A Sociolinguistic Study of TV Commercials in Algeria

By

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Abstract

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The present thesis provides a socio-linguistic study of the language of TV commercials in Algeria within a quantitative and qualitative approach. It explores the characteristics of the Algerian TV commercials and main strategies used in them. It also investigates the extent of use of the five languages used in Algeria and language contact phenomena resulting from them. Furthermore, it focuses on the use of the language contact phenomena within the advertising discourse, and traces their appearance in commercials that were broadcasted on three Algerian national channels in the past five years. The study also provides an analysis of the way these phenomena are employed in order to help attract the buying public to purchase what is being promoted. Moreover, the study investigates the public’s linguistic tendency and attitude towards the language used in Algerian TV commercials. The study reveals that diglossia is the most used phenomenon because copywriters find in it a middle solution between serving the Arabization policy and creating a simple language that is close to that of the consumers’ in order to be effective when addressing them. In terms of the phenomena's use, they appear to be smartly employed to attract the public towards the linguistic
elements that help entice the public. Finally, the public’s linguistic tendency appears to oppose the language used but at the same time Algerians seem to have a positive attitude towards it.

Key words: advertising; TV commercials; language of advertising; language contact phenomena; borrowing; code switching; diglossia; languages in Algeria.