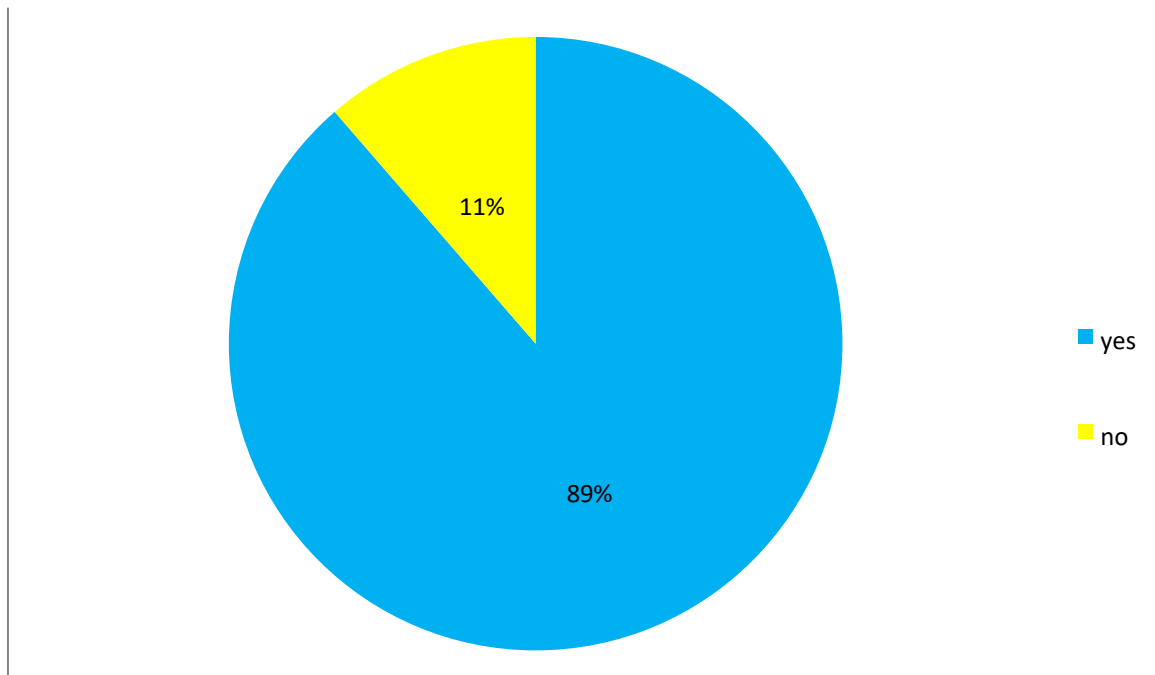
Pie chart 3.4: Respondents' Attitudes Towards Online Advertising

The result above reveal that most informants with a percentage of (66%) believes that online advertising is informative and provide useful information, whereas (15%) of this sample assumes that online advertising are entertaining. A rate of (11%)of the sample represents the respondents who found online advertising annoying and irritating and only (8%) of the whole sample considers it as a waste of time.

The fifth question: have you ever bought a product because of online advertising ? This question seeks to discover whether online surfers are responding to online advertisements positively.

Options	Participants	%
Yes	39	89%
No	5	11%

Table 3.5: Respondent's Reaction to Online Advertising



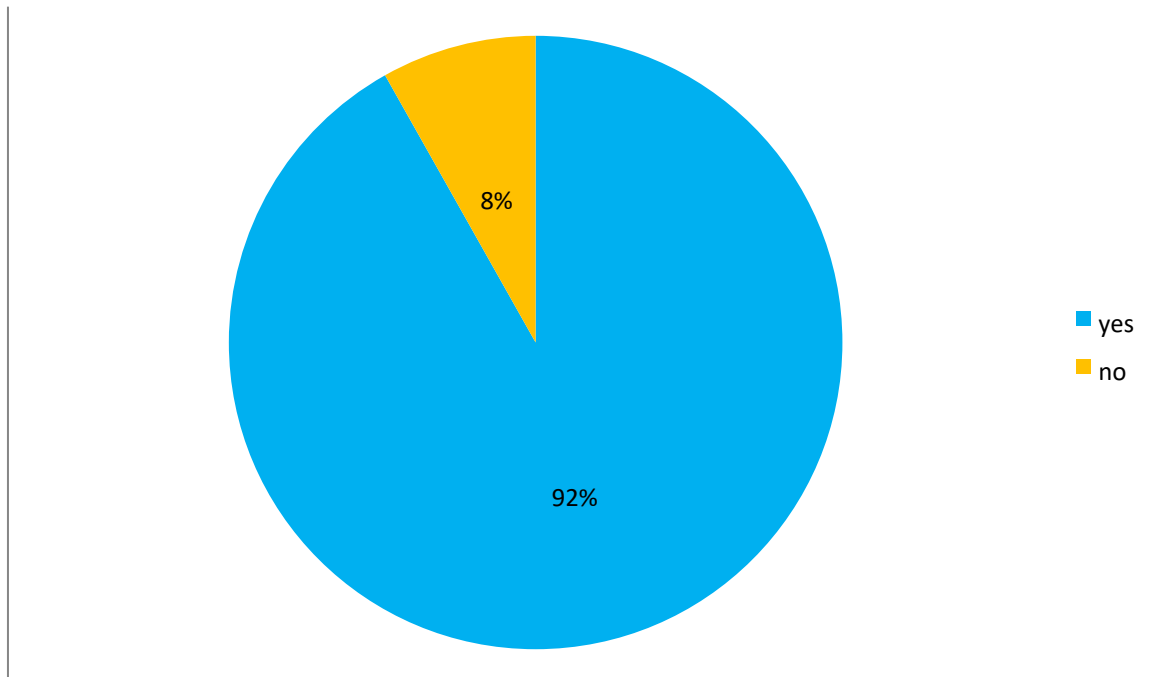
Pie chart 3.5: Respondent's Reaction to Online Advertising

The result obtained indicate that online advertising have an influence over people because most respondents answered with a yes to the question provided representing (89%) of the whole sample, while the rest responded with a no representing(11 %)of the entire sample. This result point at most informants react positively toward online advertisements.

The sixth question: Do you think the language choice can influence the buying decision ?This question attempts to see whether the choice of language in advertisements can influence the purchasing decision.

Options	Participants	%
Yes	45	92%
No	4	8%

Table 3.6: Respondents Opinion About the Influence of Language Choice



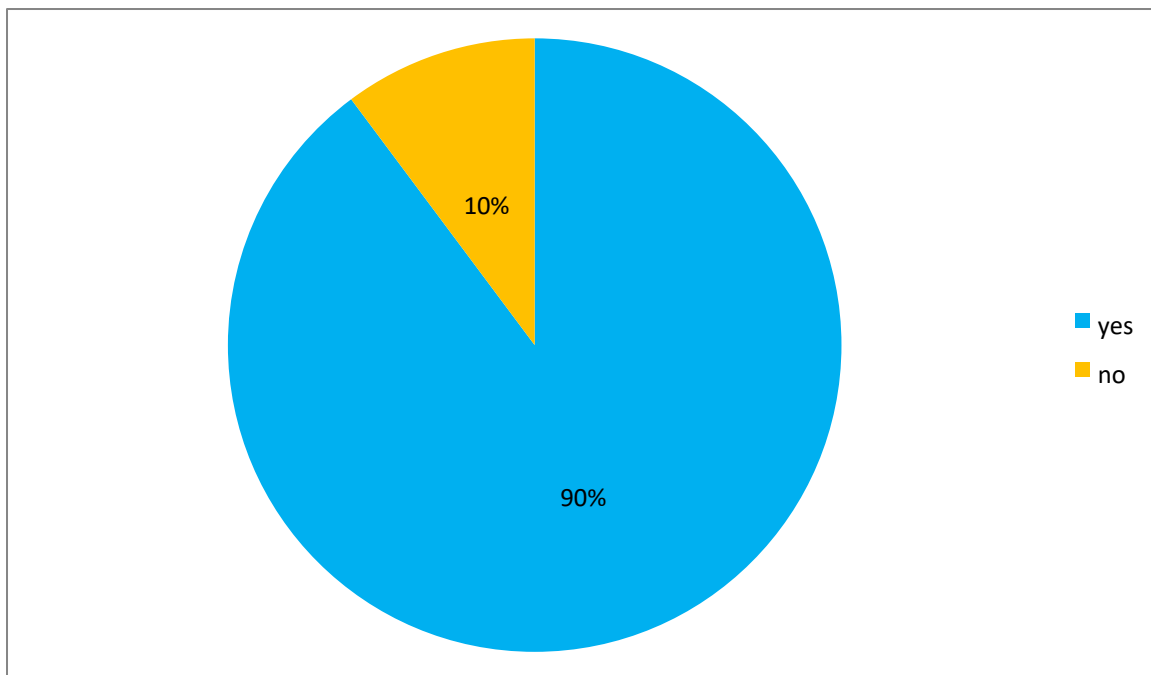
Pie chart 3.6 : Respondents Opinion About the Influence of Language Choice

More than half of the participants agreed that language choice in advertisements can make a difference in the purchasing decisions. The respondents who answered with a yes represent (92%) of the whole sample, while only (8%) of them selected no as an answer. This results reveal that language plays a crucial role in advertisements.

The seventh question :Do you think that the purchase behavior can be influenced by persuasive statements such as : discount offer, buy now, shop now, and limited stocks can make a difference in the purchasing decision ? This was posed to see whether statements like buy now, shop now, and limited stocks can make a difference in the purchasing decision.

Options	Participants	%
Yes	44	90%
No	5	10%

Table 3.7 : Participant’s Opinion About Persuasive Statements and Its Influence on Purchasing Behavior



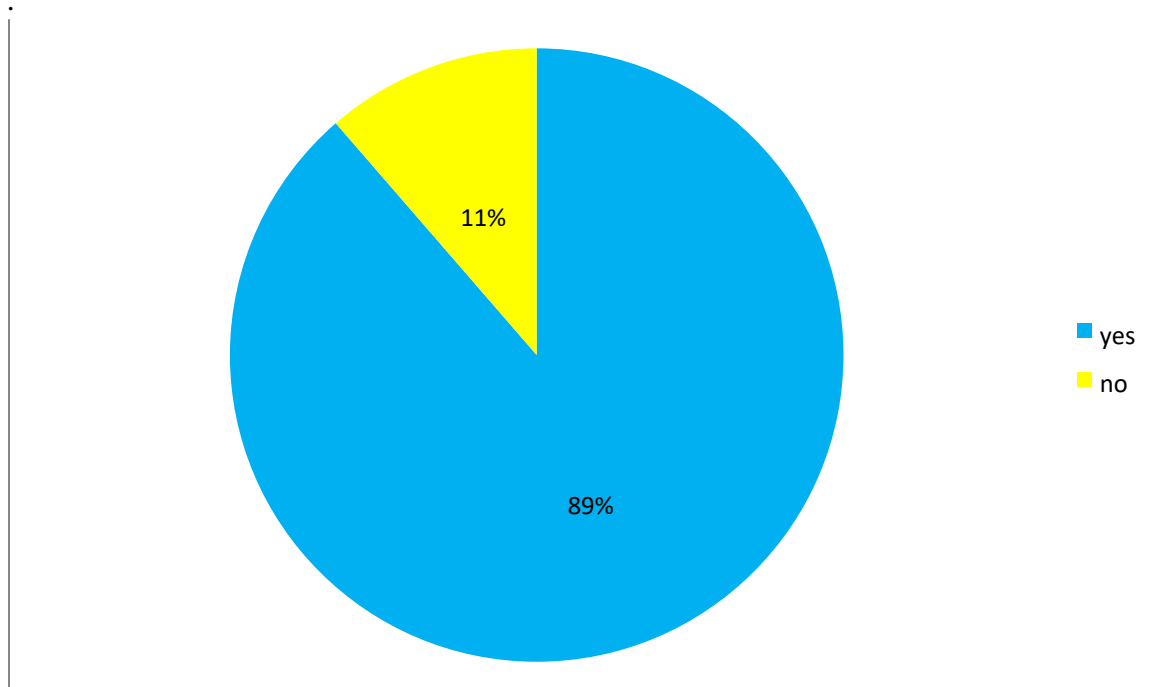
Pie chart 3.7 : Participant’s Opinion About Persuasive Statement And Its Influence on Purchasing Behavior

According to the table and the pie chart above the majority respondents representing (90%) of the entire sample acknowledged that persuasive statements such as: discount offer, buy now, shop now, and limited stocks can contribute in the purchasing decision about the product. On the other hand, only (10%) of the total percentage provided « no » as an answer, which means that they disagree that persuasive statements can influence the purchasing behavior.

The eighth question : do you think that the use of more than one language in an advertisement is more convincing ? This question attempts to see if the use of more than one language in an advertisement can be used as a tool of persuasion

Options	Participants	%
Yes	39	11 %
No	5	89 %

Table3.8 : Participant’s Opinion About the Use of More than One Language in Advertisements



Pie chart 3.8: Participant’s Opinion About the Use of More than One Language in Advertisements

The results reveal that the majority of respondents agree that the use of more than one language in advertisements is an influential mean in persuading customers. Respondents that answered with a « yes » represents (89%) whereas the rest of respondents who answered with a « no » represents only (11%). In this question, we wanted to check the opinion of the respondents towards the use of more than one language in advertisements, in order to examine the linguistic phenomena such as code switching and diglossia..

The ninth question: Do you think that online advertising is more persuasive? Why? This question aimed to explore the participant’s point of view about the persuasiveness of online advertising. The majority of the respondents agreed that online advertising is more persuasive and they provided some common responses which reach a decision that online marketers try out various combinations of sound, colour, drama, and sight in order to make sure that their message is persuasive and strong at the same time and they have some kind of persuading ideas that attracts customers. Some of disagree with the idea that online advertising is more persuasive and they stated that sometimes online advertising are fake, irritating and it is more informative than persuasive. **Table 2.9: Some of the Participants Justification**

Answers	Participants	Justification
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<p style="text-align: center;">Yes</p>	<p style="text-align: center;">5</p>	<p>-because online advertising is more specific and it could reach a lot of people</p> <p>-Because most people are signed in social media. Hence, they come across online advertising more often plus they are attractive</p> <p>-because they use really good strategies to captivate people</p> <p>-Because we spend time online way more than we do it in public that is why it has a big impact on us</p> <p>-Because it provides more information about the product</p>
<p style="text-align: center;">No</p>	<p style="text-align: center;">3</p>	<p>- Because as an Algerian i don't trust something that is shown through social media. It can be distorted.</p> <p>-Online advertising is more informative than persuasive</p> <p>-They are fake most of the time</p>

3.4 Corpus Analysis

According to Crystal (2008), the corpus is “the collection of linguistic data, either written texts or transcription of recorded speech, which can be used as starting point of linguistic description or as a means of verifying hypothesis about language (corpus linguistics)” (p.117).

The corpus of this research paper is a written text extracted from different social network ; Facebook, Instagram, YouTube and Pinterest . The data consist of more than 20 ads ; they thematically differ .they were collected and gathered in order to identify linguistic properties and to be analysed linguistically .The language of advertising reflects the language of society. Regarding the Algerian context which is described as a multilingual society where different languages and language varieties are used, for this reason advertisers concentrate on how to introduce the advertising message.Algeria can be cited as a perfect example of linguistic complexity. It is a country where many languages are used; Algerian Arabic, Modern Standard

Arabic, Berber, French and English. This Language contact results in a situations called linguistic diversity entailing; diglossia, bilingualism, multilingualism and code switching .The use of languages such as Arabic, French, English or Arabic /French code switching is a strategy used by the Algerian copywriters in the domain of advertising.

Description of the First Sample

The following advertisements are extracted from the social network Facebook, these advertisements both commercial advertisements promoting male deodorant and a sim card offer.

Analysis of the First Advertisement

venus Laboratoires VENUS sapeso
9 Oct 2019 at 02:29

إكشف عن اسلوبك 🤩 أحبي سحرك 🤩 وكن انيقا مع العطور الرجالية الجديدة من مخابر فينوس 🤩
Cool, Elegant و Perfect For Men 🤩🤩🤩

بدون غاز 🤩
لا تترك أي أثر 🤩

Révélez votre style, 🤩 ravivez votre charme 🤩 et soyez élégant 🤩 partout et tout le temps 🤩 avec les nouveau Body Sprays Cool, Elegant et Perfect For Men des Laboratoires Venus 🤩
Formule concentrée sans gaz 🤩
Ne laisse pas de trace 🤩

#مخابر_فينوس #جمالكَ_اليومي



From the first glance we can notice that the advertiser is trying to promote his product and he is trying to convince consumers to buy it , we can also see how he is playing with languages forth and back between three distinct languages in order to be more convincing and persuasive .

- 1/ Cool , elgant و perfect formen , meaning cool ,elgant and perfect for men in here the advertiser intentionally code switched in order to make his advertisement more attractive .
- 2 / the advertiser moved and translated the text above in French to bilingual consumers in order to emphasis more on the idea promoted however, once again he switched from French to English.

- avec le nouveau body spray cool elegant et perfect. Also in here the advertiser used the technique of code switching in the advertisement because he is aware that most Algerians are multi-linguals and can grasp the meaning or the intended message

Analysis of the Second Advertisement



In the second advertisement the advertiser is promoting a sim card offer called estorm he started with a sentence from the low variety ;(küłʃi saħəL mə2a estorm) meaning every thing is easy with estorm he switched from the Algerian language (Darija) to the English language afterwards he moves from the Algeria dialect to standard Arabic creating a diglossic situation . Then he moves from classical Arabic to English once again.

The choice of words and language can make a difference in perceiving messages because an effective and differentiated use of language will result in effective persuasion.

Description of Sample2:

The following two advertisements are extracted from the social network Facebook, these advertisements are commercial advertisements promoting a hair shampoo and

women's deodorant . In both advertisements we can see that both advertisers were precise and concise they were both clear and easy to understand we can see that they are promoting their products by telling the costumer that they are willing only to satisfy him and his needs because advertisers have to take the customer's need into consideration .

Analysis of the Third Advertisement:

Home Reviews Photos Videos Posts Community

Laboratoires VENUS SAPECO
16 Feb at 18:00

شامبوالمسيلار هو شامبو مصنوع من جزئيات **Micelles** يعمل على تنظيف الشعر وإزالة كل الأوساخ العالقة فيه. كما انه لا يحتوي على المواد المضرة للشعر كالسيليكون, الفثالات و البرابين. تعرفوا على مجموعتنا الكاملة **Rituel Micellaire** بالليمون الهندي, زهرة الدرو و الخيار و كل عبوة تحتوي على مستخلص الريبنا. كل ما يحتاجه شعرك

1k 357 comments • 23 shares • 6.1K Views

Like Comment Share

The third advertisement is about hair shampoo the advertiser is slowly using standard Arabic and French but the thing to notice is that the advertiser is borrowing some words from the French language without translation and placing them in the Arabic language with Arabic letters.

- Micellar shampoo : شامبو الميسيلار
- Silicon : السيليكون
- Paraben : البيرابان

The advertiser used these terms to attract consumers and because they have no equivalent term in the Arabic language.

Analysis of the Forth Advertisement

laboratoires VENUS sapeso
15 Oct 2019 at 00:54 · 🌐

« Make me a fragrance that smells like love » Christian Dior ❤️

Eden مستوحى من مجموعة هلام الاستحمام
العبير البخاخ من مخابر فينوس
Eden Lovely deo_parfum enveloppe la peau d'un voile de douceur 🥰 et
enchante les sens avec son parfum délicat 🍷 au note 🌸
florale 🌸



Follow us
www.laboratoires-venus.com
Tel: 024 22 76 10 10

Send Message

The forth advertisement is about women's deodorant the advertiser is promoting a product while expressing himself in 3 different languages starting with English then Arabic than again altering to French.

- “Make a fragrance that smells like love “Christian Dior.
- eden . مستوحى من مجموعة هلام الاستحمام
- eden lovely deo parfum . العطر البخاخ
- Envelope la peau d'un voile de douceur et enchante les sens avec son parfum délicat au note florale.

The advertiser used three different languages to make his advertisement more unique and special it is clearly noticed that he is using this in order to sound more convincing.

Description of Sample 3:

Both advertisements are extracted from the social network Instagram, they are both mobile network operators, they are also known as wireless service providers, however, they are from different companies .

Analysis of the First Advertisement



The first advertisement is promoting an offer by Djezzy wireless service operator in which the advertiser is trying to convince his followers to install an app and benefit from the offers this app will provide, he is code switching between English and Algerian Arabic and French:

- Djezzy shake and win, bech terbe7 les gigas

Algerian Arabic and French language:

- Tpartagy les données w tdir partiya en ligne
- Téléchargy l'application t3 Djezzy w shakyyy

The unusual phenomena is that the promoter is using a special form of writing Arabic, and it is called The Arabic Chat Alphabet, which is an alternative to written Arabic that uses the Latin script.

- Kayen bezef l hadaya rahi testena fikom.

Analysis of the Second Advertisement

Offre postpayée

Be KING

500 دج/شهر
مكالمات و SMS
غير محدودة نحو موبيليس

خلص واش تسدق
وقت ما تحب!

ⵃⵔⵉⵎⵓⵎⵉⵙ ⵏ ⵎⵓⵔⵉⵔⵉⵏ ⵏ ⵎⵓⵔⵉⵔⵉⵏ ⵏ ⵎⵓⵔⵉⵔⵉⵏ ⵏ ⵎⵓⵔⵉⵔⵉⵏ ⵏ ⵎⵓⵔⵉⵔⵉⵏ

300 دج = 360 دج

500 دج = 760 دج

عروض المكالمات و SMS و جوازات الانترنت متوفرة عبر #600*
و mobispace و meetmob.mobilis.dz

موبيليس

www.mobilis.dz

562 likes

عرض الدفع البعدي الجديد كونيكتي كيما

<http://www.mobilis.dz/particulier/Beking.php>

View all 73 comments

2 February · See Translation

The second advertisement is also promoting an offer by Mobilis wireless service operator in which the advertiser is presenting an offer that would be beneficial for his clients and in order to persuade them he use intra-sentential code switching from standard Arabic to French then he back to Arabic language

مكالمات SMS غير محدودة نحو موبيليس

In addition to inter-sentential code switching from Algerian Arabic to English language

• كونيكتي كيما تحب be king

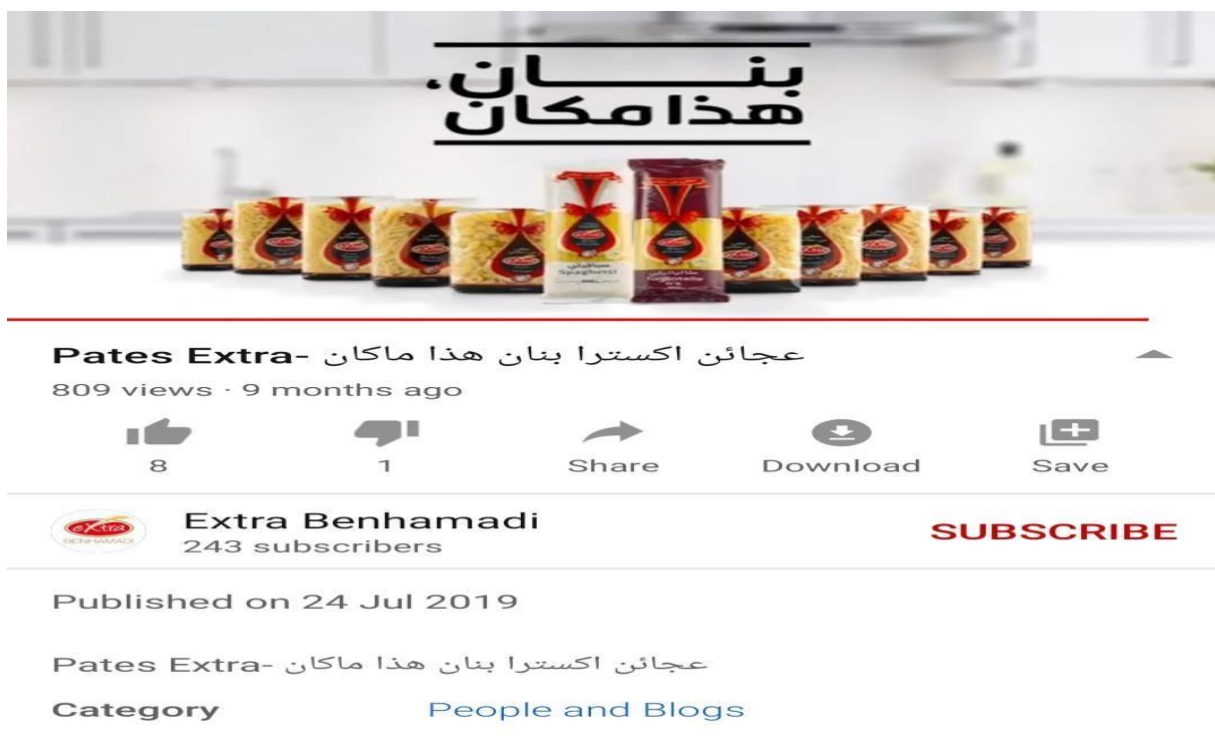
he also used diglossia by the implementation of both language varieties the high one that is standard Arabic and the low one which is Algerian Arabic then switching to Algerian Arabic

عرض الدفع البعدي الجديد كونيكتي كيما تحب

Description of Sample 4

These advertisements are extracted from the social network YouTube and Pinterest both advertisements are commercial advertising promoting two different items one is about an ointment for joints and the other is about food product .

Analysis of the First Advertisement



The image shows a YouTube video player interface. At the top, there is a video thumbnail with the text 'بنان هذا مكان' (Banana is a place) in large Arabic calligraphy. Below the thumbnail, the video title is 'Pates Extra- عجائن اكسترا بنان هذا مكان'. The video has 809 views and was uploaded 9 months ago. The interaction bar shows 8 likes, 1 dislike, and options for Share, Download, and Save. The channel name is 'Extra Benhamadi' with 243 subscribers and a 'SUBSCRIBE' button. The video was published on 24 Jul 2019. The category is 'People and Blogs'.

The first advertisement is extracted from you tube ,about a food product the advertiser kept his words short and clear he used extra-sentential code switching from French to Algerian Arabic;

- Pates extra بنان هذا مكان

Also he used borrowing by adapting a word from French language (extra) and use it in Arabic language (اكسترا).

- Pates extra عجائن اكسترا بنان هذا مكان

Analysis of the Second Advertisement



FOREVER LIVING PRODUCTS
فوريفر

التهاب المفاصل

From Aloe Vera et santé

Forever Freedom

Forever Freedom® boasts all the benefits of aloe vera gel combined with glucosamine sulfate and chondroitin sulfate to help you maintain healthy
More

Read it Save

The second advertisement is extracted from Pinterest about joint ointment the advertiser used only English without switching to another language or translating his words, and while trying to convince his audience he insisted that this product would help them keep their safety.

- Forever freedom boasts all the benefits of aloe vera gel combined with glucosamine sulfate and chondroitin sulfate to help you maintain healthy.

3.5 General Analysis and Interpretation of the Results

The first aim of this study was to determine the effectiveness of digital advertising; the study has also attempted to highlight the linguistic side of advertisements through analysing its language and describing that language at various sociolinguistic levels. Our research explores the impact of code switching ,diglossia , borrowing and multilingualism on the persuasiveness of the marketing messages .in this section we attempt to discuss the main findings that have been obtained through the research tool used over this research which consists of a questionnaire that was administered to randomly selected individuals and the use of a corpus of online advertising .

The aim behind the questionnaire was for the purpose of gathering the maximum relevant data about online advertising; how people are feeling about it, and whether the use of language can convince the consumer or effect the purchasing decision.

From the answers of the respondents, it has been noticed that almost all of them asserted the significance of the role of language in persuasion, the data and the obtained results shows that the majority of respondents believe that advertisers use and manipulate language in order to attract viewer's attention and persuade them to buy the promoted product.

The aim behind the corpus is to analyse written advertisements collected from different social networks, in order to identify linguistic properties that digital advertisers use in their advertisements, the categorization of advertisements contributes in identifying the use of linguistic items in advertising.

From the corpus collected and through the sociolinguistic analysis, we have explored and analysed advertising discourse developed by digital advertisers ,by this analysis we have identified different phenomena that may appear in this type of situations . The examples provided were collected and categorized then analysed to find out different linguistic features after analysing more than 20 advertisements only few examples are presented above in this paper ,and it has been noticed from the provided examples that most advertisements include several languages or language varieties, this choice is due to the purpose , the nature and the company of the product ,however, most of the advertisements do not require Code switching , only one language is enough to fulfil the task .finally one can notice how unique and rich isadvertising language this is why it can always be a raw material for linguistics .

Suggestions and Recommendations

To complete this research work which highlights the major linguistic properties that is used in Algerian online advertising, we will try to present a suggestion and recommendation that hopefully will be useful and helpful to online advertisers. During the process of data collection, we noticed that Algerian online advertisers did not take advantage of Pinterest,although it can be an effective way to promote a product and increase brand awareness especially cosmetics products since the majority of Pinterest users are females. Therefore, we propose that Algerian online advertisers should use Pinterest to their good advantage,in light of the fact that it is a source of attracting new customers and to connect with the target audience.

Online ads are global and the advertiser is allowed to advertise to the whole world that is the reason why we propose that Algerian online marketers should seize the chance and promote their product using English language since it is considered as the language of international business. Thereby, it can be a remarkable step to reach global market and to make the ads more effective and beneficial

Furthermore, some online advertisers take just the print advertisement and upload it; as a consequence, we suggest that Algerian online advertisers should create their own distinctive and recognisable format for their online ads.

Moreover, they should avoid false or deceptive advertising; their ads must be truthful and not misleading in order to gain the costumers trust.

3.6 Conclusion

The third chapter has been concerned with the practical part of this research work. It has dealt with the analysis, as well as the interpretation of data collected. These data have been gathered through the use of a questionnaire administered to randomly selected individuals and the use of corpus of online Algerian advertising. According to the findings, it has been noticed that Algerian advertiser uses different linguistic properties such as code switching, diglossia and borrowing in order to promote their products and persuade the consumer, results have shown that this use of different codes of languages and mixing between them and between language varieties Will make the Advertising message more appreciated by consumers .which confirms and validates our hypotheses .

General conclusion:

The study has attempted to highlight the linguistic side of advertisements through analysing its language, as well as investigating the role of language choice in persuasion, and in order to accomplish this, digital advertising was found to be the best area, where several techniques are used in order to attract attention.

The study has been divided into three main chapters, the first chapter has been divided into two sections, the first section has provided an overview about some sociolinguistic concepts that are related to our inquiry, the second section has dealt with the definition of advertising and related concepts. The second chapter has dealt with the practical part of this research, the second part was solely dedicated to data analysis and interpretation, it has dealt with the quantitative and qualitative analyses of data collected through a questionnaire that was operated online directed to randomly selected individuals from Ain Temouchent community, the aim behind the questionnaire was to check the consumer attitude towards digital advertisements and towards language choice. The second chapter has explained the methodology adopted and the procedures followed in this research work, it has represented a case study and a sample population as well as the main methods and research instruments used for data collection and analysis.

The third chapter has dealt with the analyses of corpus gathered from several advertisements that were collected from different social networks, the aim behind the collection and analysis of the corpus is to provide evidence that Algerian advertisers do really use several techniques to persuade consumers into purchasing the promoted item.

Based on the results obtained from the online questionnaire that was targeting consumers, and after analysing the results and answers provided, it has been proven that digital advertisers do use language to manipulate and effect the purchasing decision, the questionnaire also proved that consumers are persuaded through this use of language.

Moreover, the collection and analysis of the corpus, have provided a vivid evidence of the way those language techniques are used and employed in advertisements. The analysis of the corpus have shown that advertisers use more than one language in their advertisements they code switch between language very often they also borrow words from other languages without translating them also the occurrence of the use of the Algerian dialect is high. Thus the language is not exploited randomly; the choice is rather structured focussing on specific divergent objectives.

All in all , it is significant to assert that the findings of this study have confirmed our hypothesis concerning the language of advertisements and how advertisers use a persuasive language to make an impression over the consumer's response for the purpose of giving the advertised message much value .

Finally , we hope that this work will contribute to present knowledge, and that further studies will be carried on the language of advertisements .in order to give advertising language the value of any discourse , because , the discourse of digital advertising describes the present life from all aspects .

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Appendix A The questionnaire

Dear respondent, this questionnaire is conducted to analyse the impact of language of advertising on consumers and their purchasing behaviour. For this you are kindly requested to answer the questions below.

1- Please, indicate your gender

Male

Female

2- How often do you usually browse online?

- a- Less than an hour
- b- 1 to 3 hours
- c- More than 3 hours

3- Which of the following social networks do you use the most?

- a- Facebook
- b- Youtube
- c- Instagram
- d- Pintrest

4- What is your attitude towards online advertising?

- a- They provide useful information ie ; they are informative
- b- They are entertaining
- c- Online advertising is irritating in general
- d- They are waste of time

5- Have you ever bought a product because of online advertising?

- a- yes
- b- no

6- Do you think the language choice can influence the buying decision?

a- Yes b- No

7- Do you think that the purchase behaviour can be influenced by persuasive statements such as: discount offer, buy now, and shop now, and limited stocks purchasing decision?

a- Yes

b-

No

8- Do you think that the use of more than one language in an advertisement is more convincing?

a- Yes

b- No

9- Do you think that online advertising is more persuasive? Why?

.....
.....
.....
.....

Thank you for your collaboration.

Appendix B

Home Reviews Photos Videos Posts Community

Laboratoires VENUS SAPECO
16 Feb at 18:00

شامبوالمسيلار هو شامبو مصنوع من جزيئات Micelles يعمل على تنظيف الشعر وإزالة كل الأوساخ العالقة فيه. كما انه لا يحتوي على المواد المضرة للشعر كالسيليكون،الفتالات و البرابين. تعرفوا على مجموعتنا الكاملة Rituel Micellaire بالليمون الهندي، زهرة الدرو و الخيار و كل عبوة تحتوي على مستخلص الريفنا. كل ما يحتاجه شعرك

1k 357 comments • 23 shares • 6.1K Views

Like Comment Share

Laboratoires VENUS sapeso
9 Oct 2019 at 02:29

إكشف عن اسلوبك أحبيي سحرك وكن ايقا مع العطور الرجالية الجديدة من مخابر فينوس Cool, Elegant و Perfect For Men بدون غاز لاتترك أي أثر

Révélez votre style, ravivez votre charme et soyez élégant partout et tout le temps avec les nouveau Body Sprays Cool, Elegant et Perfect For Men des Laboratoires Venus

Formule concentrée sans gaz
Ne laisse pas de trace

#مخابر_فينوس #جمالك_اليومي

MEN Venus For Men le confort absolu au quotidien

Laboratoires VENUS sapeso
15 Oct 2019 at 00:54

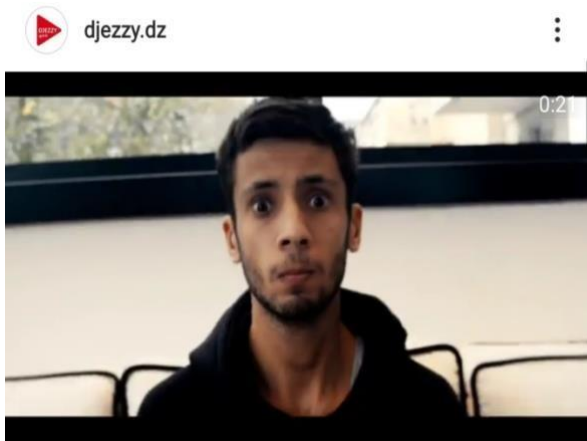
« Make me a fragrance that smells like love » Christian Dior

مستوحى من مجموعة هلام الاستحمام Eden لعطر البخاخ Eden Lovely deo_parfum enveloppe la peau d'un voile de douceur et enchante les sens avec son parfum délicat au note florale

Follow us @afac

Send Message

Sample 1: Screen Shots of Advertisements Taken From Facebook



580,151 views

djezzy.dz Shake and Win 🙌📱 Bach terbe7 les gigas 🎮
 t'partagy les données w'dir partiya en ligne!
 Téléchargy l'application te3 DJEZZY w'shaaaakyy 😊 Kayen
 bezaf el hadaya rahi tessena fikoum 📺
 @mourad_oudia



562 likes

عرض الدفع البعدي الجديد 📱 كونيكتي كيما 🙌👑
 mobilis.dz #BeKing
 تشتتي 📱 <http://www.mobilis.dz/particulier/Beking.php>
 View all 73 comments
 2 February · See Translation

Sample2 : Screen Shots of Advertisements Taken From Instagram

Sample3: Screen Shots of Advertisements Taken From YouTube and Pinterest

التلخيص :

يهدف هذا البحث الى دراسة الضواهر الناتجة عن اتصال اللغات ببعضها و عن انعكاسها على الاشهارات الجزائرية لذلك حاولت الدراسة إبراز الجانب اللغوي للإعلانات من خلال تحليل لغتها ، وكذلك التحقق من دور اختيار اللغة في الإقناع ، ومن أجل تحقيق ذلك وُجد أن الإعلان الرقمي هو المجال الأفضل ، حيث يتم استخدام عدة تقنيات لجذب الانتباه. بالإضافة الى ان معتمدي الاشهار قد طوروا بعض الاستراتيجيات لجعل الاشهارات الرقمية اكثر ابداعا و أكثر حداثة مع ابقاء اهتمام كبير للتوضيف اللغوي.

الكلمات المفتاحية : اتصال اللغات ، الاشهار الرقمي .

Summing up:

This research aims to study the phenomena resulting from language contact and its impact on Algerian advertisements. Therefore, the study tried to highlight the linguistic side of advertisements by analyzing its language, as well as investigating the role of language selection in persuasion, and in order to accomplish this , digital advertisements were found to be the best area , where several techniques are used in order to attract attention .

In addition, advertisers have developed some strategies to make digital advertisements more creative and modern, with great attention paid to language employment .

Keywords: language contact , digital advertising.

Résumé:

Cette recherche vise à étudier les phénomènes résultant du contact linguistique et son impact sur les publicités algériennes. Par conséquent, l'étude a tenté de mettre en évidence le côté linguistique des publicités en analysant sa langue, ainsi qu'en examinant le rôle de la sélection de la langue dans la persuasion, et pour ce faire, les publicités numériques se sont avérées être le meilleur domaine, où plusieurs techniques sont utilisées pour attirer l'attention. En outre, les annonceurs ont développé des stratégies pour rendre les publicités numériques plus créatives et modernes, en accordant une grande attention à l'emploi des langues.

Mots clés: contact linguistique, publicité numérique.