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Received: 12/2023, Published: 01/2024

Abstract:

Algeria's linguistic situation is undeniably diverse and vibrant. Arabic serves as the predominant language, reflecting the country's Arab roots, while the Berber language represents the indigenous population. French, a consequence of colonial history, has held significance. However, the emergence of English poses a challenge to French dominance, prompting shifts in linguistic dynamics. This study seeks to explore the intricate interplay of political and cultural elements that shape language preferences in Algeria. Through an examination of governmental decisions and societal attitudes toward English and French, this research aims to investigate Algeria's complex language preferences and the underlying forces guiding them. The study employs a multifaceted approach, incorporating a questionnaire, an interview, and a linguistic landscape analysis, drawing from Landry and Bourhis' (1990) methodology. Initial findings from the questionnaire suggest that the integration of English in Algeria is driven by a combination of political and pragmatic considerations.

Keywords : Algeria, linguistic landscape, English language, French language, political factors.

Tob Regul Sci.™ 2023;9(2):2285 - 2303

DOI: doi.org/10.18001/TRS.9.2.148

Introduction :

In recent years, there has been a notable increase in the use of English in Algeria, which has captured the attention of researchers and policymakers. This shift reflects a significant change in language preferences, with English gaining popularity for international communication and global interactions, gradually surpassing the once dominant French (Chachou, 2016). This transformation is not limited to informal settings but has also extended into the education sector (Benrabah, 2013). A crucial political decision was made during the year 2022-2023 to introduce English language instruction in primary schools alongside French, allowing children to be exposed to both languages simultaneously. It is essential to note that this decision was made

during a period of tense relations between Algeria and France, particularly in the post-Hirak era, which sought to reduce Algeria's dependence on France.

This notable increase of English usage in education, media, economy, political, and military institutions appears to be a deliberate effort to foster English proficiency and position it as a strong competitor to French in official and social spheres. This language preference shift seems driven by the intention of whether to equip the younger generation with essential language skills for success in an interconnected global world, or, it may reflect a response to historical perceptions of French as a colonial language. Overall, Algeria is actively reshaping its linguistic landscape and cultural identity. This study seeks to explore the intricate interplay between language choices and political influences, providing valuable insights into the multifaceted nature of Algeria's language preferences.

Historical Perspectives on Language Use in Algeria

Algeria's linguistic situation is undeniably diverse and vibrant, characterized by the coexistence of multiple languages. Arabic, as the officially recognized language, plays a significant role, with both vernacular dialects and Modern Standard Arabic being widely spoken across the nation. Arabic serves as the primary language for communication in various domains, such as administration, education, and daily life. However, in informal settings, Algerian Arabic dialects are commonly used in everyday interactions (Mouats and Bouatta, 2017).

In addition to Arabic, Algeria takes pride in its rich heritage of Berber languages, which further contribute to the country's linguistic diversity. Tamazight, one of the prominent Berber languages, holds official recognition and is utilized in specific educational and administrative contexts, especially in areas with a substantial Berber-speaking population (Belguendouz, 2004). The acknowledgement of Tamazight as an official language is a significant step towards preserving and promoting Algeria's linguistic heritage.

Aside from Arabic and Berber languages, French occupies a significant place in Algeria's linguistic landscape, mainly due to the country's historical ties with France during the colonial era. Even today, French continues to be extensively utilized in various domains, including government, higher education, business, and the media. It is regarded as a second language by many Algerians and holds a crucial position in official and formal contexts (Allal, 2009).

1. The Historical Significance of French as a Dominant Language in Algeria:

The dominance of French as a language of significance in Algeria's history can be traced back to the French Colonial Period (1830-1962). Throughout this time, French was established as the language of administration, commerce, education, and culture in Algeria. The French colonial authorities promoted its use and adoption, considering it superior to Arabic and other local

languages (Ageron, 1991). As a linguistic colonial policy, the usage of French extended to all aspects of governance, with administrative functions conducted exclusively in the French language. Additionally, French became the language of commerce, facilitating trade and economic activities between Algeria and France (Ibid).

Furthermore, French language has been instructed in schools in order to restrict educational opportunities for those who did not speak it. This educational policy aimed at fostering a generation of Algerians with a French cultural identity (Benrabah, 2009). The French authorities deliberately relegated Arabic to a minor language, providing limited resources and support for its teaching and learning. Ultimately, the intention was to weaken Algerian resistance to colonialism by depriving Algerians of their Arabic culture and Islamic values. As part of this approach, the French abolished the teaching of Arabic in schools, confining its instruction to an illegal manner at mosques (Ageron, 1991).

Through this assimilationist policy, the French strategically employed their language as a means to promote French culture while discouraging the use of Algerian Arabic and Berber languages. The objective was to instill the concept of "Frenchness", (Benrabah, 2009) among the Algerian population, believing that adopting French language and culture would lead to their assimilation into French society. This linguistic dominance imposed by the French had a profound impact on Algerian society, contributing to the displacement and marginalization of the Arabic language (Bougherira, 2016).

Even following Algeria's independence in 1962, the presence of French persisted in various aspects of public life, encompassing administration, business, media, and education. French was viewed as a language of modernity, and numerous Algerians perceived it as essential for their professional growth and opportunities. However, the status of the French language has been subject to debates and contention in post-independence Algeria, with some advocating for its replacement with Arabic or the promotion of bilingualism and multilingualism (Belkaid, 2014).

The Influence of Post-Independence Language Policies on the Decline of French in Algeria.

Following Algeria's independence in 1962, the country implemented language policies aimed at promoting Arabic while reducing the prominence of French. The centerpiece of these policies was the Arabicization policy, which sought to replace French with Arabic as the language of education, administration, and media. This policy had multiple objectives, including establishing an efficient bureaucracy, fostering a competent Arabic-speaking workforce, reinforcing Algerian identity, and asserting linguistic independence from French cultural influence (Belkaid, 2014; Bougherira, 2016). As a result of these language policies, the use and status of French experienced a noticeable decline in Algerian society, particularly in official and public domains (Entelis, 1977).

The integration of Arabic into various aspects of society, including education, administration, and public discourse, was a deliberate effort to bolster its use as the primary means of communication and to diminish the prominence of French in these domains. Consequently, French witnessed a reduction in prevalence in the public sphere. Notably, French was no longer the predominant language of administration, putting government employees without proficiency in Arabic at a clear disadvantage (Ibid). Additionally, the government took measures to diminish the status of French by closing French-language newspapers, television, and radio stations (Chaker, 2014).

Moreover, the language policy had a significant impact on French education in Algeria, leading to a sharp decline in French as the language of instruction in higher education. The government actively promoted Arabic-medium instruction in schools and universities and implemented measures that hindered the use of French (Saad, 2019). Consequently, the demand for French-language schools decreased substantially, resulting in the closure of many institutions. Furthermore, teacher training programs and the production of French educational materials experienced a decline in response to the government's discouragement of French instruction (Bennoune, 2018).

The Arabization policy's implementation in Algeria significantly weakened the status of the French language. Through the promotion of Arabic as the language of education, administration, and media, the government curtailed the use of French in official and public contexts. As a result, French experienced a decline as a language of instruction, and the closure of French-language media outlets further contributed to weakening its position in post-independence Algeria.

In addition to the Arabization policy, Algeria also implemented language policies aimed at promoting the Berber language, also known as Tamazight (Mouats, 2017). Tamazight is a native language spoken by a substantial portion of the Algerian population, and in response to demands raised by this minority, the Algerian government recognized the importance of linguistic diversity and took measures to promote and preserve the Berber language. These policies acknowledged the significance of Tamazight as a key element of Algeria's Berberian identity, thereby positioning French as the third-ranked language. The official languages of Algeria became Arabic, representing the majority, and Tamazight, acknowledging the Berber heritage of the country.

In conclusion, the language policies in post-independence Algeria have been instrumental in shaping both the country's linguistic diversity and cultural identity. By promoting Arabic and recognizing the importance of the Berber language, Algeria has taken significant steps towards embracing its heritage and asserting its national identity. As a result of these policies, the status of French has experienced a notable decline in the post-independence era, reflecting the nation's ongoing commitment to fostering linguistic diversity while strengthening its own unique cultural identity.

French Language in the Changing Political Landscape of Algeria :

Despite the aforementioned language policies, the use of French has continued to hold significance in certain sectors, such as business, academia, and diplomacy. This is primarily attributed to some politicians and administrators who still maintain loyalty to France and its culture. Allegations have surfaced that these individuals have secret and indirect relations with the French government, leading to concerns about potential intentions to maintain Algeria as a French continuity. Consequently, they resist the use of Arabic and favor communication in French while using it in official domains. The presence of these influential figures in government and official institutions has posed challenges to the success of the Arabization policy.

The influence of French in Algeria persisted until 2015 when former President Abdelaziz Bouteflika's health issues led to his disappearance from the political scene. During this period, the Algerian government operated without direct presidential guidance, and certain influential politicians wielded significant power, leading to a climate where corruption became pervasive. This situation even affected the educational sector, where changes were made that favored the use of French in education. Consequently, in 2019, El Hirak movement emerged, marking the beginning of a new political era in Algeria. This peaceful movement, driven by demands for political reform, has sparked significant changes in the country's political landscape. El Hirak movement's ongoing influence has led to profound shifts and continues to shape Algeria's political future.

Moreover, the Hirak movement has had a transformative impact on Algeria's political climate. It has emboldened the nation's citizens, especially the youth, to assert their calls for democracy and political reform (Guemar et al, 2019). Among their core demands, the abolition of French dependence, including the use of the French language, stands out as a significant focus. Instead, there is a growing push to adopt English as a more widely recognized and globally used language in Algeria. The movement's influence has been instrumental in shaping public discourse and advocating for a fundamental shift in language preferences, reflecting the broader aspirations for a more inclusive and globally engaged Algeria.

The political efforts to diminish the dominance of French language in Algeria began around 2018 when proposals surfaced to reduce the use of French in education. In response, the Algerian Ministry of Education announced plans to decrease the number of courses taught in French within universities (Saad, 2019). This trend continued under the leadership of post-Hirak President Abdelmadjid Tebboune, who displayed a strong opposition to French influence in the country. One significant decision by the new government was the introduction of a revised constitution in late 2020. This constitutional reform reaffirmed Arabic as the official language of Algeria and recognized the Berber language as a national language. The aim was to underscore

Algeria's linguistic diversity and promote the use of Arabic and Berber in various aspects of society.

President Tebboune's administration has actively pursued initiatives to reduce the prominence of the French language in official settings. In August 2020, ministries received a directive emphasizing the prioritization of Arabic in official communications and documents. Algeria's strained relations with France have also contributed to the focus on reducing the influence of the French language. President Tebboune has consistently emphasized Algeria's sovereignty and called for respectful diplomatic relations with France. Furthermore, even in the military services, the use of the French language has notably diminished. Military communication now primarily takes place in Arabic and English, and military plates display Arabic, Berber, and English instead of French.

Nevertheless, the most transformative decision made by the government was the introduction of English as an additional language alongside French in primary schools in 2022. This move has been perceived as a significant challenge to the dominance of the French language and has raised concerns about the possibility of French eventually being phased out from Algeria's educational system. Thereby, Algeria is experiencing a significant language shift, with English emerging as a contender to the once-dominant French, further shaping the country's linguistic identity and international interactions.

The Algerian New Language Shift : English's Ascendancy :

Amidst the series of language policies implemented to diminish the significance of French in Algeria and the calls for removing it as a colonial relic, a new linguistic landscape has emerged. This transformation has led to the rise of a different language gaining traction and spreading throughout Algerian society—the world's most globally spoken and utilized language: English. The adoption of English signifies a profound shift in Algeria's linguistic preferences, marking the country's transition towards embracing a more internationally connected identity. As tensions between the new Algerian political power and France persist, the increasing presence of English in various domains further cements the Algerian new language shift and shapes the nation's evolving linguistic and cultural outlook.

This transformation is influenced by various factors, including the global predominance of English as a communication medium and the growing impact of English-speaking countries, especially in higher education and business realms. According to a study conducted by Euromonitor International in 2012, approximately 7% of Algerians were reported to be proficient in English at that time (as cited by BBC News, 2022). Since then, the use of English has continued to gain momentum, evident from the increasing prevalence of English-language signs across the country, particularly in urban areas. From 2010, when such signs were limited,

to 2013, a noticeable rise was observed, and this trend has persisted until 2017. This was due to Another significant driver behind the growing popularity of English among the youth which is the widespread use of social media platforms. Similar to the trend seen in non-English speaking countries globally, platforms like Facebook, Twitter, Instagram, and TikTok have played a pivotal role in augmenting the global prominence of the English language. As young Algerians engage with these platforms on a daily basis, they are exposed to vast amounts of English content, which naturally enhances their language skills and fosters greater familiarity with English as a widely spoken and influential language. It is anticipated that this trajectory towards embracing the English language will continue, with a significant surge in English-language adoption expected in 2021.

Despite the increasing popularity of English, French continues to hold its dominant position as the second language in Algeria, primarily due to historical factors (Saad, 2019). Nonetheless, the Algerian government has taken significant initiatives to promote the adoption and learning of English, as exemplified by the provision of free English language classes for all students. Furthermore, efforts have been made to integrate English alongside Arabic in official university communications and documents, reducing the prevalence of French in academic settings and fostering English usage for official purposes (Bennoune, 2018).

The post-Hirak political era witnessed a notable shift in Algeria's stance towards France dependency, with the government expressing opposition to such ties. This sentiment is supported by people's movements, who increasingly view the French language as incongruous with global connectivity and progressive approaches (Guemmar et al, 2019). The perception that French embodies a colonial legacy has further fueled the desire among Algerians to distance themselves from it. Additionally, the ongoing political tensions between Algeria and France have contributed to the impetus for promoting English.

President Tebboune's recent decision to officially integrate English alongside French in primary schools signifies a pivotal development in Algeria's language landscape (Chachou, 2022). This decision raises intriguing questions about the underlying motivations behind favoring English. Is it a pragmatic response to align with the global prevalence of English and facilitate international interactions, or does it signify a deliberate inclination to diminish the significance of French due to its colonial associations?

The current study endeavors to delve into these intricate political and cultural factors influencing language choices in Algeria. By investigating the government's decisions and the societal perception of English and French, the research aims to shed light on the multifaceted nature of Algeria's language preferences and the driving forces behind them. Ultimately, this exploration will contribute to a comprehensive understanding of the evolving linguistic dynamics

in Algeria and the nation's pursuit of cultural identity in a globally interconnected world. It will investigate two central research questions :

- ✓ What are the motivations behind Algerians' increasing preference for English in Algeria: Is it primarily due to its global influence, or does it stem from a desire to distance themselves from the post-colonial legacy associated with French ?
- ✓ How do societal attitudes towards the use of English in Algeria reflect political ideologies and perceptions of identity?

Method :

The primary aim of this study is to investigate the reasons behind the growing popularity of the English language in Algeria and its potential implications for the status of the French language. Specifically, the study will explore whether the preference for English is mainly driven by practical global requirements or is influenced by Algeria-France political tensions and perceptions of French as a colonial language. To accomplish this, a cross-sectional research design will be employed, allowing for data collection at a specific moment in time to capture the current language preferences and attitudes prevalent in Algeria.

Participants :

The study included a diverse sample of 650 participants representing various regions, age groups, and linguistic backgrounds in Algeria. To ensure comprehensive representation across different demographic categories, participants are selected using a stratified random sampling technique. This guarantee that the population is chosen randomly and reflects the diversity of Algeria's population.

Tools :

The following tools were utilized in the current study:

Questionnaire

To collect data for the study, 650 participants were randomly selected and given a questionnaire. The questionnaire aims to investigate the motivations behind the increasing preference for English and its potential impact on the status of the French language in Algeria. It consists of 11 statements divided into two scopes to comprehensively cover the study's objectives. Six statements are designed to explore the pragmatic reasons for language choice, while the remaining five statements delve into the historical and political reasons, specifically the colonial stigma associated with language preference.

Linguistic Landscape Analysis

In addition to the questionnaire, the study will employ a linguistic landscape analysis, based on the approach proposed by Landry and Bourhis (1990), to evaluate the language shift towards English in diverse public spaces and signage across Algeria. This analysis is a widely recognized methodology for investigating and representing a country's linguistic identity (Maraf and Osam, 2022). By integrating these two methods, the study seeks to achieve a holistic comprehension of the evolving linguistic dynamics and attitudes concerning the use of English and French in Algeria.

Data Collection and Procedures :

A questionnaire was distributed to a total of 1000 persons in Algeria. From the respondents, 650 individuals returned the questionnaire with fully answered questions, constituting the final sample for the study aged (18-63). The selection of participants was carried out using a random distribution method to ensure unbiased representation across various regions, age groups, and linguistic backgrounds in Algeria. In addition to administering the questionnaire, the researchers conducted a linguistic landscape analysis based on the framework proposed by Landry and Bourhis (1990) to examine the current language shift towards English in Algeria. This analysis involved surveying outdoor advertising signs and other public displays in various cities, capturing photographs of establishments such as shops, hotels, and restaurants where names were written in English.

Moreover, the researchers conducted interviews with the owners of these establishments to gain insights into their reasons for choosing English over French and to understand their attitudes towards the increasing preference for English over French. The obtained results will be qualitatively analyzed to provide a deeper understanding of the language trends and motivations behind language choices in the Algerian linguistic landscape.

Results :

The current study displayed the following results

Participants' Age Distribution :

Before starting the analysis, the researchers took a crucial initial step, distributing the participants into distinct age categories. This approach aimed to explore whether variations among age groups would have an impact on language preferences in Algeria and the attitudes towards both languages. The participants were categorized into three distinct age groups to explore their influence on language preferences and potential language shifts in Algeria. The age categories were as follows:

✓ **18 – 25:** This group represented young adults and was considered significant in understanding how language preferences are shaped among the youth in Algeria.

- ✓ **25 – 35:** Participants in this age range provided valuable insights from individuals in their late twenties to early thirties, shedding light on language attitudes during this life stage.
- ✓ **35 and above:** This category offered perspectives from an older demographic, potentially reflecting different experiences with language policies and historical influences over time.

Table 1. Participants’ Age Distribution

Age Group	Freq	%
18 – 25	273	42
25 – 35	152	23.4
35 and above	225	34.6
Total	650	100

Table 1 displays the distribution of the sample according to age groups, with 18 to 25-year-olds comprising the largest proportion at 42%. The age group of 25 to 35 constitutes 23.4% of the participants, while those aged 35 and above represent 34.6%.

Questionnaire Analysis:

Language Shift as a Result of Political Reasons in Algeria :

Table 2. Language Shift in Algeria - Influence of Political Motivations

Statments	Mean	St. Dev	G. Direction
The shift towards English is motivated by a desire to distance ourselves from the colonial culture.	3.76	1.13	Agree
Choosing English is seen as a form of revenge against the colonial language (French).	3.95	1.12	Agree
The preference for English reflects a form of resistance against the influence of the previous colonizer.	4.14	0.88	Agree

Getting rid of French is challenging due to its long-lasting presence in our history.	3.28	1.38	Neutral
The introduction of English is perceived as one of the manifestations of tensions between Algeria and France.	3.96	0.99	Agree
Overall average of the political conflict statements.	3.82	1.04	Agree

The data presented in table 2 depicts the responses of the study participants to statements related to political conflict as influencing language choice. The mean scores for the political conflict statements ranged from 3.28 to 4.14, with an overall average of 3.82. This overall average indicates a general agreement among the participants regarding the adoption of the English language based on political factors. Among the statements, "I believe that the tendency towards English is a form of resistance against the previous colonizer" received the highest mean score of 4.14, with a relatively low standard deviation of 0.88. This indicates a strong agreement among the participants with this statement, surpassing the overall average mean of 3.82. On the other hand, the statement "I find it difficult to get rid of the French language because it has remained present with us for nearly two centuries" ranked last with a mean score of 3.28 and a higher standard deviation of 1.38, indicating less agreement with this statement compared to the overall average mean of 3.82 with a standard deviation of 1.04.

Overall, table 2 highlights the consensus among the study participants that the preference for adopting the English language is influenced by political conflict, as evidenced by the convergence of mean scores for most statements.

Language Shift in Algeria as a Result of Pragmatic Motivations :

Table 3. Language Shift in Algeria - Pragmatic Motivations

Statement	Mean	Std. Deviation	Direction
English language is necessary for integration with the world	3.69	0.95	Agree
The shift has imposed itself after English became the first language of science	3.91	0.98	Agree
The state imposes the direction towards English and the society does not have a desire for it	1.88	0.88	Oppose

The state imposes the direction towards English and the society does not have a desire for it	2.62	1.28	Neutral
The inclination towards English is for pragmatic reasons unrelated to the previous colonizer	2.47	1.45	Opposite
I believe that the tendency towards English is a hasty decision and not well thought out	3.76	1.15	Agree
Overall average of the Pragmatic Choice statements	3.05	1.03	neutral

As depicted in Table 3, the responses to the Pragmatic Choice scale varied, with mean scores ranging from 1.88 to 3.91, and an overall mean of 3.05, indicating a neutral inclination. The data reflects a moderate level of agreement among individuals concerning the pragmatic motivations for adopting the English language. The statement "The shift has imposed itself after English became the first language of science" received the highest mean score of 3.91, with a standard deviation of 0.98, surpassing the overall mean (3.05). Conversely, the statement "The state imposes the direction towards English and the society does not have a desire for it" ranked last, obtaining a mean of 1.88 and a standard deviation of 0.88, which is below the overall mean (3.05). The remaining statements show relatively close mean scores, indicating a general consensus among the study sample regarding the pragmatic choice of adopting English.

Exploring the Correlation between Political and Pragmatic Motives in Adopting the English Language in Algeria

From the above results, one hypothesis can be raised: There is a statistically significant relationship between pragmatic choice and political conflict in the direction of adopting the English language. This hypothesis can be divided into:

Hypotheses:

- ✓ H0: There is no statistically significant relationship between pragmatic choice and political conflict in the direction of adopting the English language.
- ✓ H1: There is a statistically significant relationship between pragmatic choice and political conflict in the direction of adopting the English language.

To test these hypotheses, the *Pearson Correlation Coefficient* was employed to assess the relationship between pragmatic choice and political conflict in the context of adopting the English language. The results of the test are presented in the following table.

Table 4. Pearson Correlation Analysis of Political and Pragmatic Motives in the Adoption of English Language in Algeria.

Political Motives	Pearson Correlation	0,951**	1
	Sig. (2 Tailed)	0,000	
	N	650	650
Pragmatic Motives	Pearson Correlation	1	0,951**
	Sig. (2 Tailed)		0,000
	N	650	650

Based on the Pearson correlation coefficient of 0.95 and a significance value of 0.00 ($\alpha \leq 0.05$), the results indicate a statistically significant relationship between pragmatic choice and political conflict in the direction of adopting the English language. The correlation coefficient value of 0.95 indicates a strong and direct correlation between these factors. Therefore, the H1 hypothesis, which states that there is a statistically significant relationship between pragmatic choice and political conflict in adopting the English language, has been accepted.

The Relationship between the Adoption of English and Age :

To examine the influence of age on the language shift driven by political and pragmatic motives, Anova test was conducted. The objective was to determine if the different age categories

in the study population had a significant effect on the adoption of the English language and the decline of the French language in Algeria. The results of the Anova test are presented in the following table:

Table 5. ANOVA Test for the Influence of Age Categories on English Adoption

Source of Variation	Sum of Square	Deg. Free	Mean Square	F	Sig.
Intergroups	514.914	2	257.457	969.044	.000
Intragroups	171.896	647	0.266		
Total	686.809	649			

Based on the results presented in the table, a significant variance value of 514.914 and an F value of 969.044 were obtained, both with 2 degrees of freedom and a significance level of sig = 0.00. This level of significance ($\alpha \leq 0.05$) indicates a statistically significant relationship. Consequently, the alternative hypothesis, which suggests that there are statistically significant differences in the propensity to adopt the English language among different age groups, is accepted.

Linguistic Landscape Analysis :

To validate the previous hypotheses concerning language adoption, particularly among the youth, and to assess Algerians' attitudes towards both languages, a linguistic landscape analysis was conducted, and the findings are presented herein. This section is further divided into two parts: the first part presents the results of the linguistic landscape analysis, which involved observing outdoor signs and advertisements. The second part presents the outcomes of interviews conducted with shop and restaurant owners, providing insights into their attitudes towards language preferences and the ongoing language shift in Algeria.

Outdoor Signs and Advertisements Analysis

Throughout the process of observing outdoor shops, restaurants, and advertisements in Algerian cities, including major urban centers like Algiers and Oran, as well as smaller cities like Saida, a significant surge in the adoption of the English language was evident. The findings of this linguistic landscape analysis are presented in the following table :

Table 6 : English Language Dominance in Commercial Establishments

Establishment Name	Function

Perfect	Restaurant
Quick	Restaurant
Twins	Restaurant
Moonlight	Restaurant
Joy	Fashion
Look	Fashion
Smile	Fashion
Like	Fashion
Sweet Land	Coffee Shop
Eyewear	Glasses shop
Grand oran	Mall
Chicken Burger	Restaurant
Elya Shop	Accessories
Luxury Shop	Gifts
Seen Art	Decoration
Fancyellow Travel Services	Touristic Agency
Market El Jorf	Decoration
Premium Store	Sport Fashion
Must	Parfumery
Tower	Restaurant
Star kids	Kids fashion
Best of	Men fashion

Table 6. provides a selection of establishment names observed during the linguistic landscape analysis conducted in various Algerian cities, such as Algiers, Oran, and Saida. The prevalence of English language in commercial establishments is evident, as many businesses opt for English

names. This observation indicates a growing trend of English language implementation in Algeria's urban spaces, reflecting the influence of globalized communication and internationalization. The adoption of English in the names of restaurants, fashion stores, travel agencies, and other commercial ventures signifies a notable language shift and the increasing use of English as a medium of communication in the country.

Shop Owners' Language Attitudes

During the interviews with the owners of these commercial establishments, two significant questions were posed to gain insights into their language choices. The first question aimed to understand the motivation behind selecting an English name for their establishments. The overwhelming response from all owners indicated that they believed an English name would lend their business a modern and trendy appeal, making it more attractive to a broader audience. Additionally, some owners mentioned that they found English easier to learn compared to French, which they considered complex and challenging. They highlighted that exposure to English through movies and songs contributed to their language preference.

The second question explored the deeper reasons behind their language preference. Many owners expressed that their decision to use English was primarily driven by its global status as a widely spoken language, making it more convenient for communication in an increasingly interconnected world. They believed that adopting English would enhance their business prospects and enable smoother interactions with international customers.

Interestingly, 17 out of the 22 owners shared that their choice of English also reflected a conscious effort to distance themselves from the historical association with French as a colonial language. Given Algeria's ongoing tensions with France, they viewed French as an "enemy" language representing the legacy of colonization. In contrast, they perceived English as a means of asserting Algeria's independence and embracing linguistic diversity in a post-colonial context.

Discussion :

The current study delves into the motivations behind the increasing preference for the English language in Algeria and its potential impact on the status of the French language. It also examines how societal attitudes towards English usage reflect political ideologies and perceptions of identity in the Algerian context.

The findings from the questionnaire indicate that the adoption of English in Algeria is influenced by both political and pragmatic motives. Participants expressed a strong agreement with the idea that adopting English is a form of resistance against the historical association with French as a colonial language. This suggests a desire to distance themselves from the post-colonial legacy and assert Algeria's independence through language choices.

Regarding pragmatic motivations, participants showed a neutral inclination towards adopting English. While some considered English necessary for integration into the global academic and scientific community, others had reservations about the state's role in promoting its adoption. These findings highlight the complex interplay between pragmatic considerations and perceptions of language use in Algeria's diverse society.

The correlation analysis further demonstrates a statistically significant relationship between pragmatic choice and political conflict in adopting the English language in Algeria. This underscores the significant influence of historical and political factors on language choices. The participants' expressed desire to distance themselves from French as a colonial language aligns with the ongoing tensions between Algeria and France, reflecting a conscious effort to assert Algeria's cultural identity and independence through language selection.

The preference for English as a means of resistance against the previous colonizer suggests that the desire to replace French with English goes beyond pragmatic considerations for global communication. It reflects a deeper significance tied to Algeria's historical context and political ideologies, making political motives more significant in driving this language shift.

Regarding the relationship between language shift and age, the results indicate a notable preference for English among the younger age group. This can be attributed to various factors, including the youth's exposure to global influences through digital media, English-language entertainment, and aspirations for greater integration in the global economy.

On the other hand, the older age group exhibits a more diverse language preference, with responses ranging between a preference for French and English. This divergence may be influenced by their experiences during the post-colonial period, where French had a dominant presence in various aspects of society. Additionally, their relatively lesser exposure to global influences and English-language media might contribute to a lower preference for English.

The qualitative data obtained from the linguistic landscape analysis and interviews with commercial establishment owners offer further support to the quantitative findings. The prevalence of English names in businesses such as restaurants, fashion stores, and travel agencies reflects a clear language shift in urban spaces. The overwhelming response from the owners, citing modernity and broader appeal as reasons for choosing English names, aligns with pragmatic motivations.

The perception of French as a colonial language and the desire to distance themselves from it, as revealed in the interviews, indicates how political and historical considerations influence language preferences. Some individuals, particularly the youth, may support the French language and culture as a form of resistance against the colonial past, highlighting the complexity of language choices and their connection to political ideologies.

In conclusion, the study sheds light on the multi-faceted motivations behind the adoption of English in Algeria. It showcases the interplay between political motives, pragmatic considerations, and historical associations, which collectively shape the evolving linguistic landscape in the country. The preference for English among the youth signifies their aspirations for global integration, while the tension with French reflects the complexities of Algeria's post-colonial identity.

Conclusion :

In conclusion, this study contributes to the broader understanding of language dynamics in a post-colonial context. It emphasizes the importance of acknowledging historical legacies and political ideologies in shaping language preferences while recognizing the practical utility of English in an interconnected world. By taking these insights into account, Algeria can navigate its language policies and societal attitudes in a manner that preserves its cultural heritage and capitalizes on the opportunities presented by global communication and connectivity. The implications of this study extend beyond Algeria, providing valuable insights for policymakers and researchers in post-colonial societies grappling with issues of language identity and multilingualism.

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