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Panel 75

Urban displays in Algeria in the era of globalization and economic openness: an unprecedented linguistic and cultural diversity

Algeria is part of a dialectic of information and communication through openness to the world and to the external economy. The urban walling is one of the most concrete representations of this and therefore attributes to Algeria the seal of a plurilingual and pluricultural country. This linguistic plurality, which extends both culturally and sociolinguistically, is a vector of progress and globalization.

Studying the city as a crossroads of languages and a profusion of various language forms, therefore, makes it possible to highlight the interest of everything that is displayed on its walls, such as sociolinguistic behaviors. The junction of several semio-linguistic communication elements in a city implies a new vision because the city is seen as a sphere of abstruse and evolving elements, as long as it sets up new linguistic behaviors that are necessary. consider, describe and analyze. Indeed, the analysis of discourse in urban space requires taking into account a set of different specificities. Our research focuses on the demarcation and identity functions of displayed linguistic practices.

This is an urban sociolinguistic survey carried out in the field in order to study the putting into words of linguistic plurality and identity dynamism. More specifically, we aim to study and define the sociolinguistic characteristics of the different displays presented in the urban space of western Algeria, namely the city of Oran, Mascara, Mostaganem, Tlemcen, Relizane and Chlef. Therefore, we hypothesize that displays in Algerian urban space represent the admission of plurilingualism and identity dynamism where Algerians find themselves bilingual or even plurilingual.

Our workshop will try to answer the following questions:

Does their walling reflect a mark of a language policy? What are the characteristics of the urban walling of towns in western Algeria? What is the content of each linguistic model displayed? Does the display reflect the truth of the words? What are the attitudes of city dwellers towards urban advertising? Can we make walling a tool for learning and appropriating the language? What would be the identity functions of the texts displayed in Algerian urban space and what value do they convey?

To do this, a considerable number of posters were photographed in the various centers and surroundings of cities in western Algeria and which will be analyzed. The observation of our corpus is partly linked to that of Roland BARTHES when he studied signage in Japan and this, not concerning the description of the citizens but concerning the decoration of the city and more precisely that of its walls. . Thus, it is from this observation that we begin the study of our corpus.

It should be noted that our survey is formulated in two parts: that of the analysis of the information collected through the semi-structured interviews and that of the photographs taken in all the cities and relating to advertising posters, those of trade, tourist posters, election, odonyms and graffiti.

Person in charge : Azzedine Amina (University Mustapha STAMBOULI of Mascara, University of Oran 2, Algeria)

Program

Azzedine Amina (University Mustapha STAMBOULI of Mascara, University of Oran 2, Algeria)

Commercial spaces in Algeria: a new linguistic model for the appropriation of urban space

The analysis of discourse in and about urban spaces requires taking into account a set of different specificities. Our investigation focuses on the demarcation and identity functions of linguistic practices within commercial signs. We are therefore trying to understand what are the sociolinguistic and cultural particularities of commercial signs and which ones attract people's attention? What are the linguistic elements (statements and/or illustrations) that are most relevant to them through the shop fronts? Do Algerians consume the language or the product, given the number of languages in the urban space? So many questions to be taken into account in order to direct our gaze towards the underlying realities that will help us to highlight the specific language characteristics of the Algerian urban space.

For the collection of data, hundreds of shop fronts were studied. These relate to frequently consumed items such as clothes, cosmetics, shoes, jewelry, optics, etc. These shopfronts attract our attention because they represent service of great consumption.

Azzedine Sara (University Mustapha STAMBOULI of Mascara, University of Oran 2, Algeria)

A sociolinguistic analysis of urban displays: the case of graffiti in western Algeria

Our paper suggests an analytical study of graffiti from a sociolinguistic perspective, in different cities of western Algeria. The aim is to study the multilingual discourse of Algerian graffiti writers in the era of globalization and economic opening. We aim to analyze the sociolinguistic specificities of the different graffiti displayed in the urban space of western Algeria. The latter is of particular interest to us because they refer to social reality.

Boumedi Belkacem (University Mustapha STAMBOULI of Mascara, CRASC of Oran, Algeria)

A sociolinguistic study of epilinguistic discourses on languages displayed in Algeria after the economic opening. The case of western cities

Our paper proposes an analytical study of epilinguistic discourses from a sociolinguistic perspective in the different cities of western Algeria. It is a sociolinguistic investigation that aims to study the epilinguistic discourse on linguistic plurality and identity dynamics. We aim to study the sociolinguistic characteristics of the interviewees' judgments on the different languages of the posters present in the urban space of western Algeria.

Moulasserdoun Fadila (University Mustapha STAMBOULI of Mascara, Algeria, Université d'Oran 2)

French lexical borrowing, the processes of its integration into the Algerian language

Borrowing is due to the contact of languages. It is defined as the integration, the adaptation to a language of an element of another foreign language; in most cases, by the necessity of communication or to fill a linguistic gap. The contact of languages in Algeria favors the implantation of French borrowings which are enriched by contact with Algerian realities and national languages. Algerians have at least two languages used to establish communication: Berber or dialectal Arabic and French, which has now become the country's second foreign language.

The use of this linguistic phenomenon implies a lexical adaptation on the graphic, phonological, morphosyntactic and semantic levels. The French borrowings collected in our work have undergone transformations ensuring their integration into the Algerian speech system.

Borrowing plays a major role in the speech of Algerian speakers. Its frequency seems to be higher in their language practices. The Algerian speaker, as a member of a socially defined group, influences his or her language repertoire, which is seen as a mark of his or her Algerian, Arab-Muslim identity.