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**Brand Influence on Language Dynamics in Advertising Media:  
A Study of Language Preservation and Attrition in the Algerian  
Context**

**An Extended Essay Submitted in Partial Fulfillment of the  
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Languages**

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## **Dedications**

To my beloved parents,

Your endless love, sacrifices, and unwavering belief in me have been my guiding light throughout this journey. Everything I am and all that I've accomplished is a reflection of your care and dedication.

To my dear sisters, Amina and Sabrina,

Thank you for being my source of joy, support, and inspiration. Your words of encouragement,

**BELHADEF Mouhamed El Amine**

## **Dedications**

To my wonderful parents,

Your love has been my foundation, and your sacrifices are the reason I've made it this far. Thank you for every word of encouragement, and every silent prayer. I am who I am because of your strength

To my amazing brothers, Larbi and Haroun,

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## ABSTRACT

This study explores the influence of branding on language dynamics in Algeria, focusing on how advertising and media contribute to either the preservation or attrition of local languages such as Arabic and Berber. In a multilingual society where French and English increasingly dominate public and commercial communication, questions arise about the visibility and future of national languages. Despite the cultural and institutional importance of Arabic and Berber, they are often underrepresented in branded content, particularly in digital spaces. While previous studies have examined language policy and formal education, limited attention has been given to commercial communication as a sociolinguistic force. This research addresses that gap by analyzing consumer perspectives on language use in advertisements across various media platforms.

To ensure the credibility of findings, the study employed a mixed-methods approach combining questionnaires and semi-structured interviews. Data collection was designed to ensure both reliability—through consistent instruments—and validity—by aligning tools with the research objectives and sociolinguistic context. The results reveal that branding plays a significant role in shaping language preferences, with foreign languages often associated with prestige and modernity. In contrast, local languages are perceived as culturally significant but commercially sidelined. The findings highlight a critical need for more inclusive branding strategies that support linguistic diversity and cultural identity in Algeria's evolving media environment.

## **List of Acronyms**

**MSA** : *Modern Standard Arabic*

**HCA** : *Haut Commissariat à l'Amazighité*

**ENTV** : *Établissement National de Television (Algerian national TV)*

**ADS** : *Advertisements*

**TV** : *Television*

## **List of Tables**

**Table N°1:** Sociolinguistic Profile of Participants

**Table N°2:** Media Consumption Habits and Preferred Advertising Languages

**Table N°3:** Language Preferences in Global vs. Local Brand Advertisements

**Table N°4:** Attitudes Toward Language Use in Branding and Advertisements

**Table N°5:** Influence of Advertising Language on Youth Language Behavior

**Table N°6:** Reported Instances of Language Shift and Attrition in Media Exposure

**Table N°7:** Correlation Between Brand Language Choice and Language Maintenance

**Table N°8:** Language Use Patterns in Social Media-Based Brand Communication

## **List of Figures**

**Figure 1:** Age Distribution of Respondents

**Figure 2:** Educational Background of Respondents

**Figure 3:** Primary Language Used at Home

**Figure 4:** Most Frequently Consumed Media Platforms

**Figure 5:** Languages Most Commonly Encountered in Advertisements

**Figure 6:** Influence of Foreign Language Advertising on Consumers

**Figure 7:** Language Perceived as Most Prestigious in Advertising

**Figure 8:** Perception of Global Brands Prioritizing Foreign Languages

**Figure 9:** Effectiveness of Arabic and Berber Use in Language Preservation

**Figure 10:** Concern About Language Decline Due to Branding

## Table of Content

<b>Dedications 1</b>	<b>1</b>
<b>Dedications 2</b> .....	<b>2</b>
<b>Acknowledgements</b> .....	<b>3</b>
<b>ABSTRACT</b> .....	<b>4</b>
<b>List of Acronyms</b> .....	<b>5</b>
<b>List of Tables</b> .....	<b>6</b>
<b>List of Figures</b> .....	<b>7</b>
<b>Chapter One : Introductory Chapter</b> .....	<b>10</b>
<b>1.1. Introduction</b> .....	<b>12</b>
<b>1.2. Aim of the Study</b> .....	<b>12</b>
<b>1.3. Statement of the Problem</b> .....	<b>13</b>
<b>1.4. Research Questions and Hypotheses</b> .....	<b>14</b>
<b>1.5. Definition of Key Concepts</b> .....	<b>15</b>
<b>1.6. Structure of the Work</b> .....	<b>17</b>
<b>1.7. Conclusion</b> .....	<b>17</b>
<b>Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context</b> .....	<b>18</b>
<b>2.1. Introduction</b> .....	<b>20</b>
<b>2.2. Multilingualism in Algeria: Historical and Sociolinguistic Overview</b> .....	<b>20</b>
<b>2.2.1. Historical Development of Languages in Algeria</b> .....	<b>21</b>
<b>2.2.2. Sociolinguistic Realities</b> .....	<b>21</b>
<b>2.3. Language in Advertising and Media</b> .....	<b>23</b>
<b>2.3.1. Language Choice in Branding and Advertising</b> .....	<b>23</b>
<b>2.3.2. The Influence of Media Platforms on Language Use</b> .....	<b>24</b>
<b>2.4. Language Preservation vs. Language Attrition</b> .....	<b>25</b>
<b>2.4.1. Understanding Language Attrition</b> .....	<b>25</b>
<b>2.4.2. Efforts Toward Language Preservation</b> .....	<b>25</b>
<b>2.5. Branding, Identity, and Language Choices</b> .....	<b>26</b>
<b>2.5.1. Language and Consumer Perception</b> .....	<b>26</b>
<b>2.5.2. Cultural Identity in Brand Messaging</b> .....	<b>26</b>

<b>2.6. Challenges in Language Preservation</b> .....	27
<b>2.6.1. The Impact of Globalization</b> .....	27
<b>2.6.2. Youth and Digital Consumption</b> .....	27
<b>2.7. Conclusion</b> .....	28
<b>Chapter Three : Data Collection Phase, Analysis and Interpretation</b> .....	<b>29</b>
<b>3.1. Introduction</b> .....	31
<b>3.2. Data Collection</b> .....	31
<b>3.2.1. Research Design</b> .....	31
<b>3.2.2. Research Instrumentation</b> .....	32
<b>3.2.3. Sample Population</b> .....	
<b>3.2.4. Reliability and Validity</b> .....	33
<b>3.3. Data Analysis procedures</b> .....	36
<b>3.3.1. Analysis of the Consumers' Questionnaire</b> .....	37
<b>3.3.2. Summary of the Consumers' Questionnaire</b> .....	51
<b>3.3.3. Consumers' Semi-Structured Interview Analysis</b> .....	52
<b>3.3.4. Summary of the Consumers' Semi-Structured Interview</b> .....	55
<b>3.3.5. Discussion of the Main Results</b> .....	56
<b>3.4. Conclusion</b> .....	59
<b>Chapter Four : Concluding Chapter</b> .....	<b>60</b>
<b>4.1. Introduction</b> .....	62
<b>4.2. Summary of the Study</b> .....	63
<b>4.3. Some Pedagogical Implications</b> .....	64
<b>4.4. Suggestions and Practical Recommendations</b> .....	64
<b>4.5. Limitations of the Study</b> .....	65
<b>4.6. New Research Perspectives</b> .....	66
<b>4.7. Conclusion</b> .....	66
<b>References:</b> .....	<b>67</b>

**Chapter One :**  
**Introductory Chapter**

**Chapter One : Introductory Chapter.....**

**1.1. Introduction .....**

**1.2. The Aim of the Study.....**

**1.3. Statement of the Problem.....**

**1.4. Research Questions and Hypotheses.....**

**1.5. Definition of Key Concepts.....**

**1.6. Structure of the Work.....**

**1.7. Conclusion.....**

**1.1. Introduction**

The first chapter Serves as an introduction to the study, presenting a detailed overview of the research context, background, and foundational rationale. It; begins by Showing the linguistic landscape of Algeria, a country where Arabic, Berber, French, and English are commonly spoken. The; chapter highlights the impact of globalization; and media on language practices, focusing on the role of branding and advertising in shaping language use. This study examines how branding affects language preservation or loss, particularly in public spaces where the use of Arabic and Berber is declining, while French and English are increasingly promoted by global brands.

The aim of the study is to investigate how branding and media influence language choice and language dynamics in Algeria. It examines whether branding can help protect local languages or if it exacerbates the decline of Arabic and Berber by promoting foreign languages such as French and English. This chapter also presents the research questions and proposed hypotheses, offering a foundation for further analysis. Additionally, it defines key concepts used throughout the study and outlines the structure of the work.

**1.2. Aim; of the Study**

In recent years, the way people use language in Algeria has shifted noticeably, influenced by the growing power of media and global brands. With Arabic, Berber, French, and now English all in the mix, everyday communication has become more complex, reflecting the country's rich but evolving linguistic identity. In this context, branding and advertising have become powerful tools not only for commercial communication but also for shaping the linguistic preferences and practices of Algerian audiences.

Concerns about the status of regional languages, particularly Arabic and Berber, have emerged as companies increasingly use French and English to align with global trends and meet consumer preferences. Despite; having a strong cultural and identity connection to Algeria, these

languages are frequently under-represented in digital and commercial media. Local language usage may progressively drop due to the extensive exposure to foreign-language branding, particularly among younger generations who are heavily involved with international media platforms.

Therefore, this study aims to examine how branding influences language dynamics in Algeria. It focuses on the linguistic choices made in media content and ads and how they impact language attrition or preservation. Understanding public perceptions of these linguistic behaviours and how they mirror larger social and cultural changes is another study goal. Ultimately, this study hopes to shed light on how branding shapes the way languages are used in Algeria and to suggest ways that media and policy can help protect and celebrate linguistic diversity in our increasingly connected world.

### **1.3. Statement of the Problem**

Language plays a vital role in shaping both cultural identity and everyday social interactions, especially in multilingual societies like Algeria. The country's linguistic landscape is notably complex, with Arabic and Berber officially recognized as national languages, French remaining deeply embedded in public administration, education, and media, and English gradually gaining ground—particularly among the younger population and across digital platforms. While this diversity reflects Algeria's rich historical and cultural layers, it also presents serious challenges in the modern context, particularly when it comes to the influence of branding and media on language use.

In recent years, French and English have become increasingly dominant in advertisements, product packaging, social media campaigns, and other branded content. Arabic and Berber, by contrast, often receive less attention in these spaces. This growing preference for foreign languages is frequently driven by the perception that they offer more prestige, modernity, and global appeal. While such language choices may benefit commercial goals, they can also contribute to the gradual

Marginalization; of local languages. As a result, young Algerians, often unconsciously, begin to adopt foreign words and expressions in place of their native ones, weakening the everyday use of Arabic and Berber and, by extension, their connection to national identity.

Despite growing public concern over the erosion of local languages, the influence of branding and media on this issue remains under-researched. Much of the existing literature has focused on formal education or official language policies, overlooking the power of commercial communication in shaping language preferences and practices in everyday life. This gap highlights the need to explore how media and brand language affect linguistic attitudes and behaviors across Algerian society.

Therefore, this study seeks to examine whether the language strategies used in branding and advertising are contributing to the preservation of Algeria's linguistic heritage—or, conversely, accelerating the process of language attrition in the face of globalization.

#### **1.4. Research Questions and Hypotheses**

In research, formulating precise questions and hypotheses is essential to give clarity and direction to the study. These elements ensure that the investigation remains focused and that the data collected will contribute meaningfully to understanding the chosen topic. In this study, the aim is to explore the influence of branding and media on language dynamics in Algeria.

The following research questions were developed to guide this investigation:

1. How does branding in Algerian media influence the use and perception of Arabic and Berber compared to French and English?
2. To what extent does media exposure to foreign language branding contribute to language shift and cultural change in Algeria?

In response to these questions, the study proposes the following hypotheses:

1. The dominance of French and English in brand messaging leads to the marginalization of Arabic and Berber, especially among younger consumers
2. Continuous exposure to foreign-language branding in media contributes to a shift in linguistic preferences, gradually influencing Algerians to adopt foreign languages at the expense of their native ones.

### **1.5. Definition of Key Concepts**

To fully understand the scope of this study, it is important to clarify some of the key concepts that form the foundation of the research.

- **Branding** refers to creating a distinct identity for a company or product. It is not just about logos or slogans; it involves the strategically communicating of a brand's values, mission, and personality across different platforms. In this study, branding is particularly relevant in how companies use language to appeal to consumers through advertising, product labelling, or social media. According to Aaker (1996), branding is central to building strong emotional and cognitive associations, and the choice of language plays a critical role in that identity formation. As Piller (2003) notes, advertising is also a key site of language contact, where multilingual branding reflects broader sociolinguistic trends.
- **Language Dynamics** describes the fluid and evolving patterns of language use within a multilingual society. In the Algerian context, this refers to how Arabic, Berber, French, and English interact and shift of prestige, usage, and domain. Wardhaugh and Fuller (2015) emphasize that language dynamics are shaped by social structures and individual behavior, often influenced by media, education, and globalization. Fishman (1991) also discusses how societal forces can support or undermine the status of a language within a community.
- **Language Preservation** involves active efforts to maintain and promote languages at risk of decline or marginalization. In Algeria, this

includes institutional initiatives to sustain the use of Arabic and Berber in education and media. Crystal; (2000) warns that without targeted preservation efforts, many minority languages may face extinction. Similarly, Fishman (1991) advocates for "reversing language shift" through grassroots and policy-level initiatives that foster intergenerational transmission and formal recognition.

- **Language Attrition** refers to the gradual loss of a language's use, often due to sociopolitical pressure or the dominance of other, more prestigious languages. In Algeria, the growing presence of French and English in advertising and media contributes to the declining use of Arabic and Berber in some contexts. Krauss (1992) identifies media and education as key contributors to language attrition, while Edwards (2009) argues that symbolic power and societal attitudes often determine which languages are retained or abandoned.
- **Multilingualism** is the ability of individuals or communities to communicate fluently in more than one language. Algeria's linguistic landscape, where Arabic, Berber, French, and English coexist, is a textbook example of societal multilingualism. Baker (2011) highlights both the cognitive advantages and social complexities of multilingual societies. Additionally, Bhatia and Ritchie (2013) argue that multilingualism is deeply intertwined with identity, politics, and resource access, especially in postcolonial contexts like Algeria.
- **Media** includes all platforms of mass communication—television, print, digital, and social media—that influence public discourse and language usage. Media not only reflects linguistic trends but also actively shapes them by promoting certain languages over others. As Kress and van Leeuwen (2006) explain, media messages are multimodal, combining visual and linguistic elements that influence perception. Kelly-Holmes (2005) further asserts that in multilingual advertising, the choice of language is both a marketing tool and a sociolinguistic statement.

**1.6. Structure of the Work**

There are four chapters in the research paper. The study's background, objectives, issue statement, research questions, hypotheses, main ideas, and organisational framework are all covered in the first chapter, which ends with a summary. The second chapter examines multilingualism, language use in media, the impact of branding in advertising, and the theoretical implications of branding on language dynamics in Algeria. The research technique is covered in the third chapter, which includes information on how questionnaires were used to collect data. The results are then analysed and discussed. The study is finally brought to a close in the fourth chapter, which discusses limits, offers suggestions for future research, and summarises the key findings.

**1.7. Conclusion**

The introductory chapter explores the subject matter which is the influence of branding on language dynamics in Algerian media. In this chapter, the researcher observed that foreign languages are increasingly dominating advertising and public media, which led to the development of this dissertation. This chapter discusses the research's objective and the reasons why it was initially conducted. Additionally, it develops research questions and predicts hypotheses to those concerns. It also covers the definition of the key terms used and the general structure of the work.

**Chapter Two:**

**Brand Influence on Language  
Dynamics in Advertising  
Media: A Study of Language  
Preservation and Attrition in  
the Algerian Context**

**Chapter Two: Brand Influence and Language Dynamics in Algerian Media.....**

**2.1. Introduction.....**

**2.2. Multilingualism in Algeria: Historical and Sociolinguistic Overview.....**

**2.2.1. Historical Development of Languages in Algeria.....**

**2.2.2. Sociolinguistic Realities.....**

**2.3. Language in Advertising and Media.....**

**2.3.1. Language Choice in Branding.....**

**2.3.2. Media Platforms and Language Use.....**

**2.4. Language Preservation vs. Language Attrition.....**

**2.4.1. Understanding Language Attrition.....**

**2.4.2. Efforts Toward Language Preservation.....**

**2.5. Branding, Identity, and Language Choices.....**

**2.5.1. Language and Consumer Perception.....**

**2.5.2. Cultural Identity in Brand Messaging.....**

**2.6. Challenges in Language Preservation.....**

**2.6.1. The Impact of Globalization.....**

**2.6.2. Youth and Digital Consumption.....**

**2.7. Conclusion.....**

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

### **2.1. Introduction**

In the current era of globalization, language dynamics in media and branding have become a central concern in multilingual societies like Algeria. The presence of various languages such as Arabic, Berber, French, and English reflects the country's rich linguistic heritage, but it also raises important questions about identity, language preservation, and cultural continuity. The increasing dominance of foreign languages, especially in advertising and media, suggests that branding is not only a tool of economic influence but also a vehicle for linguistic change.

Branding and media play a crucial role in shaping language use, particularly among younger generations who are regularly exposed to global content on digital platforms. As French and English are often seen as modern and prestigious, they are frequently favored in brand messaging, while local languages like Arabic and Berber are sometimes overlooked. This chapter provides a theoretical framework to explore how such trends may contribute to either the preservation or attrition of local languages in Algeria. It discusses key sociolinguistic concepts, the historical development of Algeria's multilingual context, and the role of branding in influencing public language choices.

### **2.2. Multilingualism in Algeria: Historical and Sociolinguistic Overview**

Algeria is a linguistically diverse country, where multiple languages coexist within a complex sociolinguistic framework. Arabic, Berber (Tamazight), French, and more recently, English all have distinct roles in both public and private spheres. The linguistic landscape of Algeria has evolved over centuries and reflects its rich cultural heritage and historical developments, notably shaped by colonialism, independence, and the current era of globalization. This section provides a detailed examination of the historical and sociolinguistic aspects of Algeria's multilingualism, focusing on the development and interaction of its major languages.

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

### **2.2.1. Historical Development of Languages in Algeria**

The historical development of language use in Algeria is heavily shaped by the French colonial period, which began in 1830 and lasted until 1962. During this time, French was imposed as the language of administration, education, and intellectual life, displacing Arabic and Berber, the native languages of the country. French became the dominant language of power and prestige, which had a lasting impact on the linguistic identities of Algerians. The introduction of French in education and government led to a decline in the use of indigenous languages, creating a linguistic hierarchy where French was viewed as superior (Benrabah, 2007).

Following Algeria's independence in 1962, the government embarked on a mission to revive Arabic as the national language, making it a symbol of resistance and independence. Arabic was declared the sole official language, and efforts to Arabize the administration and education system were implemented. This shift, however, did not eradicate the widespread use of French, which remained entrenched in many sectors, particularly in higher education, business, and the media. In fact, French continued to be the language of choice for many intellectuals and elites, creating a situation where Arabic and French coexisted but with differing social functions (Ager, 2001).

The recognition of Berber as a national language in 2002 marked another significant milestone in Algeria's post-independence language policy. Berber, or Tamazight, had been marginalized during the colonial period and after independence, despite being spoken by a large portion of the population. In recent years, there has been a renewed effort to promote Berber alongside Arabic, including its inclusion in education and media (Hassen, 2015). This development highlights the importance of preserving linguistic diversity in Algeria and the role of Berber in shaping national identity.

### **2.2.2. Sociolinguistic Realities**

Today, Algeria's sociolinguistic reality is defined by a complex multilingual situation, where Arabic, Berber, French, and increasingly, English, interact in various domains of life. Arabic, as the official language, is widely used in formal contexts such as government, law, and education,

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

though dialects of Arabic, particularly Algerian Arabic (Darja), dominate in everyday speech (Kassir, 2009). Berber, while officially recognized, is still used predominantly in specific regions, especially in the Kabylie area, but its use has grown in urban areas due to increased promotion in education and media (Mellah, 2012).

French, on the other hand, remains the dominant language in Algeria's media, business, and scientific domains. The French language's prestige is still evident, particularly in the media and academia, where French is often preferred for its perceived association with modernity, technology, and globalization. In fact, French is the language of choice for many Algerian newspapers, television programs, and advertisements, reflecting its continued dominance in public life (Rabah, 2010).

English, though not as widely used as French, is steadily gaining ground in Algeria, especially among younger generations and in the context of digital media, global business, and higher education. The growing importance of English in the globalized world, as well as the increasing number of international companies and universities using English, has led to a shift in language preferences, with English becoming a symbol of economic and social mobility (Hassani, 2018). As such, English has become a valuable tool for young Algerians seeking to participate in the global economy.

The phenomenon of code-switching, where speakers alternate between languages depending on the context, is a common practice in Algeria. Code-switching between Arabic, Berber, French, and increasingly English, is observed in everyday conversations, as well as in advertising and media. This practice reflects the fluidity of language use in Algeria, where speakers are often multilingual and draw upon different languages for various functions such as identity expression, prestige, and practical communication (Ferguson, 2011).

The interplay between these languages in Algeria presents a unique challenge for language preservation, particularly in the face of globalization. While Arabic and Berber are integral to Algeria's cultural identity, the dominance of French and the growing prominence of English in the media may contribute to the marginalization of local languages, posing risks to Algeria's linguistic

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

heritage. The challenge is not only to preserve Arabic and Berber, but also to strike a balance between promoting local languages and embracing the opportunities provided by global languages.

### **2.3. Language in Advertising and Media**

Language plays a crucial role in the realms of advertising and media, as it shapes consumer perceptions, reinforces cultural identity, and influences purchasing behavior (Belch & Belch, 2017). In multilingual societies like Algeria, the choice of language in advertising is not merely about communication; it reflects broader sociopolitical and cultural trends. The selection of language in advertisements and media campaigns is strategically designed to appeal to specific consumer segments, and in Algeria, this is further complicated by the country's linguistic diversity.

#### **2.3.1. Language Choice in Branding and Advertising**

In Algeria, a nation where Arabic, Berber (Tamazight), French, and increasingly English are spoken, the language used in branding and advertising is a significant tool for engaging diverse audiences. French remains a dominant language in Algeria's commercial and media landscape, a legacy of its colonial past (Berriane, 2002). French is often used in advertisements targeted at urban, educated, and higher-income segments, who may associate French with modernity, prestige, and global appeal (Ait-Ouarroum, 2019). English, on the other hand, has become more prevalent in recent years, particularly as globalization and digital media influence consumer behavior (Clyne, 2017). International brands, such as Coca-Cola, Nike, and Apple, tend to use English in their advertising to create a global brand identity and appeal to younger, cosmopolitan consumers (Holt, 2002).

On the other hand, local brands may prefer Arabic or Berber (Tamazight) to appeal to national pride and cultural identity, especially in rural or less cosmopolitan areas (Kabbaj, 2020). However, despite the presence of Arabic and Berber in the advertising space, foreign languages—especially French and English—often dominate the media, signaling a hierarchy of language preference that

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

prioritizes global connectivity over local identity. This trend underscores the tension between modern branding strategies and the preservation of local languages (Salah, 2017).

### **2.3.2. The Influence of Media Platforms on Language Use**

Media platforms, from traditional television and radio to newer digital platforms like social media, are critical in shaping language preferences in Algeria. Television continues to be a dominant medium in Algeria, with French-language channels often leading in terms of viewership (Rabah, 2015). Despite this, Arabic-language programming also plays a significant role, particularly in news and state-sponsored content. Meanwhile, social media platforms, such as Facebook, YouTube, and Instagram, have emerged as significant spaces for both global and local content. These platforms allow for the rapid spread of marketing content, often in English, reinforcing its position as the language of global communication (Kress & van Leeuwen, 2006). Social media also allows brands to interact with consumers in real time, further promoting the use of foreign languages to create a sense of belonging to the global digital community.

As a result, Arabic and Berber often struggle to maintain their visibility in commercial media, as global brands, especially those in the digital sphere, tend to use French and English in their advertisements (Piller, 2003). This shift towards foreign languages has far-reaching implications for the linguistic landscape of Algeria, particularly in the context of language attrition and preservation. With the increasing dominance of French and English in advertising, local languages face the risk of marginalization, further complicating efforts to preserve Algeria's linguistic heritage.

The dominance of foreign languages in media and advertising highlights a broader issue: while globalization presents opportunities for economic growth and cultural exchange, it also poses challenges to the survival of local languages. The growing influence of media platforms, combined with the prevalence of foreign languages in branding, underscores the importance of adopting language policies that ensure the continued vitality of Arabic and Berber in Algeria's public and commercial spaces.

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

### **2.4. Language Preservation vs. Language Attrition**

In Algeria, the interplay between globalization, media influence, and national identity brings both opportunities and challenges for linguistic diversity. Language preservation and attrition stand at the heart of this dilemma, particularly in relation to Arabic and Berber (Tamazight). As French and English continue to dominate advertising, digital content, and education, the visibility and functionality of indigenous languages risk diminishing. This section delves into the concept of language attrition, ongoing preservation efforts, and the real-world effects of branding and media practices on Algeria's multilingual heritage.

#### **2.4.1. Understanding Language Attrition**

The gradual loss or decline in a language's presence, fluency, or usage in day-to-day interactions is known as language attrition (Seliger & Vago, 1991). It is frequently brought on by sociopolitical, educational, and media-related factors and can happen at both the individual and community levels. The decline in the everyday usage of Berber dialects and classical Arabic in Algeria is indicative of this phenomenon, particularly among young people who are being exposed to and socialised through more French and English-language media. Research shows minority languages are frequently viewed as less valuable or prestigious when dominant languages are continuously given preference in public discourse and advertising (Fishman, 1991).

#### **2.4.2. Efforts Toward Language Preservation**

To counter language attrition, Algeria has implemented several institutional measures. The 2016 constitutional recognition of Tamazight as an official language was a milestone, followed by the establishment of the High Commission for Amazighity (HCA) which promotes Berber language education and media representation. Moreover, some local advertising campaigns have incorporated Berber and Arabic to resonate with cultural heritage and rural communities. However, these initiatives face limitations when global brands consistently default to French and English to

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

appeal to cosmopolitan audiences. Hence, balancing national language policies with private sector practices remains a pressing concern for sustainable language preservation.

### **2.5. Branding, Identity, and Language Choices**

Brands do not merely sell products; they shape social identities and cultural narratives. Language choice in branding is a powerful tool that influences consumer perception and cultural belonging. In Algeria, where multiple languages coexist, the strategic selection of language in advertisements and media messages reflects more than market logic—it signals which identities are valued and which are marginalized.

#### **2.5.1. Language and Consumer Perception**

Language in branding serves both utilitarian and symbolic roles. French and English are often associated with modernity, professionalism, and global appeal. According to Hornikx and Starren (2007), consumers perceive brands more positively when the language used aligns with desired social status or identity. In Algeria, this leads to a perception that products advertised in French or English are of higher quality or more fashionable. Meanwhile, Arabic and Berber, though culturally significant, are often underused in high-end branding, which may inadvertently lower their perceived prestige and relevance among youth.

#### **2.5.2. Cultural Identity in Brand Messaging**

Brand language can either reinforce or erode cultural identity. Local brands that integrate Arabic or Berber in their messaging foster a sense of cultural pride and authenticity. For instance, some Algerian telecom and food companies have embraced local dialects in advertisements to build emotional connections with consumers. On the other hand, the dominance of foreign languages in multinational brand campaigns can subtly shift cultural norms and diminish linguistic

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

ties to heritage. This creates a tension between embracing global culture and maintaining national identity.

### **2.6. Challenges in Language Preservation**

Despite growing awareness of linguistic endangerment, numerous obstacles hinder effective language preservation in Algeria. Chief among them are globalization, digital media trends, and the sociolinguistic preferences of younger generations. These challenges require critical examination to develop responsive strategies for language resilience.

#### **2.6.1. The Impact of Globalization**

Globalization intensifies linguistic homogenization. In Algeria, the influx of international products and media content prioritizes English and French, making these languages indispensable in professional and consumer spheres. This results in a declining interest in Arabic and Berber among the younger population, who increasingly view these languages as limited to traditional or non-global contexts. As Kellner (1995) argues, globalization often privileges dominant cultures, reshaping identities through transnational media and branding, at the cost of local traditions and languages.

#### **2.6.2. Youth and Digital Consumption**

Digital media consumption among Algerian youth plays a critical role in language preference. Platforms like Instagram, YouTube, and TikTok are dominated by French and English content, influencing linguistic habits and self-expression. According to Androutsopoulos (2006), digital environments facilitate language shift by normalizing certain linguistic codes over others. Many Algerian youths now switch seamlessly between French and English in online spaces, often sidelining Arabic and Berber. This behavioral trend complicates efforts to preserve local languages, even when formal education promotes their use.

## **Chapter Two : Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in the Algerian Context**

### **2.7. Conclusion**

The complex relationship between Algerian cultural identity, language choice, and branding has been examined in this chapter. It looked at how linguistic hierarchies are shaped by local and international media, impacting language usage and public opinion. Despite their official status and cultural significance, Arabic and Berber are nevertheless less visible in branding and the media than French and English. It is more important than ever to strike a balance between linguistic diversity and economic integration as Algeria continues to face the difficulties of globalisation and digital modernisation. The study methods used to empirically examine these dynamics will be presented in the upcoming chapter.

**Chapter Three:**

**Data Collection Phase,  
Analysis and Interpretation**

**Chapter Three: Data Collection Phase, Analysis, and Interpretation.....**

**3.1. Introduction.....**

**3.2. Data Collection.....**

**3.2.1. Research Design.....**

**3.2.1.1. Mix Method.....**

**3.2.2. Research Instrumentation.....**

**3.2.3. Sample Population.....**

**3.2.3.1. Consumers’ Profile.....**

**3.2.4. Reliability and Validity.....**

**3.3. Data Analysis.....**

**3.3.1. Consumers’ Questionnaire Analysis .....**

**3.3.2. Summary of the Consumers’ Questionnaire.....**

**3.3.3. Consumers’ Semi-Structured Interview Analysis.....**

**3.3.4. Summary of the Consumers’ Semi-Structured Interview.....**

**3.3.5. Discussion of the Main Results.....**

**3.4. Conclusion.....**

**3.1. Introduction**

The preceding chapter discussed the theoretical background related to language use, media influence, and branding in the Algerian context. This chapter represents the practical side of the current research work. It aims to present the methodology adopted for data collection and explain how the research tools were applied to obtain relevant and credible information. It also outlines the research design, instruments used, and the procedures followed to reach the research objectives.

This chapter focuses on the tools used to gather data from a sample of Algerian consumers. Two primary methods were employed: a questionnaire and a semi-structured interview. These tools were addressed to a group of participants selected from different age and educational backgrounds to ensure variety and validity in the results. The collected data will serve to examine the main research questions and test the previously stated hypotheses regarding the influence of media and branding on language use, identity, and preservation in Algeria.

**3.2. Data Collection**

This section explains how data is gathered, including the methods used in the investigation. Additionally, it discusses the sample, how it was chosen, and the research instruments and tools that have been used in this study. The purpose of this chapter is to describe the methodological framework used to explore the influence of branding and media on language use and preservation in Algeria. Both qualitative and quantitative methods were adopted in order to ensure a comprehensive understanding of the subject matter. The mixed-methods approach enables the researcher to analyze statistical patterns as well as to interpret personal views and experiences.

**3.2.1. Research Design**

A research design represents the general strategy that guides how a study is carried out in order to answer its research questions or test its hypotheses. It serves a structured plan that determines the type of data to be collected, how it will be gathered, and how it will be analyzed.

A carefully constructed research design ensures the reliability and validity of the study, allowing the researcher to produce credible and meaningful results. The approach may differ depending on the

**Chapter Three** **Data Collection Phase, Analysis and Interpretation**

Nature and purpose of the research, whether it involves surveys, experiments, case studies, or observations.

According to Cavaye (1996), although there is no universally agreed definition of case research, it is generally understood through its characteristics, advantages, and limitations. In line with this, the current research titled “*Brand Influence on Language Dynamics in Advertising Media: A Study of Language Preservation and Attrition in Algeria*” aims to investigate how branding practices influence language preference, identity, and potential shifts in linguistic behavior, particularly between Arabic, Berber, French, and English in Algeria. A descriptive research design was employed to collect meaningful insights regarding this sociolinguistic phenomenon.

#### 3.2.1.1. Mix Method Approach

To effectively explore the research hypotheses, the study relies on a combination of methods. These methods refer to the systematic procedures used to gather and analyze the necessary data. It is essential to align the methods used with the types of data collected. In this context, the study integrates both qualitative and quantitative approaches, as discussed in the following sub-sections. To truly understand how branding influences language use in Algeria, this study adopts a mixed methods approach, combining both qualitative and quantitative research. This blend allows us to explore the topic from both a personal and statistical perspective—giving voice to individual experiences while also identifying broader trends. The qualitative side, grounded in interviews and open-ended survey questions, provides space for participants to express how they feel about the use of Arabic, Berber, French, and English in branding. These conversations revealed deeper insights into issues of identity, pride, and cultural representation that numbers alone can’t capture. As Weir and Roberts (1994) explain, qualitative research excels at exploring the complexities of human emotion and social meaning, which is essential when examining how people relate to language in media. On the other hand, the quantitative element offers a more generalizable

perspective by using structured questionnaires to gather measurable data from a wider sample. This helped us uncover patterns—such as preferences in advertising language or regional

## **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

differences in language attitudes—that add balance to the more personal accounts. Following Slevitch (2011), this numerical data brings a layer of objectivity that strengthens our overall analysis. Combining these two methods, as Creswell and Plano Clark (2011) advocate, enriches the research by offering a more complete understanding. The emotional depth of qualitative findings complements the clarity and scale of quantitative data, giving us a nuanced picture of how media and branding are subtly reshaping Algeria’s linguistic landscape.

### **3.2.2. Research Instrumentation**

In order to investigate how branding influences language use and perceptions in Algeria—particularly regarding the roles of Arabic and Berber (Tamazight)—a carefully structured questionnaire was developed and administered to a diverse group of Algerian consumers. This tool was selected to gather relevant insights into everyday encounters with advertisements and the linguistic choices embedded within them across various media platforms.

As Moser and Kalton (1971) point out, questionnaires are among the most efficient tools for collecting structured, large-scale data, particularly when research seeks to quantify attitudes, behaviors, and trends. In the context of this study, the questionnaire served a dual purpose: it offered a statistical overview of participants’ media habits and language perceptions while also allowing for interpretive analysis through a combination of close-ended and open-ended questions. This approach enabled us to measure patterns objectively and simultaneously capture individual perspectives that added depth to our understanding.

The instrument was carefully designed around the key themes derived from the study’s objectives. These included:

- Patterns of media consumption;
- The visibility and frequency of languages used in advertisements;
- The symbolic prestige associated with foreign versus local languages;

- Attitudes toward language preservation and cultural identity in branding.

The clarity and accessibility of the questionnaire were prioritized to ensure participation across varying educational levels and linguistic backgrounds. Moreover, the questionnaire was

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

distributed both online and in physical form to reach a wide demographic, including urban and rural respondents, spanning different age groups and regions of Algeria.

Importantly, this instrument was one component of a triangulated mixed-method research design, which integrated both quantitative and qualitative tools to enhance the validity and richness of the findings. In addition to the questionnaire, semi-structured interviews were conducted to explore themes that emerged from the survey in more depth and from a personal, narrative standpoint. This form of triangulation, as Denzin (1978) suggests, allows researchers to cross-verify data from multiple sources and methods, reducing the limitations of relying on a single technique and increasing the credibility of the results.

By combining quantitative breadth with qualitative depth, this dual-instrument approach ensured a more comprehensive exploration of how branding and media practices shape linguistic perceptions in Algeria. It also helped test the study's hypotheses by comparing statistically significant trends with individual narratives and reflections, offering a more holistic picture of language dynamics in Algerian advertising.

#### **3.2.3. Sample Population**

In any research that seeks to understand broader social patterns, it is neither practical nor possible to study the entire population. Instead, researchers focus on a selected group known as a sample—a smaller yet representative portion of the population that can provide meaningful insights into the phenomenon under study. As Peck et al. (2008) explain, "a sample is a set of individuals or objects collected or selected from a statistical population by a defined procedure" (p. 8).

For this study, the focus was on Algerian consumers of different ages, linguistic backgrounds, and education levels. This population was chosen because the research aimed to

explore how language use in branding and media impacts people's language preferences, perceptions of identity, and awareness of language attrition or preservation in everyday life.

The sample included 21 participants from various regions across Algeria, selected based on their ability to reflect a range of perspectives on advertising language. They were not confined to

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

one specific professional or educational group, which allowed for a more diverse and realistic representation of public opinion regarding language use in advertising. The selection method was non-random and purposive, as it targeted individuals who actively engage with different media platforms and are regularly exposed to branding.

This approach ensured that the collected data would offer both quantitative breadth and qualitative depth, helping to test the study's hypotheses about the influence of branding on local language dynamics.

#### **3.2.3.1. Consumers' Profile**

Understanding the demographic and linguistic background of the participants is essential in a study that investigates how branding and media influence language attitudes. The consumers who took part in this research reflect a cross-section of Algerian society, providing valuable insights into how different segments perceive and respond to language use in advertising.

The age range of participants was broad, with respondents falling into four main groups: 18–24, 25–34, 35–44, and 45 years and above. This allowed the study to capture generational

Differences in media consumption habits and language sensitivity, especially in terms of identity and preference in branded communication.

In terms of educational background, participants came from varied levels of schooling, including primary, secondary, university, and postgraduate education. This helped to gauge whether educational attainment correlates with awareness or sensitivity to language use in media and advertising, particularly when it comes to the dominance of French or English over Arabic and Berber.

The study also explored linguistic identity at home, asking participants about the primary Language they use in everyday communication. Most respondents reported speaking Arabic, while

others identified Berber (Tamazight), French, or a mixture of languages. This diversity offered a window into how linguistic heritage interacts with media exposure and brand influence.

Finally, participants had different habits of media consumption, with some engaging more with television and radio, while others leaned towards social media platforms and print media. Their exposure to different forms of advertising helped shape their responses regarding how often

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

they encounter certain languages and how these affect their perceptions of authenticity, prestige, or alienation.

This mixed demographic background enabled the study to present a nuanced and inclusive picture of how language and branding intersect in Algerian society.

#### **3.2.4. Reliability and Validity**

To ensure the credibility of the findings, this research emphasized both reliability and validity throughout the data collection and analysis process. Reliability was reinforced through the consistent application of the questionnaire and interview protocols across all participants. Questions were clearly structured and piloted beforehand to ensure clarity and eliminate ambiguity.

Validity was addressed by aligning the instruments with the objectives of the study and grounding them in the theoretical framework. The questionnaire included both close-ended and open-ended items to capture a broad range of data, while the semi-structured interviews offered in-depth insights and participant perspectives, enhancing content validity. Triangulation between qualitative and quantitative data strengthened the internal validity of the research, allowing findings to be cross-verified. Additionally, purposive sampling of diverse participants ensured that various linguistic and media-use backgrounds were represented, contributing to external validity.

#### **3.3. Data Analysis procedures**

This part of the chapter is devoted to analyzing the data collected through the consumer questionnaire. The aim is to interpret the findings in light of the study's core objectives: to explore how branding and advertising media influence language dynamics in Algeria, particularly with regard to language preservation and attrition.



### **Chapter Three**

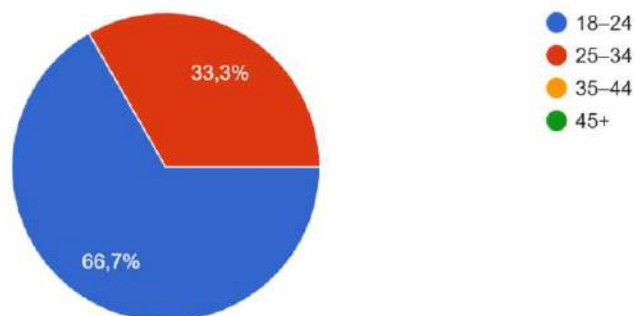
### **Data Collection Phase, Analysis and Interpretation**

**Q1:** *What is your age group?*

**Aim :** To identify the age demographics of participants and determine which age groups are most engaged with media and branding in Algeria. Understanding the age distribution helps assess generational differences in language use, brand perception, and potential shifts in language preferences influenced by advertising and media. It also allows the researcher to contextualize findings based on the life stage, exposure, and linguistic habits of the respondents.

### 1. What is your age group?

21 réponses



**Figure 1:** Age Distribution of Respondents

The pie chart above illustrates the age distribution of participants. Out of the 21 responses received, the majority of participants (66.7%) belong to the 18–24 age group. This suggests that the study was largely answered by younger individuals, possibly students or early-career adults. Meanwhile, 33.3% of the respondents fall under the 25–34 age group, indicating a smaller, yet still significant, portion of slightly older participants who may have more academic or professional experience. It is important to note that no participants were recorded in the 35–44 or 45+ age categories, which shows that the survey did not reach or engage older demographics.

## **Chapter Three**

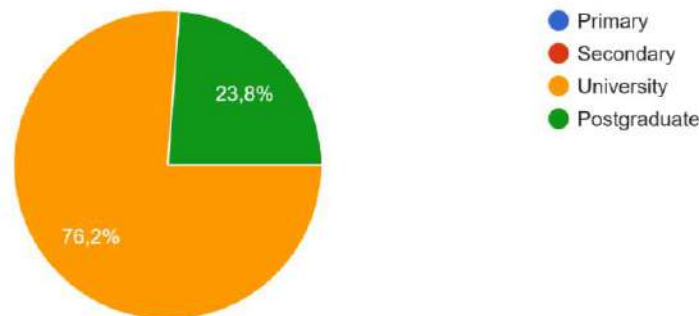
## **Data Collection Phase, Analysis and Interpretation**

### **Q2:** *What is your highest education level ?*

**Aim :** To determine the academic background of participants and assess how education level may influence language preferences and perceptions of branding in Algeria. This helps identify whether individuals with higher education are more aware of or affected by language dynamics in media and advertising, and whether their educational exposure correlates with attitudes toward language use, preservation, and attrition.

## 2. What is your highest education level?

21 réponses



**Figure 2:** Educational Background of Respondents

The pie chart above displays the highest level of education attained by the participants. Among the 21 respondents, the majority—76.2%—reported that university\*\* is their highest level of education. This indicates that most participants have completed or are pursuing undergraduate studies. On the other hand, 23.8% of participants hold a postgraduate degree, reflecting a smaller portion of more academically advanced individuals. Notably, no participants selected primary or secondary education as their highest level, which suggests that the survey reached a well-educated audience

### **Chapter Three**

### **Data Collection Phase, Analysis and Interpretation**

**Q3:** *What is your primary language of communication at home?*

**Aim :** To identify the dominant language used in informal, everyday family interactions, which helps assess the degree of language preservation within the home environment. Understanding home language use offers insight into whether Arabic, Berber, or other languages are being maintained across generations, and how this private linguistic setting contrasts with language exposure in public or media domains.

### 3. What is your primary language of communication at home?

21 réponses



**Figure 3:** Primary Language Used at Home

The pie chart above illustrates the primary language of communication at home among the participants. As shown, 100% of the respondents reported Arabic as the main language spoken in their household. This indicates a complete dominance of Arabic in the domestic domain within the surveyed group.

The result may suggest that Arabic remains deeply rooted in everyday family interactions, regardless of the participants' educational background or exposure to other languages. It is also worth noting that none of the participants reported using Berber (Tamazight), French, or Other languages as their home language, which may reflect the linguistic reality of the population sampled or point to a possible underrepresentation of minority language speakers. This linguistic homogeneity at home can be a strong indicator of language preservation in informal settings

## **Chapter Three**

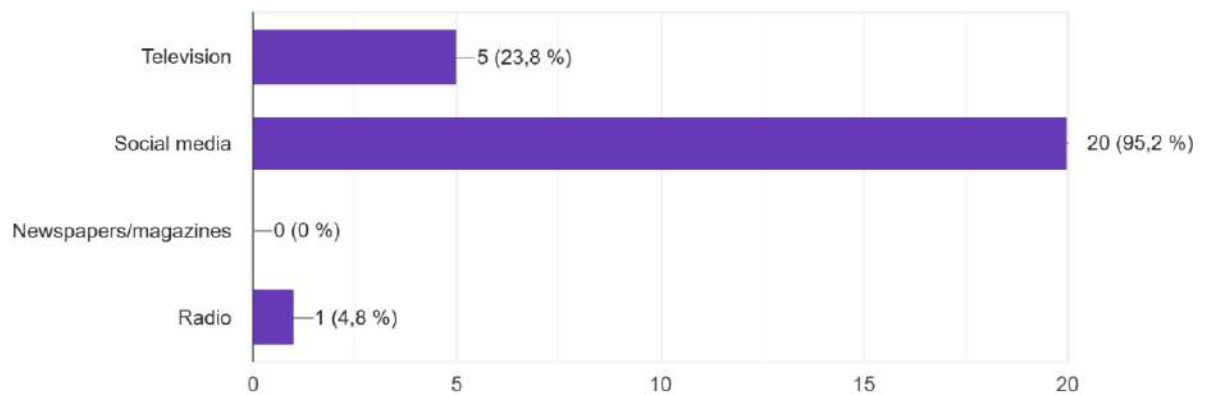
## **Data Collection Phase, Analysis and Interpretation**

### **Q4:** *Which types of media do you consume most frequently?*

**Aim :** To determine the dominant media platforms shaping participants' daily information intake and exposure to branding and language use. This helps assess which channels are most influential in transmitting language-related content and advertising, offering insight into how digital media, like social platforms, might contribute to language dynamics and possible shifts in language preference or attrition.

#### 4. Which types of media do you consume most frequently? (Select all that apply)

21 réponses



**Figure 4:** Most Frequently Consumed Media Platforms

The bar chart above presents the types of media participants consume most frequently. According to the 21 responses collected, a significant majority—95.2%—reported using social media, making it by far the most popular media platform among respondents. Television is the second most used, selected by 23.8% of participants, while only one respondent (4.8%) reported listening to the radio regularly. Interestingly, no participants indicated consuming newspapers or magazines, highlighting a notable decline in traditional print media consumption. This distribution suggests a strong shift toward digital and interactive media among the surveyed group.

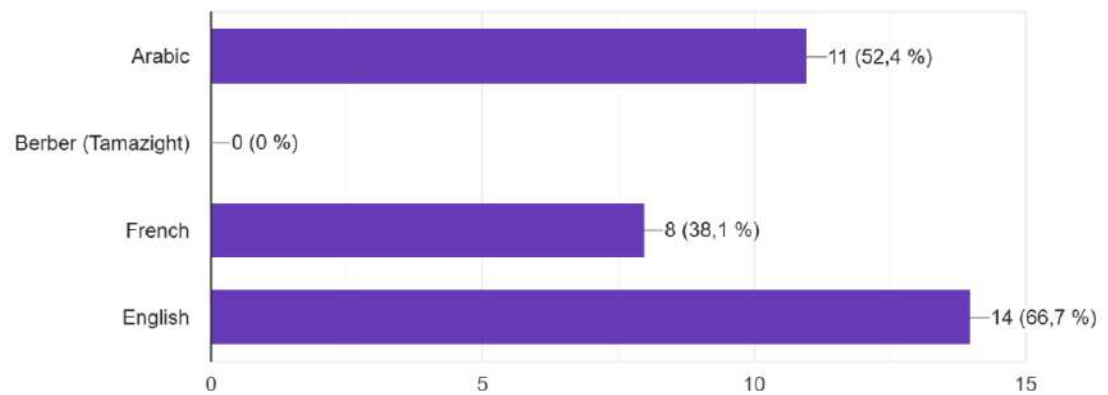
### **Chapter Three**

### **Data Collection Phase, Analysis and Interpretation**

**Q5:** *what language(s) do you encounter most in advertisements on the media platforms you see?*

**Aim :** To identify which languages are most prominently used in media advertising consumed by Algerian audiences. This helps assess the visibility and dominance of specific languages—such as English, Arabic, French, or Tamazight—in commercial spaces, and how branding practices may contribute to language promotion, marginalization, or attrition in Algeria’s multilingual context.

5. What language(s) do you encounter most in advertisements on the media platforms you use?  
21 réponses



**Figure 5:** Languages Most Commonly Encountered in Advertisements

The survey responses to the question *"What language(s) do you encounter most in advertisements on the media platforms you use?"* reveal a noticeable hierarchy in language visibility, with **English** being the most frequently encountered (66.7%), followed by **Arabic** (52.4%) and **French** (38.1%). **Berber (Tamazight)**, despite its official status in Algeria, was not selected by any respondent, suggesting a lack of representation in the advertising content consumed by participants. The strong presence of English may reflect the pervasive influence of global media and international branding, while Arabic remains central due to its national and cultural significance. French continues to occupy a secondary yet notable role, likely tied to its

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

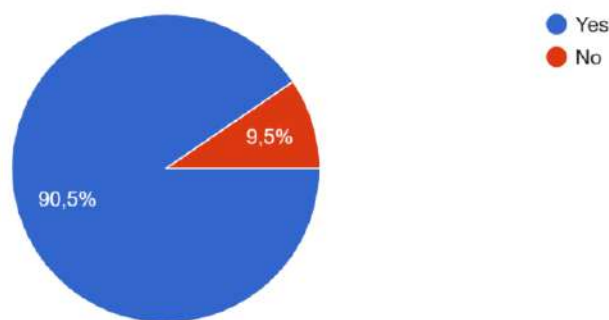
historical and institutional legacy. In contrast, the absence of Tamazight underscores its marginalization in commercial and digital media spaces, raising concerns about visibility and inclusion in a context where language plays a key role in identity and cultural preservation.

**Q6:** *Do you feel influenced by adertisments that use foreign languages (Frensh/English)?*

**Aim :** To evaluate the psychological and behavioral impact of foreign language use—specifically French and English—on Algerian consumers. This question helps measure how language choice in advertisements affects consumer engagement, brand perception, and potential language preference shifts, thereby contributing to understanding the role of foreign languages in language attrition or prestige building in Algerian society.

6. Do you feel influenced by advertisements that use foreign languages (French/English)?

21 réponses



**Figure 6:** Influence of Foreign Language Advertising on Consumers

The pie chart above illustrates participants' responses to whether they feel influenced by advertisements that use foreign languages such as French or English. A significant majority of respondents—90.5%—answered Yes, indicating that the use of foreign languages in advertisements has a strong persuasive impact on them. In contrast, only 9.5% of the participants reported not being influenced by such advertisements. This finding suggests that foreign language

### **Chapter Three**

### **Data Collection Phase, Analysis and Interpretation**

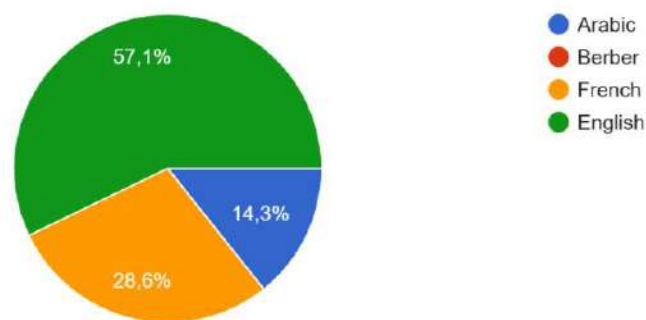
use, especially English and French, plays a notable role in shaping consumer perception and potentially guiding purchasing behavior among the surveyed group.

**Q7:** *Which language in advertisements makes a product seem more prestigious to you?*

**Aim :** To explore the role of language in shaping perceptions of product prestige among Algerian consumers. This question assesses how language use in advertisements influences consumers' perceptions of brand value, cultural status, and desirability. It also provides insights into the perceived status associated with different languages, revealing the impact of foreign languages, particularly English, in elevating the prestige of products within the local market.

7. Which language in advertisements makes a product seem more prestigious to you?

21 réponses



**Figure 7:** Language Perceived as Most Prestigious in Advertising

This pie chart reveals participants' perceptions of prestige associated with different languages used in advertisements. The majority, 57.1%, selected (English) as the language that makes a product seem most prestigious, followed by (French) at 28.6%. (Arabic) was chosen by 14.3% of respondents, while (Berber) received no votes. These results highlight the dominant perception that

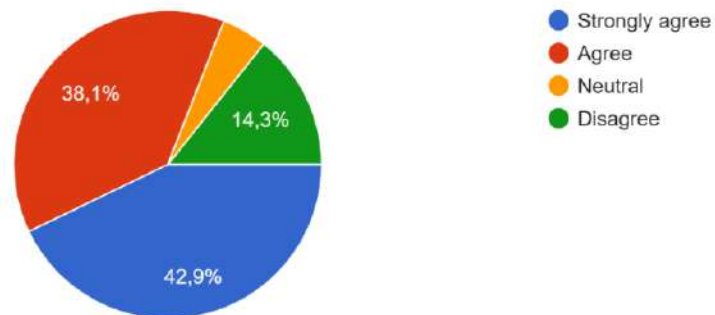
### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

Western languages—particularly English—confer higher status or prestige to products, suggesting a strong influence of globalization and international branding on local consumer attitudes.

**Q8:** *Do you think global brands (e.g., Coca-Cola, Nike) prioritize foreign languages over local languages*

**Aim :** To assess consumers' perceptions of the language strategies employed by global brands, specifically regarding their preference for foreign languages like English or French in advertising. This question aims to explore how the dominance of global brands might contribute to the marginalization of local languages and how this impacts cultural identity and language use within local markets.

8. Do you think global brands (e.g., Coca-Cola, Nike) prioritize foreign languages over local languages?  
21 réponses



**Figure 8:** Perception of Global Brands Prioritizing Foreign Languages

This chart explores respondents' views on whether global brands like Coca-Cola or Nike prioritize foreign languages over local ones. A significant 42.9% of participants strongly agree, and 38.1% agree with this statement—together making up over 80% of responses. Only 14.3%

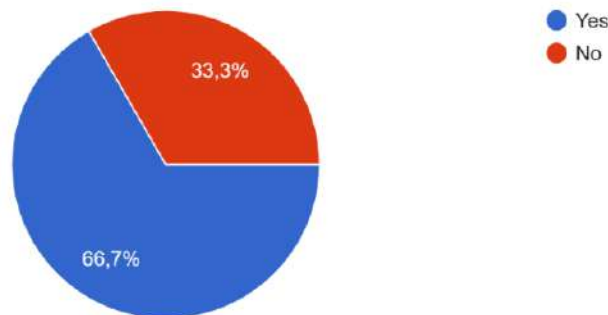
### **Chapter Three                      Data Collection Phase, Analysis and Interpretation**

disagree, and 4.8% remain neutral. These results indicate a strong perception that international brands lean heavily on foreign languages, potentially at the expense of cultural or linguistic inclusivity in local contexts.

**Q9:** *Do you think the use of Arabic and berber in media branding is sufficient to preserve local languages?*

**Aim :** To examine respondents' opinions on whether the integration of Arabic and Berber into media branding is adequate for maintaining and promoting local languages. This question seeks to gauge public sentiment regarding the effectiveness of current media efforts in preserving these languages, highlighting both confidence and potential concerns about the preservation of linguistic diversity in Algeria.

9. Do you think the use of Arabic and Berber in media branding is sufficient to preserve local languages?  
21 réponses



**Figure 9:** Effectiveness of Arabic and Berber Use in Language Preservation

This chart investigates whether respondents believe that the use of Arabic and Berber in media branding is sufficient to preserve local languages. The majority—66.7%—answered « Yes », indicating confidence in the preservation role of these languages in branding. However, a notable 33.3% responded « No », reflecting concern that current efforts may be insufficient or

### **Chapter Three**

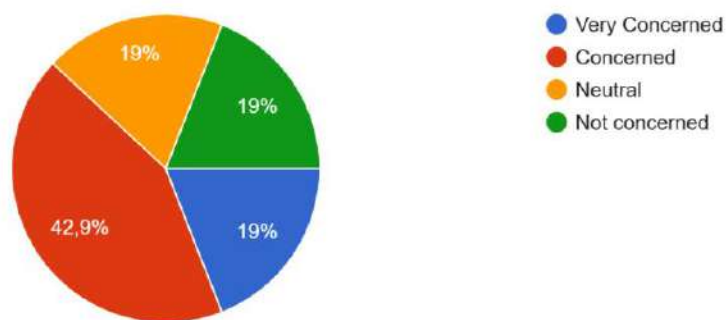
### **Data Collection Phase, Analysis and Interpretation**

require reinforcement. This suggests a general optimism but also reveals a significant minority that sees room for improvement in language preservation strategies

**Q10:** *How concerned are you about the influence of branding on the the decline of arabic or berber ?*

**Aim :** To gauge respondents' level of concern regarding the impact of branding on the erosion of Arabic and Berber languages. This question aims to understand public awareness and anxiety about how global branding practices might contribute to the marginalization or decline of local languages, while also reflecting diverse opinions on the issue. The results highlight the need for branding strategies that consider the preservation of linguistic and cultural heritage.

10. How concerned are you about the influence of branding on the decline of Arabic or Berber?  
21 réponses



**Figure 10:** Concern About Language Decline Due to Branding

This chart explores respondents' levels of concern regarding the potential role of branding in the decline of Arabic or Berber languages. A significant portion—42.9%—stated they are « Concerned », while equal shares of 19% expressed being « Very Concerned », « Neutral », and « Not concerned ». This spread suggests that while a majority are worried to some extent, there's also a notable level of ambivalence or dismissal of the issue. The overall result highlights the importance of culturally conscious branding strategies in maintaining linguistic diversity.

### **Chapter Three**

### **Data Collection Phase, Analysis and Interpretation**

11. Q1- « *In your opinion, how can brands strike a balance between using foreign languages for global appeal and promoting local languages like Arabic and Berber in their advertisements ?* »

#### **Aim of the Question :**

The aim of this question is to explore participants' opinions on how brands can balance the use of foreign languages (such as English and French) for global appeal with promoting local

languages like Arabic and Berber in their advertisements. This open-ended question seeks to gather insights on potential strategies or approaches that could help brands maintain their global reach while being culturally sensitive and supporting local language preservation. Responses will offer valuable perspectives on how brands can navigate the tension between global branding and local identity.

The responses reflect a shared understanding of the need to balance global and local communication in advertising by promoting inclusivity and cultural sensitivity. Participants suggest that brands can achieve this balance by using local languages like Arabic and Berber to ensure clarity and resonance with local audiences, while still employing foreign languages for broader global appeal. Some responses advocate for dubbing or translating advertisements to suit local contexts, highlighting the importance of accessibility without compromising the original message. The responses vary in detail and language accuracy, with a mix of practical suggestions

And more reflective, culturally aware insights, demonstrating an overall appreciation for multilingual and inclusive marketing strategies. The consumers responses demonstrate an awareness of the importance of linguistic inclusivity in marketing. They collectively support a dual-language or culturally adaptive approach that serves both global and local needs. Structurally, while varied in complexity, the responses show clarity and relevance. The presence of thoughtful terms such as « culturally sensitive strategy » indicates a deeper understanding of cross-cultural marketing dynamics, though minor grammatical errors suggest areas for language improvement.

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

*Q2- can you share any exemples or experiences where the use of a specific language in branding impacted your perception of a product or service ?*

#### **Aim of the Question :**

The aim of this question is to gather specific examples or personal experiences from participants about how the use of a particular language in branding has influenced their perception

of a product or service. By asking for concrete instances, the question aims to understand the emotional or cognitive impact that language choices in advertisements or branding materials can have on consumers. Responses will shed light on whether the language used by brands plays a significant role in shaping attitudes, trust, or purchasing decisions, and will provide insights into the power of language in influencing consumer behavior.

The responses collectively highlight the profound influence of language choice in branding on consumer perception, underscoring how linguistic elements operate not merely as communication tools but as cultural and emotional signifiers. Arabic, as a local and widely spoken language in Algeria, is perceived as a marker of accessibility and belonging; its use in advertisements suggests the brand is local or locally attuned, fostering a sense of familiarity and trust. Several respondents express a sense of pride and cultural inclusion when Arabic is featured, especially when it appears in global campaigns, such as Coca-Cola's "Share a Coke" initiative. French, by contrast, is consistently associated with prestige, sophistication, and luxury, particularly in sectors like fashion and cosmetics. This aligns with Bourdieu's theory of linguistic capital, where certain languages carry symbolic power, influencing consumer behavior regardless of product quality. English is viewed through the lens of globalization—linked to innovation, science, and technological advancement—which reflects its status as the global lingua franca in branding. Respondents also mention its practical utility in decoding scientific terms, especially in skincare products. The interplay of languages in branding is thus not only about comprehension but about identity, aspiration, and cultural values. Brands that incorporate multiple languages—such as Djezzy using colloquial Arabic to connect emotionally and French for professionalism—

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

demonstrate linguistic adaptability that resonates across different consumer segments. Importantly, several responses caution that the exclusion of local languages may alienate certain demographics, suggesting that effective branding requires a nuanced, multilingual strategy that balances global aspirations with local sensitivities. This multilayered feedback confirms that language in advertising serves not only transactional but also symbolic and relational functions, deeply shaping consumer attitudes and brand loyalty.

### 3.3.2. Summary of the Consumers' Questionnaire

The consumer questionnaire aimed to explore how branding, language choice, and media consumption influence the perception of products and language dynamics in Algeria. A total of 21 respondents participated, providing valuable insights into how language usage in advertising impacts consumer attitudes and behaviors.

The demographic breakdown revealed that the majority of respondents were young adults, aged 18-24, with a significant portion holding university degrees. This suggests that the survey primarily reached an educated, tech-savvy audience, which is reflective of the growing importance of digital media in the region.

The questionnaire revealed that Arabic remains the dominant language of communication in the home for all participants, signaling its cultural significance. However, the media consumption habits pointed to a clear preference for social media platforms, with 95.2% of respondents reporting frequent use, followed by television. This trend highlights the shift towards digital and interactive media, which plays a pivotal role in shaping consumer perceptions through advertising.

When asked about the languages encountered most frequently in advertisements, English topped the list, followed by Arabic and French. Notably, Berber was absent from respondents' encounters, underscoring its marginalization in commercial media. The results also indicated that foreign languages, especially English, have a notable influence on consumers, with 90.5% reporting being swayed by ads in these languages. This underscores the powerful role of global branding in shaping local consumer perceptions.

## **Chapter Three**

## **Data Collection Phase, Analysis and Interpretation**

Furthermore, the perception of prestige linked to foreign language usage in advertising revealed a preference for English, which was seen as the most prestigious language, followed by French. Arabic was considered less prestigious, and Berber was not associated with prestige at all, reinforcing the dominance of Western languages in shaping consumer attitudes toward luxury and high-status products.

While a majority of respondents felt that global brands prioritize foreign languages over local ones, there was also a strong belief in the role of Arabic and Berber in preserving local languages through branding. However, a notable portion expressed concerns about the adequacy of current efforts to maintain language diversity in media branding.

Lastly, when asked about the potential decline of Arabic and Berber due to branding, a significant portion of respondents expressed concern, emphasizing the need for culturally sensitive branding strategies that can strike a balance between global appeal and local language preservation.

In summary, the consumer questionnaire highlights the complex relationship between branding, language use, and consumer behavior in Algeria. While foreign languages like English and French dominate the branding landscape, there is a clear desire among consumers for more inclusion of local languages in media, signaling both a challenge and an opportunity for brands aiming to maintain cultural relevance in a multilingual society.

### **3.3.3. Consumers' Semi-Structured Interview Analysis**

The semi-structured interview was conducted with a selected group of Algerian consumers to gain deeper insights into their perceptions and attitudes towards the use of language in branding and media. This tool allowed participants to freely express their thoughts while guiding the conversation around key themes relevant to language dynamics, branding influence, and cultural identity. The responses collected offered valuable qualitative data that complement the findings from the questionnaire. Below is a detailed analysis of the participants' responses to each interview question.

## **Chapter Three**

## **Data Collection Phase, Analysis and Interpretation**

### **Q1: How would you describe your experience with brand advertisements in Algeria?**

Participants shared varied but generally consistent views about how brand advertisements function in Algeria. Most noted that ads often reflect a mixture of languages, but there's a clear dominance of French and English—especially in digital media like Instagram or YouTube. While this reflects global marketing trends, many felt it came at the cost of local inclusivity. Some described the





### 3.3.4. Summary of the Consumers' Semi-Structured Interview

The semi-structured interviews conducted with selected Algerian consumers offered rich qualitative insight into how individuals interpret language use in branding within their everyday media experiences. Designed to probe beyond surface-level responses, this tool provided space for participants to reflect openly on their emotional and cultural reactions to language choices in advertising. What emerged was a complex but consistent narrative: language in branding is more than just a communicative tool—it carries symbolic power, influences identity, and subtly shapes linguistic hierarchies.

When asked about their general experience with advertisements in Algeria, participants commonly mentioned the dominance of French and English, especially across digital platforms such as YouTube and Instagram. While some acknowledged that this reflects global advertising strategies, many felt it came at the expense of local cultural authenticity. Several remarked that Algerian advertisements often feel “detached” from their linguistic reality, with Arabic appearing selectively and Berber (Tamazight) being virtually absent.

On the question of which languages they encounter most frequently in advertising, nearly all participants pointed to English and French, particularly in sectors like fashion, electronics, and luxury goods. Arabic appeared more often in state media and television, but even then, it was often secondary—used for subtitles or formal announcements. Berber was described as “rarely, if ever” seen, reinforcing the sense that it occupies a marginal position in Algeria’s media landscape.

When discussing the effect of foreign languages on brand perception, responses were strikingly consistent: the use of English or French often elevates a product’s image. Many participants explained that such languages project ideas of quality, modernity, and global relevance. One individual summed it up by saying, “When I see English on a product, it just feels premium.” This reflects how language in branding contributes not only to purchasing decisions but to constructing a hierarchy of prestige among languages themselves.

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

There was also widespread agreement that Arabic and Berber are underrepresented in Algerian media. While Arabic is sometimes featured, it is rarely the language of emphasis. Participants described this trend as a subtle form of cultural exclusion, especially troubling given the national and historical significance of these languages. Some viewed the lack of local language



Algeria. Through the voices of 21 participants, mainly young and university-educated, patterns emerged that highlight the growing influence of foreign languages in media and consumer spaces.

Most respondents were between 18 and 34 years old, and all had achieved a relatively high level of education, giving us insight into how educated youth interact with media. Arabic emerged as the dominant language spoken at home, while Berber was scarcely mentioned—an observation that hints at broader societal language dynamics. French retained a presence but was mostly secondary in home settings. These initial demographic insights serve as a foundation for understanding how people engage with different languages in everyday life.

When asked about their media consumption habits, the overwhelming preference was for social media, with television ranking second. This shift toward digital platforms reflects a global movement where younger generations consume content primarily online. Within these platforms, English and French were reported as the most visible languages in advertisements, while Arabic appeared mostly on traditional platforms like television. Berber, by contrast, was largely absent from both digital and traditional ad spaces. This paints a clear picture: foreign languages, especially English, are dominating commercial messaging, while indigenous languages remain underrepresented.

The perception of branding further reinforced these findings. A vast majority of participants acknowledged feeling more drawn to advertisements in foreign languages, associating English and French with prestige, modernity, and global identity. Local languages, particularly Arabic and Berber, were often viewed as less suitable for high-end branding. These attitudes directly support

### **Chapter Three** **Data Collection Phase, Analysis and Interpretation**

our first hypothesis, which proposed that foreign-language branding strategies in Algeria elevate certain languages while overshadowing others.

Additionally, participants expressed concern about the implications of this trend on language preservation. Many felt that Arabic and Berber are not given enough visibility in advertising, contributing to a sense of cultural neglect. This sentiment was especially strong among those who feared that constant exposure to foreign-language media could lead to the gradual fading of native tongues, particularly among the youth. These views align with our second hypothesis, which suggested that branding practices could accelerate language attrition.

Interviewees also shared personal stories that reflected their emotional connection to language. Several noted a sense of disconnection from brands that exclusively used foreign languages, whereas others described feeling represented and valued when they encountered Arabic or Berber in advertisements. These accounts reveal the deeper cultural and emotional significance of language beyond its communicative role—it is also a symbol of identity and belonging.

Importantly, many participants believed that advertising and branding carry a social responsibility: to be more inclusive of Algeria’s linguistic heritage. Suggestions ranged from adopting bilingual advertisements to creating campaigns that equally feature Arabic, Berber, and foreign languages. Such practices, they argued, would not only enhance cultural representation but also appeal to a broader audience.

In summary, the research confirms that branding and advertising do more than sell products—they influence how people perceive languages, cultures, and even themselves. The dominance of foreign languages in Algerian media contributes to a shift in language prestige, often at the expense of local tongues. However, the findings also highlight a public awareness of this imbalance and a desire for change. By aligning our conclusions with both survey data and personal interviews, it becomes clear that language-sensitive branding has the potential to support—not hinder—linguistic and cultural preservation in Algeria.

### 3.4. Conclusion

This chapter provided a detailed account of the methodology, data collection, and analysis of the current study, which explored the influence of branding and advertising media on language use, preservation, and attrition in Algeria. By employing both quantitative (questionnaire) and qualitative (semi-structured interview) methods, the research aimed to gain a deeper understanding of how linguistic choices in commercial media shape public perception and influence language dynamics among Algerian consumers.

The analysis of the questionnaire revealed that foreign languages, particularly French and English, dominate the branding and media landscape in Algeria, especially on digital platforms. Arabic maintains a presence in more traditional media, while Berber remains notably underrepresented. Most respondents indicated that they associate English and French with modernity and professionalism, which impacts how they perceive both products and their own native languages.

The semi-structured interviews further confirmed these findings. Participants voiced concern about the marginalization of Arabic and Berber in branding and emphasized the need for media and brands to take an active role in preserving local languages. Suggestions included the increased use of bilingual or culturally sensitive advertising that reflects Algeria's linguistic diversity.

Overall, the findings support the study's hypotheses and underline the broader social and cultural implications of language use in media. Branding in Algeria does more than sell products—it reinforces language hierarchies, influences identity, and contributes to either the preservation or erosion of linguistic heritage. As such, both local and international brands have a responsibility to engage in more inclusive and culturally respectful communication strategies that contribute to the maintenance of Algeria's multilingual identity.

# **Chapter Four:**

# **Concluding Chapter**

**Chapter Four: Concluding Chapter.....**

**4.1 Introduction.....**

**4.2 Summary of the Study.....**

**4.3 Some Pedagogical Implications.....**

**4.4 Suggestions and Practical Recommendations.....**

**4.5 Limitations of the Study.....**

**4.6 New Research Perspectives.....**

**4.7 Conclusion.....**

**4.1. Introduction**

This final chapter brings the research to a close by offering a comprehensive summary and critical reflection on the main findings presented in the previous chapters. It revisits the core objectives of the study, particularly focusing on how branding and advertising media influence language dynamics in Algeria—specifically in relation to language preservation and attrition.

Beyond summarizing key results, this chapter delves into the broader cultural and linguistic implications of the research. It addresses how the patterns identified reflect global branding pressures, shifting consumer language preferences, and the potential marginalization of local languages such as Arabic and Berber in commercial media spaces. The discussion also highlights the societal relevance of these findings, especially in a multilingual country where language is deeply tied to identity and cultural heritage.

In addition, the chapter outlines the study's limitations, acknowledging methodological and practical constraints while emphasizing the value of the insights gained. It offers realistic and actionable recommendations for stakeholders—including advertisers, policymakers, educators, and media producers—who are in a position to influence language representation in branding.

Finally, this chapter suggests directions for future research, calling for further investigation into the long-term impact of foreign-language advertising on local language use and how inclusive media strategies can contribute to cultural sustainability. Through these reflections and proposals, this chapter underscores the importance of maintaining a balanced linguistic environment where global appeal does not come at the cost of local identity.

## **4.2. Summary of the Study**

This research explored the intricate relationship between language use and branding, with a particular emphasis on the Algerian advertising landscape. The study aimed to examine how the dominance of foreign languages—primarily French and English—within media and advertising spaces affects the use, perception, and preservation of local languages such as Arabic and Berber. It sought to understand whether the increasing presence of these global languages contributes to language shift and cultural dilution, or whether strategic language choices in branding could support efforts toward linguistic preservation.

To address this issue, the research was guided by two key questions:

1. *How does media advertising influence language use and perception in Algeria?*
2. *How does the choice of language in branding affect language preservation or attrition?*

Through a mixed-methods approach combining a consumer questionnaire and semi-structured interviews, the findings revealed that French and English dominate advertising across digital and print platforms, often at the expense of Arabic and Berber. These foreign languages are widely perceived as more prestigious and commercially effective, especially among youth audiences and urban consumers. This perception has contributed to a gradual erosion in the social and cultural value attached to local languages.

However, the study also illuminated the potential for positive change. Many participants expressed a desire to see Arabic and Berber more prominently represented in media and marketing. The findings suggest that when local languages are used thoughtfully and authentically in branding, they evoke a sense of pride, belonging, and cultural affirmation among consumers.

In conclusion, the study confirms that language choices in branding are not neutral. They carry symbolic weight and can either reinforce or challenge prevailing language ideologies. As such, brands and media producers hold considerable influence in shaping language attitudes and, by extension, in contributing to either the preservation or attrition of linguistic diversity in Algeria.

### **4.3. Some Pedagogical Implications**

The results of this study offer several insights for both educators and media practitioners. Firstly, the dominance of foreign languages in advertising can be seen as a barrier to the promotion of local languages in the public sphere. This suggests a need for more inclusive advertising practices that reflect Algeria's linguistic diversity.

In the classroom, teachers can use this research to foster critical discussions on the role of language in advertising. By analyzing how brands choose their language, students can gain a deeper understanding of how language shapes identity and perception. Additionally, media literacy education should be integrated into the curriculum, encouraging students to engage with and question the language used in advertising, ultimately fostering an appreciation for their own linguistic heritage.

### **4.4. Suggestions and Practical Recommendations**

Drawing from the findings, the following recommendations are proposed:

- **Promote Linguistic Diversity in Advertising:** Brands should be encouraged to feature local languages alongside foreign ones, particularly Arabic and Berber. This would not only make the advertisements more inclusive but also better reflect the country's rich cultural heritage.
- **Support from Media Companies:** Media outlets should produce content that represents Algeria's cultural and linguistic diversity. By doing so, they can contribute to the preservation of local languages while appealing to the cultural identity of Algerian consumers.
- **Public Awareness Campaigns:** Efforts should be made to raise public awareness about the importance of language preservation. Campaigns could focus on the social, cultural, and

economic value of maintaining local languages, particularly in the face of increasing foreign language influence.

- **Collaboration Between Educators and Media:** Educational institutions should collaborate with media companies to create educational content that highlights linguistic diversity and encourages language preservation. This partnership could also explore innovative ways to use media in language learning.

#### **4.5. Limitations of the Study**

While this study provides valuable insights, there are several limitations that should be noted:

- **Sample Size:** The study's small sample size (only 21 participants) limits the generalizability of the findings. A larger sample would help provide a more comprehensive understanding of language dynamics in Algeria.
- **Gender Imbalance:** The majority of participants were female, which may have influenced the findings. Future studies should aim for a more balanced representation of both genders to ensure a broader understanding of language attitudes across demographics.

1. **Study Duration:** The research was conducted within a relatively short time frame, which may have limited the scope of data collection and analysis. Longer studies could provide more in-depth insights into the long-term impact of advertising on language use.

2. **English Proficiency Levels:** All participants had a similar level of English proficiency. It would be beneficial to investigate the effects of language in branding across different levels of language proficiency to better understand how language use in advertising affects learners at various stages.

#### **4.6. New Research Perspectives**

This study opens up several potential areas for future research:

- **Comparative Studies:** Research could compare the impact of different genres of advertising (e.g., television commercials, online ads, social media campaigns) on language dynamics in Algeria, exploring whether certain platforms have a stronger influence on language use.

**Cultural Perspectives in Branding:** Further studies could examine how advertising using languages from different cultures influences consumer identity and language practices. Understanding how global brands navigate local languages and cultures could yield valuable insights into how advertising shapes linguistic attitudes.

**Feedback Mechanisms:** It would be interesting to study how consumers respond to language use in advertisements through feedback mechanisms, such as surveys or social media interactions. This could shed light on whether the public perceives foreign language dominance as a problem and whether there is a demand for more inclusive advertising.

**Language and Identity:** Research could also delve deeper into the relationship between language use in branding and the formation of national or cultural identity. Exploring this intersection could help to understand the broader social implications of language in advertising.

#### **4.7. Conclusion**

In conclusion, this study demonstrates that branding in Algeria—specifically through advertising—plays a significant role in shaping language dynamics. The findings show that the dominance of foreign languages, particularly French and English, is contributing to the marginalization of local languages such as Arabic and Berber. However, this research also highlights the potential for brands to reverse this trend by incorporating local languages into their advertisements.

By doing so, brands could help preserve Algeria's linguistic heritage, promote national pride, and encourage a more inclusive public discourse. The study emphasizes the importance of media

literacy and advocates for the integration of local languages in media practices to support language preservation. Ultimately, this study serves as a call for more inclusive, culturally sensitive branding that can contribute to a more balanced and diverse media landscape in Algeria.

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## **Appendix : Consumer' Questionnaire**

1. **What is your age group?**

18–24

25–34

35–44

45+

2. **What is your highest education level?**

Primary

Secondary

University

Postgraduate

3. **What is your primary language of communication at home?**

Arabic

Berber (Tamazight)

French

Other: \_\_\_\_\_

4. **Which types of media do you consume most frequently?** (*Select all that apply*)

- Television
- Social media
- Newspapers/magazines
- Radio

5. **What language(s) do you encounter most in advertisements on the media platforms you use?**

- Arabic
- Berber (Tamazight)
- French
- English

6. **Do you feel influenced by advertisements that use foreign languages (French/English)?**

- Yes
- No

7. **Which language in advertisements makes a product seem more prestigious to you?**

- Arabic
- Berber (Tamazight)
- French
- English

8. **Do you think global brands (e.g., Coca-Cola, Nike) prioritize foreign languages over local languages?**

- Strongly agree
- Agree
- Neutral
- Disagree

9. **Do you think the use of Arabic and Berber in media branding is sufficient to preserve local languages?**

- Yes
- No

10. **How concerned are you about the influence of branding on the decline of Arabic or Berber?**

- Very concerned
- Concerned

Neutral

Not concerned

**11. In your opinion, how can brands strike a balance between using foreign languages for global appeal and promoting local languages like Arabic and Berber in their advertisements?**

.....  
.....

**12. Can you share any examples or experiences where the use of a specific language in branding impacted your perception of a product or service?**

.....  
.....

**Appendix : Consumer' Semi Structured Interview**

**1. How would you describe your experience with brand advertisements in Algeria?**

.....  
.....

**What language(s) do you usually see in the advertisements you consume?**

.....  
.....

**1. Do you think the use of French and English in branding affects your perception of the product? Why or why not?**

.....  
.....

**2. In your opinion, are Arabic and Berber languages underrepresented in advertising media?**

.....  
.....

**3. Do you believe branding influences the way people use or perceive their native language(s)? How?**

.....  
.....

**4. What role should media and brands play in preserving local languages like Arabic and Berber?**

.....  
.....

**5. Can you recall a brand that positively or negatively impacted your view on language use?**

.....  
.....

## Summary

This study explores how brand influence within advertising media affects language dynamics in Algeria, with a particular focus on language preservation and attrition. It examines how exposure to multilingual advertisements—primarily in Arabic, French, English, and occasionally Tamazight—impacts consumers' linguistic behavior, perceptions, and preferences. To investigate this phenomenon, a mixed-method approach was employed, combining a questionnaire administered to 21 Algerian participants and a semi-structured interview with a media specialist. The findings revealed that while French continues to dominate in brand communication, English is increasingly associated with modernity and prestige, leading to shifts in language attitudes and occasional attrition of local languages. The study concludes that media and branding are powerful agents in shaping language choices and play a significant role in the ongoing transformation of Algeria's linguistic landscape.

## Résumé

La présente étude s'intéresse à l'influence des marques dans les médias publicitaires sur les dynamiques linguistiques en Algérie, en mettant l'accent sur la préservation et l'attrition des langues. Elle cherche à comprendre comment l'exposition à des publicités multilingues notamment en arabe, en français, en anglais et parfois en tamazight — affecte les comportements linguistiques, les préférences et les perceptions des consommateurs algériens. Pour répondre à cette problématique, une méthode mixte a été adoptée, combinant un questionnaire administré à 21 participants algériens et un entretien semi-directif avec un professionnel des médias. Les résultats ont montré que le français reste largement dominant dans la communication de marque, tandis que l'anglais est de plus en plus perçu comme une langue de prestige et de modernité, influençant les attitudes linguistiques et, dans certains cas, contribuant à l'érosion des langues locales. L'étude conclut que les médias et les stratégies de marque jouent un rôle central dans l'évolution des choix linguistiques et participent activement à la transformation du paysage linguistique algérien.

## المخلص

تهدف هذه الدراسة إلى استكشاف تأثير العلامات التجارية في وسائل الإعلام الإعلانية على الديناميكيات اللغوية في الجزائر، مع التركيز على ظاهرتي الحفاظ اللغوي وتآكل اللغة. تسعى هذه الدراسة إلى فهم كيف تؤثر الإعلانات متعددة اللغات، خاصة بالفرنسية، العربية، الأمازيغية، والإنجليزية، على تفضيلات الأفراد اللغوية وسلوكياتهم وتصوراتهم. وقد تم اعتماد منهجية بحثية مزدوجة تمزج بين الأسلوب الكمي والنوعي، من خلال توزيع استبيان على 21 مشاركًا جزائريًا، بالإضافة إلى إجراء مقابلة شبه مهيكلة مع فاعل في مجال الإعلام. كشفت النتائج أن اللغة الفرنسية لا تزال تهيمن على الخطاب الإعلاني، بينما تزداد هيمنة اللغة الإنجليزية نظرًا لارتباطها بالقوة الاقتصادية والعولمة والحداثة. من جهة أخرى، تُهمَّش اللغات الوطنية، وخاصة الأمازيغية والعربية الفصحى، مما يشير إلى وجود خطر حقيقي على التنوع اللغوي في البلاد. توصلت الدراسة إلى أن وسائل الإعلام تلعب دورًا محوريًا في تشكيل التوجهات اللغوية وتعزيز بعض اللغات على حساب أخرى، مما يؤثر بشكل مباشر على هوية الأفراد اللغوية والثقافية.