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The Use of English in The Algerian Economic Spheres :

A Case Study of The Algerian National Agency for The Promotion of Foreign Trade -ALGEX-

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Dedication

For my dad, who taught me about dreams and how to catch them ...
You are the reason of what I become today,
You are the reason of what I will become tomorrow.
For my mom, for her endless love, support and encouragement; forgive my naughtiness.
For my brothers, your love and support have always been my strength point.
For all my sisters, thank you for your unconditional love (Khawla, Touriya)
For my future husband, you are the source of my happiness.
For Houda, whose constant warmth and companionship I could not repay.
For those who were my therapy, my students.

Sabrina

In the name of Allah, the most merciful and the most compassionate,
I dedicate this work
To my Father, my hero, thank you for believing in me and encouraging me.
To my mother, my strength, thank you for the care that you provided for me
To myself
To my sisters Soumia, Rachida, Sarah, Saida, and sister in law Khadija
To my brother Mohamed and my brothers in law
To my nieces and nephews especially Islam
To my dearest Meriem and Kouloud
Thank you for being there for me, for showing me the way, for all the kindness, help, support and encouragement that you provided for me

Yamna

In loving memory of my father, who was the ultimate example of a great dad.
To my wonderful mother, my greatest treasure.
To my brother and sisters for all the support they have given me.
To all who encouraged me.

Khouloud

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Abstract

It is acknowledged wordewide that English is the lingua franca of the world. This perspective has been a source of inspiration and attraction to the Algerian business community. This dissertation investigates the status and the presence of English in Algeria, focusing on the use of this global language in the Algerian workplace . The Algerian economic companies ; specifically, the National Agency fot the Promotion of Foreign Trade (ALGEX) company, is served as the case study of the present research. This research aims at investigating the spread and the use of the English language in the business landscape of Algeria. Furthermore, it identifies the reasons behind the use of English in the Algerian companies. It uncovers the indirect messages that the use of English conveys. In order to investigate these aims, three research tools were used ; A questionnaire that was administered to specific Departements of Algex. Interview with Algex's head service. And observation, The three of them contributes in the analysis of the studied case. The present research is both quantitative and qualitative, the findings of the results reveal that English is used in the Algerian business spheres as an instrument to communicate with the international economic businesses and communities, in addition to using it to attract the clients and the consumers as the English language becomes a sign of modernity and prestige. Finally, suggestions for further researchs are provided and limitations are mentioned, both in the last chapter.

Key terms : Lingua Franca, Business, Global Language, English, Algerian companies, Business Linguistic Landscape.

List of abbreviations:

GL: General Language

SP: Specific Language

LSP: Language for Specific Purposes

LGP: Language for General Purposes

LNOP: Language for No Obvious Purposes

ESP: English for Specific Purposes

EAP: English for Academic Purposes

ICC: Intercultural Communicative Competence

IBC: Intercultural Business Communication

EGP: English as a Global Language

ELF: English as a Lingua Franca

EFL: English as a Foreign Language

BELF: Business English as a Lingua Franca

TEFL: Teaching English as a Foreign Language

ELT: English Language Teaching

EBP: English for Business Purposes

AA: Algerian Arabic

FL: Foreign Language

BE: Business English

E-mail: Electronic mail

QCA: Qualitative Content Analysis

Q: Question

H: Hypothesis

APA: American Psychological Association

EOP: English for Occupational Purposes

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General Introductio

General Introduction

Language is a tool of communication. It is a mean of conveying our thoughts, ideas, feelings, and emotions to other people. Jack C. Richards and Richard Schmidt define the language as the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units, e.g. morphemes, words, sentences, utterances. We use language for almost infinite number of purposes, from writing letters , to gossiping with our friends, making speeches and talking to our selves in the mirror. However, lingustically speaking, it is useful to distinguish between the micro and macro fuctions of language. Micro functions, as the name suggests, cover the particular individual uses while macro functions relate to the larger, more general purposes underlying language use.

One of the most important functions of language is communication which plays a big role in building strong relationships especially in business. Language is a very important factor in business, sometimes the wrong language can hinder progress in negotiations, and sometimes a lack of effective communication can threaten an otherwise healthy professional relationship. Language is not just a tool for communication, but a weapon as well in today's business environment. A right choice of the appropriate language can make the desired impression on a client of a partnet.

Globalisation has made English the best language for business communication, affaires, and employement. In fact, almost all international business companies are now required to do their work in at least two languages ; the mother tongue and also English , as it is the fastest growing language in the history of humanity with approximately 1.7 billion people worldwide speaking it. As a result, for international business progress, steps must be taken to overcome any language barriers that may exist. English, the language of business, is the solution and will bring everyone together through this common ground. However, in this context , English is not used just to reach effective communications, but also to attract the clients and the customers as it is the modern prestigious language that plays a big role in the increase of sellings and exportings.

For Algeria, which is the main interest of our thesis, there is no exception. English is regarded as an important medium for communication between Algerian and non-Algerian in politics, tourism, and economics as well as in other fields. English is now essential for further evelopement of the Algerian economy and business for both the public and the private sectors. Eventhough English was the last language to find its way to the Algerian linguistic repertoire in a more peaceful, modern way. It owes its spread in Algeria fisrt to a historical event, which is the landing of the American parachutists in Algiers during World War Two in November 1942, whose contact with the Algerois (inhabitants of the capital Algiers) paved the way to few English words like : whiskey, dollar, cigarette, chewing gum … to become part of the locals' speech (Fodil, 2017). The phenomenon of globalization reinforced by the advent of the internet, in addition to the emergence of the United States as the leading economic power of the 20th century (Crystal, 2002). Third, the teaching of English in Algerian schools as a compulsory subject from the first year at the middle school untill the last year at the secondary school (Boulahia, 2018). These factors led to the great spread of English in several Algerian fields like advertising, politics, education, and economic and business which are the main interest of our research.

Algeria's future developement depends on the developement of its economy. Therefore, a strong language makes the economy progress, that's why Algeria needs an international language to be in contact with the world's latest technological and scientific information which are essential for its economic developement. And since Algeria is a developing country, it is willing to extand her commercial and cultural exchanges and this demands the acquisition of foreign languages and more precisely English which is considered as the lingua franca of the world.

The time English is gaining prestige and interest in Algeria and started being used in several domains, Algeria still a multilingual society, where many ethnic groups co-exist and speak different languages and varieties. Among these, Arabic and Tamazight which are the first official languages of the country. While french is the first foreign language tought in schools at an early age, and spoken by Algerians in day to day communication, it is the language of the former colonizer that is enjoying a prestigious status in Algeria. Despite the attempts to eradicate it from public life, it still enjoys

all the domains that English enjoys in other countries, such as higher education and research, technology, medecine. But the last years witnessed a priority to the English language, especially in the domains of branding, advertising, economy, business ; The domains that requires a strong successful relationship with foreigners.

As mentioned previously, there is no doubt that English is the leader when it comes to business, it is the most commonly used language within the digital space, it is also the language that has the largest collection of information anywhere online.

1. Statement of The Problem

The main problem of our work is directed towards the subject of business that was described as the art of the world (MC Luhan), in the geographic area of Algeria. We focused on the omportanceof the use of English in the Algerian companies whose business is international; A case study of the National Agency for the Promotion of Foreign Trade (ALGEX) company, and how it affects business.

So, to what extent the use of English language by the Algerian international companies is important ?

2. Aims of the Study and Research Questions

The principle objective of the present research is then to know about the nature English used in the National Agency for the Promotion of Foreign Trade - Algex. Second, it aims to examine the use of English by non native speakers in a business context, exploring the reasons behind this use. Third, it sheds light in the effects of the use of the English language in Algex Agency. To do that, we formulated the following research questions :

Q1. Why English is the lingua franca of the international business ?

Q2. To what extent is the use of English taken into consideration in ALGEX agency ?

Q3. What are the reasons behind Algerian businessmen’s use of English in the agency ALGEX ?

Q4. What are the effects of using English in the Algerian business community, mainly in ALGEX ?

3. Research hypothesis

Four hypotheses proposed to respond to our research questions for this study :

H1. Economic globalisation is the main reason that made English a lingua franca of the international business.

H2. Algerian businessmen are tending to adopt the English language to label their businesses more in the coming years.

H3. The agency ALGEX uses English because it is a language of modernity that attracts people's attention.

H4. Using English in the Algerian business community, mainly ALGEX agency, facilitates having partnerships with international companies, and it increases the number of clients and consumers.

4. Research Methodology and Design

4.1. Research methods

The present study uses a mixture of research methods, combining both quantitative and qualitative analyses. The quantitative approach contains the questionnaire with employees and businessmen of Algex, and interviews with the head services of the agency ALGEX. While the qualitative approach is used to classify features, and construct statistical models in an attempt to explain what is observed. The present study requires both approaches to focuses both on the numbers and statistics resulted from the questionnaire and interviews with companies and businessmen, and on our observation and the texts resulted also from our research data. Using this combination improves the evaltuation of the present study.

4.2. Research Design

As our research is related mainly to economics and business, it requires the APA style to make sure that our dissertation has all of the necessary elements by facilitating clarity and expression and standardizing the organization and content of manuscript formatting . We followed the APA organisation and mechanics as our study was direct and straightforward using technical terms and avoid using a colorful language in order to sound fancy.

4.3. Population and Data Gathering Tools

The resolution of our research is undertaken throught a case study of the agency Algex. A questionnaire was created for ALGEX employees and officers, who already mastered the English language and practice it in their workplace. Another tool which is an interview with ALGEX officers. In addition to the linguistic occurrences observation.

5. Structure of The Dissertation

The current dissertation is composed of a general introduction that provides the reader with an insight about the content and topic of the work, three chapters, and a general conclusion. Each chapter contains an introduction and a conclusion. Chapter one entitled « A Literature Review », it provides the reader with the previous works relating to our topic, it investigates the English language as an international language and its importance in business, in addition to the description of the language policies in Algeria, multilingualism, and economics. The second chapter entitled « Research Design » describes the methods and designs followed to collect and analyse the present data. The third chapter entitled « The Presentation of The Findings » where the data collected and the results are presented, in addition to the discussion of these result. The fourth chapter is to deal with suggestions for further researchs, in addition to the limitations. Finally, a general conclusion that provides all the answers to the research questions, and checks the validity of the research hypotheses.

Chapter One

Literature Review

Introduction

This chapter is theoretical in nature. It is intended to present the theoretical foundations of the research area together with an overview of the key concepts that will be introduced throughout our research. The chapter explains the theoretical framework. It presents the main reasons behind the new linguistic practice of English consisting in the exporting companies in Algeria. It comprises eight sections. The first section includes multiple definitions of language by different scholars. The second section introduces the General Language and the Specific Language including theirs definitions and characteristics. The third one provides the main differences between the General language and Specific language. As for the fourth section, it explains English within globalization by defining the concept of globalisation and sitting its importance; also it introduces the concept of English as a global language and draws a link between this latter and the presence of English in business. Followed by section five in which the definition of the lingua franca, and English as a lingua franca EFL are dealt with, in addition to Business English as a Lingua Franca BELF. Furthermore, section six is devoted to the needs of communication for international enterprises with a general overview about the international communication in business and the importance of English there. Finally the seventh section presents the external communication strategies and giving tools for business communication.

1.1. Definition of Language

Language is a mean of communication. It is a means of conveying our thoughts ,ideas, feelings, and emotions to other people. Jack C. Richardsand Richard Schmidt define the language :"the system of human communication which consists of the structured arrangement of sounds(or their written representation) into larger units, e.g. morphemes, words,sentences, utterances. In common usage it can also refer to non-humansystems of communication such as the “language” of bees, the“language” of dolphins

language is a system of conventional or written symbols through which human beings, as members of social groups and participants in their culture communicate. In other words, language is a system of communication through which human beings express themselves.

Thus, we can say that language is a system of communication or arbitrary vocal sounds through which human beings communicate and interact with each

other in their everyday lives. There are approximately 6,500 spoken languages available in the entire world used by different social groups and cultures.

Here are some definitions of language delivered by different scholars, linguists, authors, and reference books.

- **Aristotle**

Language is a speech sound produced by human beings to express their ideas, emotions, thoughts, desires, and feelings.

- **Saussure**

Language is an arbitrary system of signs constituted of the signifier and signified. In other words, language is a system based on no logic or reason which covers both objects and expressions used for objects. Objects and expressions are arbitrarily linked. And expressions include sounds and graphemes used by humans for generating speech and writing, respectively, for communication.

- **Sapir**

According to Sapir, Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires through a system of voluntarily produced sounds.

The definition of Sapir expresses that language is mainly concerned with only human beings and constitutes a system of sounds produced by them for communication.

- **Bloomfield**

The totality of the utterances that can be made in a speech community is the language of that speech community.

Bloomfield's definition of language focuses on the utterances produced by all the community's people and hence overlooks writing. Besides, he stresses form, not meaning, as the basis of language

- **Bloch And Trager**

According to Bloch and Trager, a language is a system of arbitrary vocal sounds through a social group that cooperates.

Their definition of language points out that language is an arbitrary system, vocal sounds, way of communication, and collectivity.

- **Noam Chomsky**

Noam Chomsky says the language is the inherent capability of native speakers to understand and form grammatical sentences. A language is a set of (finite or infinite) sentences , each finite length constructed out of a limited set of elements.

This definition of language considers sentences as the basis of a language. Sentences may be limited or unlimited and are made up of only minor components.

- **Derbyshire**

Derbyshire says the language is undoubtedly a kind of communication among human beings. It consists primarily of vocal sounds, articulatory, systematic, symbolic, and arbitrary.

This definition of Derbyshire clearly utters, language is the best source of communication, and it also portrays how human language is formed and the fundamental principles of language.

- **Lyons**

According to Lyons, languages are the principal communication systems used by particular groups of human beings within the specific society of which they are members.

Lyons points out that language is the best communicative system of human beings by particular social groups.

- **Whardhaugh**

A language is a system of arbitrary vocal sounds used for human communication.

This definition of language by Wardhaugh mainly insists on arbitrariness, vocal sounds, humans, and communication.

- **Patanjali**

The Indian linguist Patanjali utters that language is a human expression produced by different speech organs of human beings.

Language is more than a means of communication. It is used all over the world and every single minute. Not only when we talk, read, and write even when we socialize, we drive, we trade everywhere we use language in one form or other. Every aspect of our life involves language. By definition, language is, "a body of words, symbols, signs, sounds, gestures, and the systems for their use common to people who are of the same community, nation or same cultural tradition" The language also plays an important role in the development of a person personality, because communication is the one which drives our lives and

makes ourselves better. Basically, language distinguishes humans from other animal species.

1.2. General Language And Specific Language

Specific Language can be simply described as the opposite of General Language. General Language is the language that is used every day for ordinary things in a variety of common situations, therefore Specific Language is the language used to discuss specialized fields of knowledge. In any LSP classroom, the reason the students are studying that Specific Language is clear, and it is aligned with their future goals.

Specific language refers directly to particular cases, not generalizations about many cases. Concrete language refers to things that we can experience directly through the senses. The two terms have much in common. The opposite of specific is general.

1.2.1. General language :

General Language, also known as GL is a liguistic operation which seeks to provide speakers with a general capacity to enable them to cope with undefined eventualities in the future. Its purpose is to develop a general capacity of language use. Basically, GL is, as the name says, the learning of the language for general situations and its vocabulary can vary from one context from another but covers a wide range of them.

1.2.2. Specific Language :

Language for special or specific is the traditional term for the various linguistic variants used in professional settings. The history of the field reveals an early theoretical interest in the description of various sublanguages, which are assumed to exist within the general language system in response to specific professional needs. Early studies were concerned with the written products - specific terminology, text types and registers. In recent decades, there has been a growing interest in the communicative processes involved and in their psychological and sociological dimensions, with a theoretical shift towards sociolinguistics, social constructivism and critical linguistics. Studies have dealt with spoken as well as written discourse and with the complex and diversified interplay between these media. The term professional discourse or professional communication is preferred to delineate this wider field. LSP traditions developed mainly within foreign languages departments, with their orientation towards analysis of the language system. Practical problems relating to translation, standardization of terminology and design of technical and commercial documents were dealt with. This connection between the study of

foreign languages and professional communication still exists, though the problems focused on have shifted somewhat. The earlier interest in language differences has made way for an interest in problems relating to language-in-context. In a gradually more international professional world, the cross-cultural dimension in all its social complexity is becoming more and more central. Norris (2006, p. 577) states that the goals of most foreign languages instruction in higher education within the United States are built around three main components:

1. The acquisition of the knowledge of language skills for general ommunication use.
2. Exposing learners to other cultures and ideas.
3. Fostering an appreciation of differences in cultures and ways of thinking.

While each of these are certainly noble outcomes and likely meet the needs of the majority of university foreign languages' learners, they remain quite broad in terms of what it is a learner will actually be able to do with the language once they have left the classroom. This is especially true for those of us faced with learners who have specific and sometimes immediate language needs that require more than generalized or dispositional knowledge alone. For these learners, *Language for Specific Purposes* courses provide an invaluable alternative or supplement to general language sources.

Language for specific purposes (LSP) courses are those in which the methodology, the content, the objectives, the materials, the teaching, and the assessment practices all stem from specific, target language uses based on an identified set of specialized needs. Common examples of LSP include courses like Japanese for Business, Spanish for Doctors, Mandarin for Tourism, or English for Air-traffic Controllers. In each of these cases, the content and focus of the language instruction is narrowed to a specific context or even a particular subset of tasks and skills. Importantly, the context and the people involved (e.g., learners, professionals in the field) drive LSP curriculum—unlike general purposes language instruction, which is often driven by theory alone (Widdowson, 1983).

LSP does not have an overly long or detailed history in the literature of applied linguistics, and while we can certainly presume that LSP instruction, in some form or other, has existed for as long as language instruction itself, few direct references are made to its practice before (Strevens, 1977). Even then, much of the research has been solely in the realm of English for Specific Purposes (ESP) instruction (Johns & Dudley-Evans, 1991). Indeed, the definition of LSP that we favor actually comes from a definition of ESP put forth by Strevens (1988) ; According to Strevens, the essential characteristics of specific purpose instruction are that it Consists of teaching which is designed to meet specified needs of the learner; related in content (i.e., in its themes and

topics) to particular disciplines, occupations, and activities; centered on the appropriate language to those activities ; in syntax, lexis, discourse, semantics, etc; (1988, pp. 1-2)

In other words, Language for Specific Purposes incorporates both linguistics and content area knowledge that is specific to a particular context based on the needs of the learners.

Another way to approach LSP is to contrast it against what it is not; specifically, LSP is often positioned as the opposite of language for general purposes (LGP), or the more ominous Language for no Obvious Purpose (LNOP).

Widdowson (1983) reminds us, however, that all language is purposeful, or at least intends to be so, and in considering what it is that makes LSP different from other kinds of language instruction, maybe it will help to think of *purpose* as being on a continuum Rather than an either/or conceptualization of purpose, if we think about purpose as a continuum, then LSP would be at one end and LNOP would fall at the opposite end, with general purpose language somewhere in between. In other words, even LSP is not a single concept, but rather is one that comes in many flavours and has many possible foci depending on the purpose.

1.2.3. The Difference Between General Language and Specific Language

Hutchinson and Waters (1987) stated that there is no difference between the two in theory; however, there is a great deal of difference in practice.

Specific Language, like any other language teaching activity, stands on facts about language nature, learning, and teaching; it is, however, often contrasted with General English.

Specific Language teaching approach is known to be learner-centred where learners' needs and goals are of supreme value, whereas General Language approach is language-centred, and focuses on learning language from a broad perception covering all the language skills and the cultural aspects of the English speaking community.

Robinson (1980: 6) stated that the general with which we are contrasting the specifics that of General education for life, culture and literature oriented language course in which the language itself is the subject matter and the purpose of the course. However, In Specific Language after the identification and the analysis of specific learning needs, students learn English with the acquisition of some quite different body of knowledge and set of skill. (Ibid, 1980: 6).

Further distinction between General Language course and Specific Language is that learners of the latter are mainly adult with a certain degree of awareness concerning their language needs (Hutchinson & Waters 1987). Whereas, General Language courses are provided to pupils as compulsory module at schools, their unique purpose is to succeed in the examinations.

Basturkmen (2006) maintains that General Language teaching tends to set out from a definite point to an indeterminate one, whereas Specific Language aims to speed learners and direct them through to a known destination in order to reach specific objectives.

It is observed from the above distinctions that Specific Language and General Language are different in the aims and objectives of the courses, the nature of the learners and the themes. The latter is also a point of disagreement between the linguists concerning Specific Language branches or the categorisation of its subjects of practice.

Here is a Venn Diagram to make it clearer :

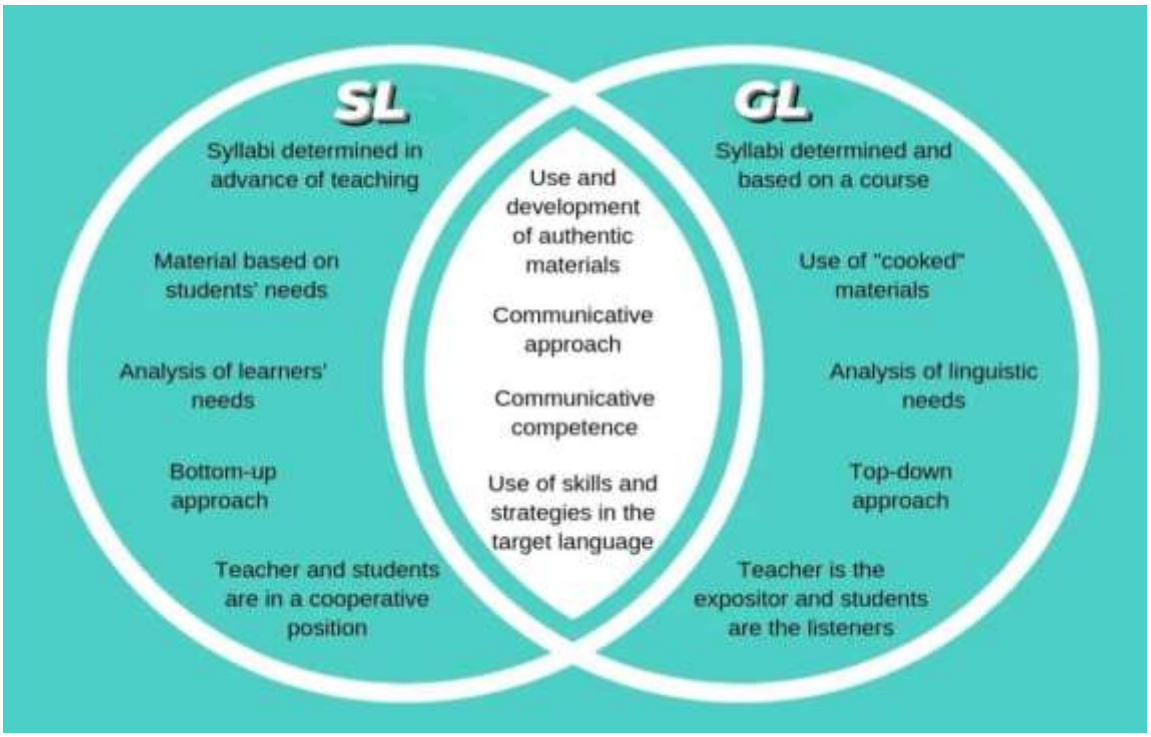


Figure 1. Differences and Similarities between SL and GL .

1.2.4. Using Specific Language in Foreign Businesses:

Language skills expose speakers to different cultures and patterns of behaviour. For global businesses that deal with clients, suppliers and employees around the globe, multilingualism bridges gaps between cultures, and fosters stronger personal relationships on which great business relationships rely.

Language permeates nearly every aspect of a multinational business. It is indeed the essence of international businesS (Welch, & Piekkari, 2005). When businesses span national borders, the issue of language is bound to arise. These

language differences can have aprofound impact on the successful operation of a multinational business, and adapting successfully to a new language can make or break a Multinational Corporation entry into a country. However, the study of language as it relates to international business successes and failures is often overlooked. Despite the universal notion that language is important to conducting international business, there is relatively little research focused specifically on the role of language in multinational management. Differences in language are largely taken for granted, even though everyone realizes its importance (Marschan & Welch, 1997). In 2005, Welch et al, admit that although the study of language in international business is no longer overlooked, the authors reaffirm that still not enough research is being conducted in this area, despite its incredible importance and relevance to international business success.

1.3. Culture and Communication :

Culture and communication are inseparable because culture not only dictate who talks to whom, about what, and how the communication proceeds, it also helps to determine how people encode messages, the meanings they have for messages, and the conditions and circumstances under which various messages may or may not be sent, or interpreted . Culture is defined by Bovee, Thill & Schatzman (2003) as "a shared system of symbols, beliefs, attitudes, values, expectations, and norms for behaviour."

Language structure is influenced by culture. Non verbal communication behaviours such as eye contact and physical stance are largely determined by cultural background. It takes much time to communicate effectively in situations involving different language social backgrounds and customs.

1.3.1. Intercultural Communicative competence *:*

According to Byram (1998), Intercultural communicative competence is the ability to communicate effectively and appropriately in intercultural situations, based on your knowledge, skills, and attitudes about different cultures.

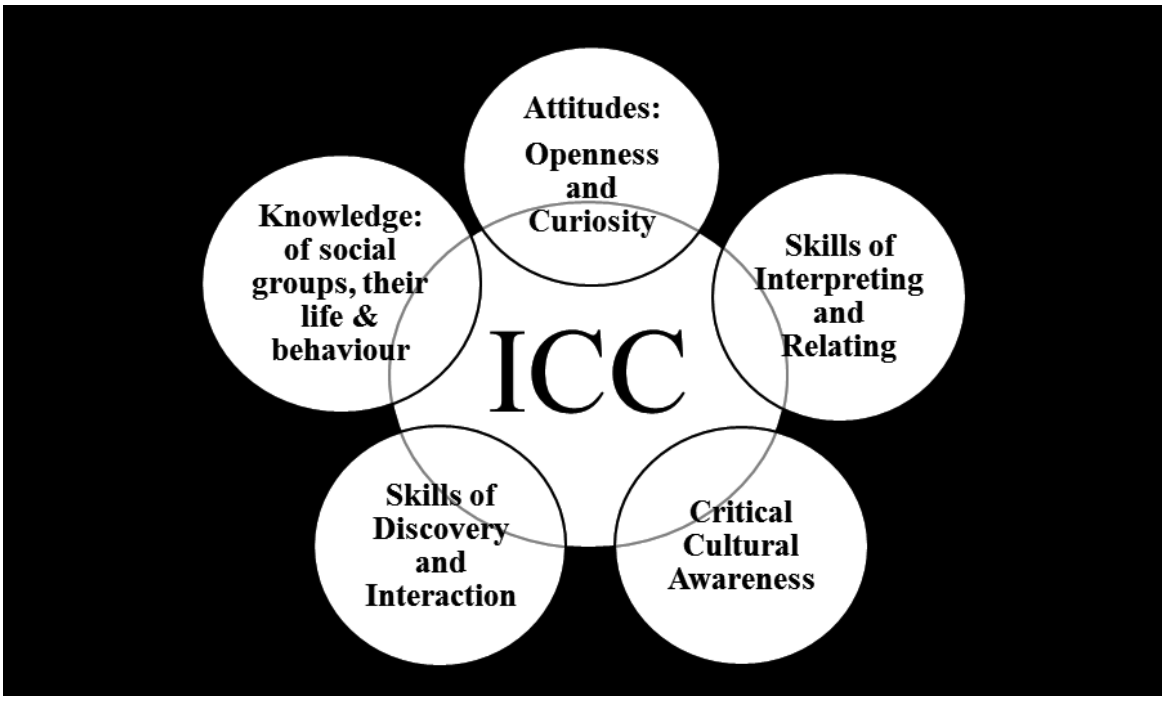


Figure.2: Intercultural Communicative Competence (ICC)

Several skills help make an effective interpreter or communicator. According to (Byram, 1998), aspects of cross-cultural competence are as follows:

1. Intercultural attitudes : it includes curiosity and openness and readiness to suspend disbelief about other cultures and belief about one's own.

2. Knowledge : it includes knowledge of social groups, their life and behaviour, that is, Knowledge of self and other and awareness of the relationship of the individual to society.

3. Skills of interpreting and relating: it encompasses interpreting things from other cultures, comparing and relating them to own culture and developing new perspectives through comparison and contrast.

4. Skills of discovery and interaction : it is defined as the ability to acquire and operate new knowledge of a culture in real-time communication) such as developing ethnographic and research skills and exploring cultures.

5. Critical cultural awareness: it is defined as the ability to critically evaluate some documents or events from another culture.

1.3.2. Intercultural Business Communication

Business communication occurs in a particular intercultural atmosphere, it is referred to as Intercultural Business communication (IBC). We understand IBC as “communication within and between businesses that involves people from more than one culture” (Chaney and Martin, 2007).

In a business environment, individual who speak different languages and illustrate diverse cultural realities interact in international networks. As the clash of civilization affects the costs of doing business in international contexts. IBC has attracted more and more interest as an academic domain.

In an international business environment, the ability to identify and conform to appropriate behaviours in diverse intercultural contexts is seen more and more as a desirable attribute by employees.

Business communication in intercultural situations has been studied by ,for example, Clausen (2006) , who studied business communication between Danish cultures and Japanese companies . Clausen discuses the differences in Japanese and Danish cultures and their effects on communication in business situations . According to Clausen , cultural differences must be taken into account in business situations.

1.4. Business Communication :

Business communication is a general field of research that studies all forms of communication used in conducting business (Yli-Panula 1995, Hartley,2002) . According to Reinsh (1996:28) business communication can be defined as: “The study of the use, adaptation and creation of languages , symbols and signs to conduct activities that satisfy human needs and wants by providing goods and services for private profit.” (Reinsh ,1996:28) Thus, business communication is not just limited to the study of direct communication, but it also covers non-verbal communication and language attitudes in business context.

Communication is the lifeline of every organization. Communication among individuals and organizations for business objectives, either direct or indirect , is characterized as business communication . It employs all forms of communication at all levels , it is through communication that an organization carries out its operations . Communication has a direct relation with the growth or recession and strengthening or weakening of the organization, as well as its structure. According to Murphy , Hildebrandt, and Thomas communicating

effectively in speaking and writing is a highly valued skill . It is a ‘need’ for every individual in a business organization.

1.4.1. The Importance of a Good Business Communication *:*

A good business communication can be effective when it achieves goals for the sender and the receiver. The four basic goals of business communication include the following (Harcourt,Krizan and Merrier, 1996):

- The understanding of the message as the sender intended. The sender must transmit the message so clearly that the receiver perceives the same meaning that the sender intended.

- The receiver gives a necessary response to the sender. The sender can encourage the receiver to give a response by asking questions .

- A good relationship between the sender and the receiver ; the receiver must be able to relate to each other in three important ways : positively,personally,and professionally.

1.4.2. Methods of Business Communication *:*

There are several methods of business communication including:

- Web-based communication for better and improved communication at anytime and anywhere.

- Video conferencing which allow people in different locations to hold interactive meetings.

- E-mails which provide an important medium of written communication • Worldwide.

- Reports: they are important in documenting the activities of any department.

- Presentations: they are very popular methods of communication in all types of organizations, usually involving audio visual material, like material prepared in Microsoft power point or Adobe flash.

- Telephoned meetings: they allow long distance speech.

- Forum board: they allow people to instantly post information at a centralized location and face to face meetings which are personal and should be

succeeded by a written follow up. The aim of business communication is to make money; thus, to develop profitability and for that both of the managers and employees should develop good communication skills.

1.4.3. External Business Communication :

unlike internal communication that occurs inside an enterprise **,** external communication is concerned with people operations out of the workplace**.**

"When people in the organization communicate with anyone outside the organization it is called external communication . These people may be clients or customers, dealers or distributors, etc."(Bisen & Preya , 2009) .Thus, good communication relies on transmitting the goals of the company to the administrators. External communication can ocurr between institutions or persons. Ultimately, the communication with business owners outside the organization will eventually determine the success or failure of the company. In a good external communication, a company should inform the society about Its programms and achievement. Therefore, the business transaction between employees and external audiences set the future of the enterprise.

As far as external communication is concerned, companies are using it as an important mean as it has an efficient advantage to the success of any company. External communication can be official or unofficial.

In order to give a higher efficiency impression to the out world about your company, it depends on your communication skillfulness. The variety of nationalities, cultures, and languages participate in making the change by reinforcing the company via successful communication.

For this, the management have to do a great attempt to ensure active communication that is an absolute necessity for employees and external public. Hence, important communication offer understanding by transmitting the message clearly and improve the output of an organization. Yet, bad communication decrease productivity and create an atmosphere of unsatissfaction between people within and outside an enterprise.

A good externe contact is that being in touch with externally audiences, by establishing a trademark and providing many activities like; advertising compaign which ameliorate the trading together with sales next to gain profit.

1.5. Global Language

There is no official definition of global or world language, but it essentially refers to a language that is learned and spoken internationally, and is characterised not only by the number of its native and second language speakers, but also by its geographical distribution and its usage in global associations and strategic relationships.Global language is a late 20c term that represents a language that achieves a genuinely global status by establishing a specific job perceived in each nation (Crystal, 2003, pp. 3-6).

Historically, the essential factor for the establishement of a global language is that it is spoken by those who wield power. Possibly, a global language will build up an elite monolingual class. Perhaps the people who had such a language accessible to them will be logically prepared to think and work quickly in it, and to control it better than the people who don't have it (Crystal, 2003, pp. 14-15)..

Thus, Language can be said to have no independent existence of its own, and a particular language only dominates when its speakers dominate (and falls when the people who speak it fail). No other language has been in such a position as English today, this can be represented by the number of speakers of this language. Graddol, for example, presents the following figures differentiating types of speakers :

- First-language speakers or native speakers, i.e, those speakers for whom English is the mother tongue (Great Britain, Ireland, USA, Canada, Australia, New Zealand) : 375 million.
- Second-language speakers, i.e, those speakers use English as an additional language besides their mother tongue, usually because it has a special position or special status, for example it is an official language of the country (as in Nigeria, India or South Africa) : 375 million.
- Speakers who learn English as a foreign language (as in the Czech republic, Poland, Russia or China) : 750 million.

The studies are only estimates and it is very probable that since 2000, when the book was written, the numbers have risen but they offer quite a useful overview of the ‘power’ of English.

The intrinstic structural qualities of a language, the size of its vocabulary, the quality of its literature throughout history, and its association with great cultures or religions, are all important factors in the popularity of any language. But, at base, history shows us that a language becomes a global language mainly due to the political power of its native speakers, and the economic power with which it is able to maintain and expand its position.

5.1. English as a Global Language

English as a lingua franca, English as an international language or World Englishes are ways of referring to the rising presence of English in a foreign context. In general, these terms refer to the use of English between non-native English speakers, making English a contact language (Seidlhofer, 2007). Over the past decades, the English language has to an ongoing extent become increasingly present in living rooms all over the world, with television commercials that are partially in English. There has also been an increase in English presence in print advertising and media over the course of the past twenty years. Several corpus studies found that English is present in more than two thirds of the workplace in all over the world (Friedrich, 2000 ; Gerritsen et al, 2007 ; Piller, 2001).

Although the increase of English in an international context is undeniable, there are contradictory positions about this developement. Some argue that English in a foreign context serves as a language for communication, rather than a language for identification (House, 2003), whereas others fear its threat to multilingualism. Eckert et al. (2012) for instance, positions English as a killer language, in a context where other languages absorb parts of English, resulting in an evaporation of these autochthonous languages.

From a modern linguistic perspective, all languages of the world are equal. But in fact, each historical period is characterised by the existence of a competition where often, one language dominates all others and thus acts as a dominant global language. Up to 500 yeas ago, Latin was a dominant language in the Western world, used in education, commerce and government. However, by the 16th century French, Italian and English became more dominant (Richards and Rodgers 2001). Our present era witnesses the emergence of

English as a global language. Contemporary expansion and stretching of social relations, activities, and interdependencies reflect the phenomenon of globalization (Steger 2013). Steger (2013) claims that the term globalization appeared in the 1960s, while Friedman (2005) notes that this term was coined in the 1970. Hyter (2014) defines this phenomenon as ‘increased and intensified interdependencies’ . This means that globalization boosts international relationships.

1.6. Lingua Franca *:*

The term Lingua Franca is usually taken to mean any lingual medium of communication between people of different mother tongues (Samarin, 1987, p.371).

House (2003 : 557) argues that the original term Lingua Franca is a translation from the 9th century Arabic word lisan-al-farang, which referred to ‘an intermediary language used by native speakers of Arabic with travellers from Western Europe’ . In time this term came to describe a language of commerce. On the other hand, McArthur (1992) explains that the term Lingua Franca finds its origin in seventeenth-century Italian and literally stands for ‘Frankish tongue’ or ‘language of the franks’ , i,e. Western Europeans who, at the time, ruled most of Europe (Crystal, 1997). This particular mixed language was based on Italian and Occitan and serve a purpose as a bridge language for commercial and military purposes in the mediterranean in the Middle Ages. This was a special case of contact language, different from the previous uses of Lingua Franca in Asia or Africa (Dakhlia, 2008). The original Lingua Franca is regarded as a fluid language that adapted to the needs and origins of its users :

The Lingua Franca was a sort of corrupted Italian, with loan words from other Romance languages, as well as from the other languages spoken in the mediterranean, like Arabic, Ottoman Turkish and Greek, being a very fluid tool, adapted to the contingent needs of the speakers, it varied from one place to the other, Spanish being a stronger influence in the western version, Italian more evident in Tunisia, and Greek loans more numerous in the Eastern Mediterranean.

(European Commission, 2011 : 19)

Where a language in widely used over a relatively large geographical areas as a language of wider communicatin, it is known as a Lingua Franca, a common language but one which is native only to some of its speakers . The term Lingua Franca itself is an extension of the use of the name of the original Lingua Franca, a Medieval trading pidgin used in the Mediterranean region.

(M.Sebba, Contact Language : Pidgins and creols. Palgrave, 1997)

1.6.1. English as a Lingua Franca

English as a lingua franca is an intercultural medium of communication used among people from different socio-cultural and linguistic backgrounds, and usually among people from different first languages. Many people who use ELF have learnt it formally as a foreign language, at school or in an educational institution, the emphasis is on using rather than on learning. And this is a fundamental difference between ELF and English as a Foreign Language (EFL).

British linguist Jennifer Jenkins points out that ELF is not a new phenomenon. English, she says, ‘ has served as a lingua franca in the past, and continues to do so nowadays, in many of the countries that were colonized by the British from the late sixteenth century such as India, Singapore … What is new about ELF, however, is the extent of its reach, (Jenkins 2013) .

All of the languages mentioned above developed a significant position as lingua francas in distinct parts of the world. However, English is a language that spread around the globe and surpassed all languages that had the potential to achieve a dominant role in the past. Currently English is a mother tongue to more than 375 million speakers, a second language to around 375 million speakers and a foreign language to additional 750 million foreign users (Graddol, p. 10). English has not only spread amongst its speakers but has also entered most spheres of society. It is an official language of many world organisations, it is dominant in technology, science, publishing, education, media, international trade as well as politics (The Hutchinson Encyclopedia, p. 363). Due to such great impact of English in the present world, English can nowadays be marked as “the world’s lingua franca” (Björkman, p. 3). Defining English as a lingua franca functions on two different levels: on a local level, and on a global level. In her book ‘Understanding English as a Lingua Franca’, Barbara Seidelhofer determines these levels as ‘localised’ and ‘global’ (Seidelhofer, 2011, p. 4).

English as a lingua franca functions on the local level as a language uniting people of one country in which various languages are spoken by its population. This local role of ELF is seen in Nigerian English for example, where English being an official language unites people of some other major languages of this country, such as Hausa, Igbo or Yoruba (Seidelhofer, 2011, p. 4). The global level on which ELF functions as a communication tool among people from different countries of the world is truly impressive. English as a lingua franca functions on the global level as a language uniting people from different countries/of different first languages. This global role of ELF affects almost every domain of the world’s society (see chapter 5). While defining English as a lingua franca, linguists have encountered difficulties connected with appraisal

if to include or not include native speakers of English as participants in ELF. Seidelhofer points out that such definitions of a lingua franca similar to the above-mentioned definition by Jenkins (see subchapter 3.2.) refer to a local lingua franca that occurs in particular regions where it unites people of various first languages within a country or a community. Such definitions of a lingua franca cannot, however, be fully applied to English because English functions as a lingua franca primarily on a global level, uniting people from all over the world no matter if they are native speakers of English or if they acquired English as their second or foreign language (Seidelhofer, 2011, p. 7). Instead of applying such defining proposals to ELF on a global level, Seidelhofer suggests that such definitions rather show a distinct feature of ELF, which is that a majority of ELF communication occurs among non- native interlocutors. Nevertheless, native speakers of English are indeed participants of ELF. They are, however, in the minority and are not numerously represented in a sample that serves as an object of a linguistic reference concerning this phenomenon, as their native-forms, which do not correspond with the ELF-forms, might contribute to distorted results (Seidelhofer, 2011, p. 7, Jenkins, 2007, p. 2).

Both Seidelhofer as well as Jenkins, who belong among linguists, who have studied the fairly newly established phenomenon of ELF, define English as a lingua franca as follows: " any use of English among speakers of different first languages for whom English is the communicative medium of choice, and often the only option" (Seidelhofer, 2011, p. 7). ELF emphasizes the role of English in communication between speakers from different L1s. (Jenkins, 2000, p. 11). Such definitions confirm the unique role English holds within ELF. English is the language that speakers with different mother tongues use as a means for intelligible communication among each other. Presently this type of communication very frequently occurs at various events such as conferences, business meetings or during political negotiations (Jenkins, 2007, p. 3).

1.6.2. Business English as a lingua franca (BELF)

English as the business Lingua Franca is the use of English in foreign business context by speakers of different mother tongues . The concept of BELF adresses the shared language facility used in professional communication in global business (see e.g., Du-Babcock,2009, Ehrenreich, 2010 ; Gerritsen and Nickerson, 2009). In other words, business is the purpose and domain of the use of BELF, business English is used mainly in international business communities in order to conduct business and work in

multinational companies. In business English as Lingua Franca, interactions variation and hybridity are primary because of the different linguistic backgrounds of the various BELF speakers. These linguistic backgrounds are reflected in the discourse practices of the speakers' respective versions of BELF. Thus, there are no fixed norms that determine the proper usage of BELF ; that is, BELF cannot be owned by anyone nor can it be linked to one particular cultural context.

The dominance of English used as a Lingua Franca in international business contexts is now seemingly beyond dispute. Studies around the world, for instance, by Charles and Marschan-Piekkari (2002) in Finland, Akar (2002) in Turkey and Bilbow (2002) in Hong Kong, all confirm that English is an intrinstic part of communication in multinational settings and a fact of life for many business people. Despite Graddol's most recent suggestion that English may ultimately be replaced by languages such as Chinese, Hindi, or Arabic as the lingua franca of the international business arena, this seems unlikely to occur within the next fifty years, suggesting that an understanding of the role played by English will remain of key interest (Graddol, 2004).

BELF has been discribed as simplified English because it doees not have any strict rules about grammatical form, structures, or 'correctness', nor does it contain complicated phraseology, idiomatic expressions or complex structures. Although BELF does not have strict language regulations, standards have to meet the business community. BELF user has to be able to transmit information across language boundaries effectively and efficiently, which requires a certain level of lexico-grammatical language proficiency.

Business and trade discourse is more connected to the linguistic language and the etymological dialect of doing commerce than to the academic language. The most prominant advantage of business English lexicon is the careful usage of the specialized lexicon. As characterised by Thoma : 'business English vocaulary is the most distinctive feauture of business English. Business English is a diverse linguistic groupe used to communicate effectively in work environment, which results from the structure of economic attitudes and ultimately from mental perceptions of these attitudes in the form of specific content language (Thoma, 2011).

1.7. English For Specific Purposes (ESP) :

Since the 1960‟s ESP has become one of the most active branches of Applied Linguistics in general, and of Teaching English as a Foreign Language (TEFL) in particular. Among the factors that could explain its vitality and its expansion is, as previously mentioned, the emergence of English as a world

language, for this reason the necessity to cope with the different teaching situations and needs that such a position brings about. Such necessity implies an understanding of its development, types and the different teaching concepts of ESP. However, it is of great importance to start with the main definitions stated by the linguists concerning ESP. Apparent variations in the interpretation of ESP definitions can be observed; Some people described ESP as simply being the teaching of English for any purpose that could be specified. Others, however, were more precise describing it as the teaching of English used in academic studies or the teaching of English for vocational or professional purposes. Anthony (1997: 9-10). "ESP is generally used to refer to the teaching of English for a clearly utilitarian purpose." Mackay and Mountford (1978: 2). That is to say that English should be taught to achieve specific language skills using real situations, in a manner that allows them to use English in their future profession, or to comprehend English discourse related to their area of speciality. Generally the Students study English "not because they are interested in the English Language or English culture as such, but because they need English for study or work purposes" (Robinson, 1991: 2). In ESP, "language is learnt not for its own sake or for the sake of gaining a general education, but to smooth the path to entry or greater linguistic efficiency in academic, professional or workplace environments" Basturkmen (2006: 18). This denotes that, the role of ESP is to help language learners to build up the needed abilities in order to use them in a specific field of inquiry, occupation, or workplace. These definitions were stated according to ESP evolution through time, this latter is viewed in more details in the following section.

1.7.1. Characteristics of ESP :

ESP is a recognizable activity of English Language Teaching (ELT) with some specific characteristics. Dudley-Evans and St. Johns‟ tried (1998) to apply a series of characteristics, some absolute and some variable, to outline the major features of ESP.

Absolute Characteristics:

1. ESP is defined to meet specific needs of the learners;

2. ESP makes use of underlying methodology and activities of the discipline it serves;

3. ESP is centred on the language (grammar, lexis, register), skills, discourse and genre appropriate to these activities.

Variable Characteristics:

1. ESP may be related to or designed for specific disciplines;

2. ESP may use, in specific teaching situations, a different methodology from that of General English;

3. ESP is likely to be designed for adult learners, either at a tertiary level institution or in a professional work situation. It could, however, be for learners at secondary school level;

4. ESP is generally designed for intermediate or advanced students. Most ESP courses assume some basic knowledge of the language systems, but it can be used with beginners.

(Dudley-Evans & St. John, 1998:4)

1.7.2. English for Business Purposes :

Business English (English for Business Purposes) is a new branch of ESP (English for Specific Purposes) which is a type of ELT (English Language Teaching) emerging as a response to a growing awareness of certain types of learners with specialized needs which are not fulfilled in General English courses. The teaching of Business English, directly related to learners' and employers' professional needs, started to be accompanied and guided by abundant theoretical literature. As a consequence, Palmer (1964) mentions the selective concentration on particular language skills and abilities as an important characteristic of ESP; Strevens (1977, 1980) offers a comprehensive definition of ESP; Robinson (1980) writes a thorough review of theoretical positions and what ESP meant at that time; Coffey (1985) updates Strevens's work and puts ESP in the context of communicative language teaching.

The ultimate goal of any Business English Course is to allow its users to effectively communicate with others in a business environment, whether that communication is in correspondence, face to face meetings, or other methods. Therefore, a Business English Language Course may include topics such as

business English reading, letters and resumes, business phrases, or terms of sale, advertising, and marketing. According to Belcher (2009), English for Business Purposes (EBP) has recently become a flourishing field within English for Specific Purposes, both as regards teaching and research. Increased internationalization and a worldwide preference for English as the lingua Franca for business mean that English is not only being used more widely by – and among – non- native speakers to do business, but is also used more frequently to communicate 'about business' with groups around the world such as (potential) employees, consumers and investors, for whom English may not necessarily be their mother tongue (Planken, van Meurs & Radlinska, 2010: 225–226). As regards a definition of Business English or English for Business Purposes, it shares the important elements of needs analysis, syllabus design, course design, and the selection and development of materials with all ESP fields of work. Similarly to other varieties of ESP, Business English necessitates the definition of a specific language corpus. It also emphasizes particular kinds of communication in a specific context. As for differences between Business English and other varieties of ESP, Business English is frequently a combination of specific content which is related, e.g. for a particular area of industry and to a general content which is related to the general ability of effective communication, all in business contexts and environments (Ellis & Johnson, 2003:3).

1.8. Multilingualism and Bilingualism in Algeria :

Due to its complex history, Algeria is a multilingual country. From antiquity to the end of French colonial rule in 1962, several invaders majorly shaped the sociocultural history of Algeria, as well as its sociolinguistic profile. The phenomenon of Bilingualism and Multilingualism was prevailing along the cities located along the coast (Djité 1992, 16; Elimam 2004, 300–301; Morsly 1996, 77, as cited in Belmihoub, 2014).

Berbers, who were the original inhabitants of North Africa including Algeria, were under the control of the Phoenicians who imposed their Carthaginian rule for about seven centuries, subsequently Romans for about six centuries, the Vandals and the Romanized Byzantines for about a century each. The Islamo-Arabo Berbers dominated the region for about four centuries, the Spaniards from 1510 to 1529, the Turks for about three centuries, and the

French, who brought Turkish domination to an end, for more than a century and a quarter. Among the results of such contact between civilizations is language contact and its by-product, multilingualism – Berber–Punic, Berber–Punic–Latin, Berber–Arabic, Berber– Arabic–Spanish–Turkish, Berber–Arabic–French, and so on.

The Arabs and the French are the two groups that most impacted the linguistic profile of Algeria. Belmihoub (2014) explained that the Arabic language at the beginning of the Arab invasion was strongly linked to Islam and spread as people started converting to the Islamic religion so some Berbers started to abandon their mother tongue to become Arabophones.

On the eve of French occupation in 1830, about 50% of Algerians were still monolingual in Berber. Colonial France brought the European and the indigenous Arabo-Berber worlds into violent contact. Between 1830 and 1962, the French policy was about deracination and deculturization. To realize their "civilizing mission", they imposed an assimilationist policy of total Frenchification on millions of recalcitrant Algerians.(Benrabeh, 2014).

Today and after independence, geographical distribution of languages was more or less the same as it was back in 1962, even though the population was less than a third of what it is today, and the status of the indigenous languages was different because of their precarious position. There are three main language groups in present-day Algeria: Arabophones, Berberophones, and Francophones who are still in conflict. For the simple reason of the 'confusion' that Algeria dwelled in after independence. In 1969 a policy named" the Arabization policy" helped in swelling the already wounded scars left by France. For it not only created conflict between those who spoke French and those who wanted Arabic to be the native tongue, but it also created a rivalry with those who wanted the 'Tamazight' language to be acknowledged alongside the country's official languages. (Benrabeh, 2014. p.33).

1.8.1. A Historical Background of Languages in Algeria:

The early inhabitants of North Africa, including Algeria, were the Imazighen who spoke varieties of Tamazight. Those people had contact for a long time with the various conquerors and traders who successively settled in North Africa, and who left different extents of influences in the region, including the Phoenicians, the Romans, the Byzantines, the Arabs, the Turks, the Spanish and the French.

It‘s worthwhile to note that before the Arab conquest the Tamazight-speaking population put up resistance to adopt the invaders‘ languages and religions and managed to preserve their linguistic heritage and cultural identity. Following the settlement of the Arab nomadic populations such as Banu Suleim, Banu Hilal and Banu Ma‘quil in the 11th centuries, extensive interaction took place between the Berber tribes and Arabs through the Islamization of Berbers and the adoption of Arabic as the language of learning. Islam has had a great impact on Algerians, along with other inhabitants of North Africa. According to Camps (1987:135),

> ‘ The Berbers embraced Islam in less than two centuries; yet, thirteen centuries after the first Arab conquest they were still not completely arabised.’

The new faith permitted the Arabic language to infiltrate pervasively into the different spheres of the society through conversion to Islam and the practice of the religion. Yet, Berber continued to be spoken in some mountainous regions. It remained the language of trade and daily communication. The spread of Arabic, particularly in its written form, is arguably one of the factors that prevented the BR language from developing a codified form. For many years, Tamazight, the oral indigenous language remained spoken and transmitted generation after generation. People in marriages between Berbers and Arabs would adopt either language or both depending on the social and regional milieu of the family. The Berbers resisted the Arab at first but they have embraced Islam at the end. Ottoman Turks in the 16th century labeled this country as Algeria to be considered as a Turkish colony.

Between 1830 and 1962, Algeria was well known to the world as being one of the French colonies. During this period, the French wanted to put an end to the use of Arabic. The colonial authorities had therefore implemented firm and continuous language policies to the detriment of Arabic language competence and status. The French language became the only language of administration and instruction. Its use reached into practically every field in the Algerian society.

All of these events have remarkably made the Algerian socio-cultural context embodies one of the richest and most diverse linguistic situations. Because of the country‘s various encounters, colonizers and settlers, the Algerian population is varied in languages, dialects and ways of life.

Ethnically, it is fairly homogeneous, approximately 70-75% Arabs and 20-25% Amazigh.

1.8.2.Language Situation in Algeria:

Algeria has been always under gradual change of its languages as a consequence of the influence of the historical events it has witnessed in the past. This has left a huge impact among the Algerian speakers, in fact it became as a linguistic heritage. The native language of the local citizens is Berber. They have lived on the higher lands on all the Maghreb including Morocco and Tunisia as well. Then, it was the turn of Arab conquest who settle down on the Maghreb location making the Arabic language as the dominant language of the Berbers, even that there was a strong resistance from them to accept the latter language but eventually it has been approved to be take apart of their identity when they embrace Islam. It did not stop at that level, the Ottomans also entered Algeria and made it as one of its colonies. Another intruder wanted to invade Algeria which is France, this has used many options to uproot the Algerian identity starting from its language.

As Rubin (1968) explains, there are three types of attitudes that bilingual individuals can have towards the languages they can speak. First, the emotional value attached to a language, which causes a person to choose to speak it more than or instead of another language. Then, there is the social value a language has in the country. Finally, the formal attributes a language has, that help define its value and influence the individual's choice of whether to speak it or not (Rubin, 1968, p. 15). These three attitudes exist in Algerian bilingualism and/or multilingualism. The first attitude can be associated with the Arabic and Tamazight languages because both have emotional value to the Algerians, due to the long history that both have in the country. The second attitude reflects what the Algerians express towards French and the social value it has in the Algerian society and the world. And the last attitude manifests itself towards the Standard Arabic, which is the language that is mostly used in formal settings

These languages are put in a well detailed description starting with:

1.8.2.1. Modern Standard Arabic (MSA)

Arabic is the national and the official language of Algeria; it has two varieties, one is called Classical Arabic (CA) which is the language of the Quran, the holy book of Islam, which is also the official religion of the country. (Mokhtar, 2018). It was later simplified in the educational settings, where it is

taught. And the Modern Standard Arabic (MSA), It is a modern version of classical Arabic, although similar in structure, but it is simpler with a different vocabulary and is the one used in formal conversations and administrations (Cordel, 2014).

Arabic was imposed on the Algerians first in the 7th century when the country was colonized by the Arabs and it became the language of the country. Then, when leaders wanted to reclaim it as the official language after they gained independence from the French, they relied on the Arabization policy, a policy that caused problems among the Al- gerians who were educated in French and were quite hostile towards the Arabic language. Today, Algeria is not fully Arabized despite the many efforts of successive governments to implement this policy, but Arabic is dominant in many important domains, for example, on official platforms whether written or oral ones. It is strongly idealized and has a heavy historical and religious value, but with no native speakers, as opposed to Tamazight or AA, very few Algerians are neither capable of speaking nor writing it correctly (Mokhtar, 2018).

1.8.2.2. Algerian Arabic AA

Called (darja, dziria). The Arabic of the Algerian nation, is used in everyday situations for achieving communication. One of the principle spoken diversities in Algeria, spoken commonly among people in North Africa and it is comprehensible with Tunisian and Morocan. Among 75% to 80% of Algerians consider it as their native tongue or dialect. It is the L or the "low" variety of the standard Arabic with no written form, although many Algerians do use Arabic or even Latin script in some written texts on various social media platform chats (Mokhtar, 2018). It is labeled "home language" (Bouhadiba, F, n.d.), whereas MSA is used in writing and formal settings and is the "school language" in Algeria (Bouhadiba, F, n.d.).

1.8.2.3. Tamazight Language

Tamazight is the first language that was spoken in the Maghreb in North Africa and Algeria in particular. It has various appellations according to the country, it is Amazigh in Morocco and Tunisia, Tamazight or Kabyle in Algeria, Tamacheq in Libya, etc. (Leclerc, 2017). As for the term Berber, it is derived from Greek "barbaroi" and Arabic "barbar". It was a derogatory appellation that the invaders used to refer to the Berber community, describing them as being chaotic and uncivilized (Bentalab & Chabou, 2016). The term

was later semantically valorized by sociolinguistic scholars, following the many disputes on the media and social networks about the Berber identity, they simply rejected the use of this term as an insult to design their community, and it is now used as a description of the free man which is also the meaning of the word “Amazigh” (Bentalab & Chabou, 2016).

Tamazight remained the first language of the people despite the many colonizers that invaded the country, even the Arab invasions could not Arabize the country completely. It also succeeded in surviving the French domination and the endless efforts to suppress it during the French colonization. It is now officially recognized as a national and official language, alongside the Standard Arabic. After a long period of being irrational since the luck of teachers and materials.

The main characteristic of Tamazight is that it is divided into different varieties and even quite different languages. Since the invasion of the Arabs in the Maghreb region, Berbers had never had their own country, it does not have a unified writing system either. This explains the large diversity of dialectal varieties, each one is influenced by the language that is dominant in their country. Only lately have scholars tried to create a codified standard language, that is the same all over the Tamazight speak- ing groups all over the Maghreb and the other countries where there are Berber communi- ties (Leclerc, 2017). Figure 2.2 exhibits a variety of the many Tamazight speaking com- munities in Algeria (Leclerc, 2017).

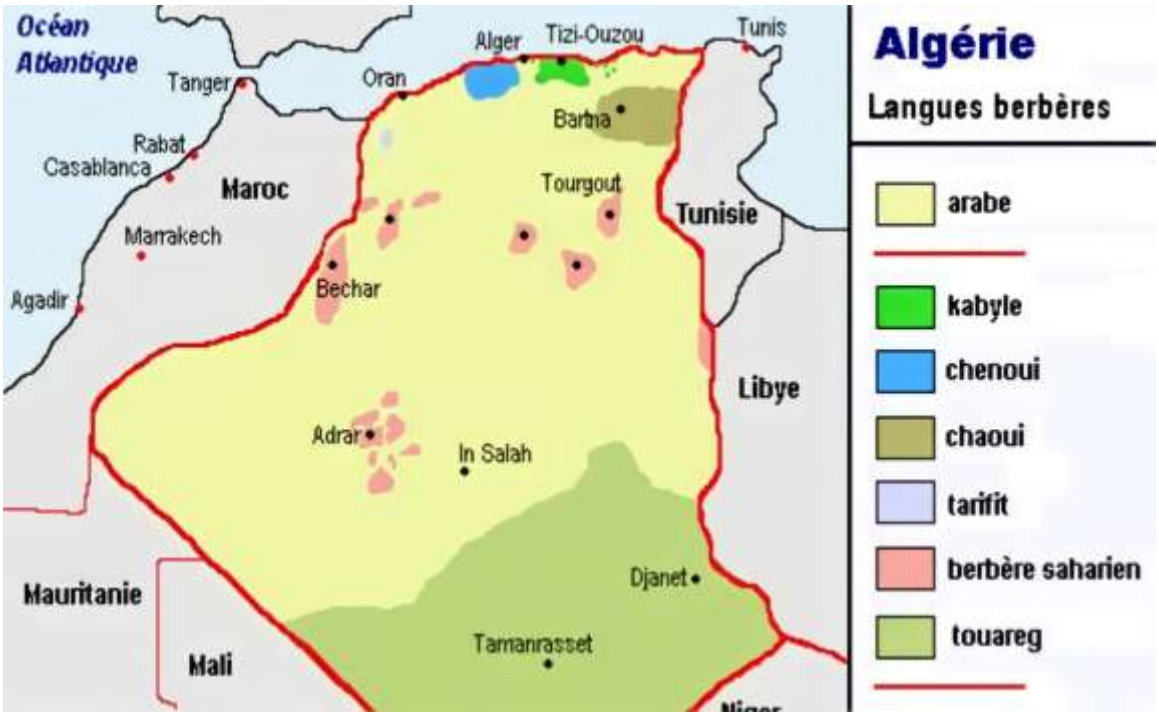


Figure 3. Tamazight varieties in Algeria (Source : Leclerc, 2017)

1.8.2.4. French

The actuality of French language in Algeria have had a start from 1830, the conquest of French colonizers for Algeria. The French language was a connection mark between the European world and Algeria. It was applied in education and administration. The French came with the idea of civilizing the country with a new language and a new culture, they wanted to transform the Algerians and their background. They started controlling education and many other domains of Algerians' life. Thus, controlling education was one of the aims of the colonists because it was widespread when they came.

Furthermore, France adopt a civilizing mission, their aim was brainwashing Arab people to become french." A key characteristic of France's policy was the imposition and spread of French language in the subjugated community ."As cited by (Djennane, 2016).

Thus, most Algerians speak French, or at least they understand it. Even those who may not be able to speak it or understand it very well, tend to use a lot of French words in their vocabulary because they have been raised having those words as part of their speech. It is spoken mostly by educated people, students, or elites, especially those who are study- ing or have studied in French.

Thus, it is a language that has a social prestige in the Algeri- an society, and some people prefer to speak it in conversations to gain respect and have a sense of belonging to the educated class. Others who do not master the language and can- not speak it fluently, occasionally switch between Algerian Arabic and French, mainly because they were raised talking that way. Another part of the community extensively speaks Algerian Arabic, which as noted, contains French words, although most of them understand French they are unable to speak it.

Today the linguistic situation in Algeria is intricate, the everyday spoken language is a mixture of French and Arabic and Tamazight,

1.9. The presence of English in Algeria:

In the 21st century, it became highly necessary to cope with the outside world. The English language nowadays is the key to communicate with foreigners and access information worldwide, as it is the international language, a global language and a lingua franca. In Algeria, English does not enjoy the same prestige and functions that English as an international language enjoys in other countries. In fact it is the French language which possesses a prestigious position and enjoys the functions of language of science and technology, advertising, business, etc. and is the first foreign language of the country since independence. However, over time, there have been some calls for the replacement of French by English. There are many reasons behind this, but mainly because of the negative attitudes that some Algerians have towards French being the language of the former colonizer, and the positive attitudes that they have towards English for being the language of technological development and globalization, in addition to it not carrying any colonizing history with Algeria.

Benrabah (2007.b) found that since 1970s to 1990s the English language was brought to middle schools . Specifically, in 1996 as the second language .Thus, the role of French language was decreased. English become the third language in Algeria by 1984 since British council investigated. As cited by (Belmihoub, 2018).

What really helped the spread of English in Algeria are TV channels broadcasting movies and series in English such as Saudi-owned MBC group (Middle East Broadcasting Center) broadcasting from London and Dubai, especially after it was perceived positively by most Algerians (Medjahdi, as cited in Sarnelli & Kobibi, 2017, p. 4). The internet has also facilitated access to TV shows, movies, and songs in English and helped Algerians learn the

language more easily. In addition, what helped the spread of English are the various programs launched by the American Embassy in Algiers and the British council that support the teaching of English and encourage Algerians to be engaged in exchange programs to learn more about the American or the British culture (Belmihoub, 2016, pp. 5-6).

Programs granted by the U.S embassy in Algiers encourage Algerians to learn English and to know more about the American culture. Such programs include scholarships and cultural exchanges to the U.S, such as the Global Undergraduate Exchange Program (UGRAD), the MEPI Student Leader Program, The American English E-Teacher Program that offers 8-week, online university-level courses in Teaching English to Speakers of Other Languages (TESOL) developed by U.S. educational institutions, etc. ("Exchange Programs and Deadlines | U.S. Embassy in Algeria", n.d.).

The English language is neither an official nor a national language, but it has a great role in nowadays Algerian communication and use. Most of the citizens,from different ages, are trying to learn this global language because of its importance in almost all fields of life.

1.9.1. English Foreign Language Teaching in Algeria:

English is compulsorily taught throughout the Algerian Middle and Secondary schools and universities (even in some military/security, economic and cultural institutions). Its status thereof is that it is considered as the second foreign language, besides French, despite the fact that it does not particularly play an important role in the national and social life of the Algerian people. As it (English) is not one of the historical components of the Algerian cultural identity, people do not seem to need to resort to it to live their social, intellectual and economic daily realities. Also, English in Algeria is not the students' natural communicative environment. Besides, this foreign language is not akin to the students' mother tongue; Arabic. Therefore, apart from the limited amount of English they hear, speak, read or write in the classroom, English is, to a certain extent, absent most of the time in their daily lives.

Therefore needless to say, the emphasis on teaching English is becoming a vital part of education all over the world. In the specific case of Algeria, the recognition of the Ministry of Education of the growing importance which English, nowadays plays in the world can be noticed . In 2001, The Ministry of Education announced the educational Reform and numerous changes have occurred concerning the situation of teaching English. While, English is still

considered to be the second foreign language in the Algerian Educational System after French, it has received considerable attention within the educational Reform.

1.9.2. Using English in the different Algerian domains *:*

In the Algerian society in general, English becomes a very widely spread language. As we know, Algeria is a francophone country tha was colonized by the frenchs for more than 130 years. So that the status of Franch was inherited from the colonization period. However, with the changing language policies in Algeria and the openness of the different Algerian fields to the world, the need for the English language in Algeria in the differents domains becomes a necessity because the whole world has become linear and sharable using the English language as the Global language. The fact that English is used in the Algerian domains gain an important interests by the Algerian businessmen, directors, owners, bosses and even ministers. As a result, it was allocated significant functions.

1.9.2.1. The Medical Field *:*

In the Algerian medical field, french is favored over English or any other language, even the mother tongue Arabic. French continues to dominate in the healthcare setting, doctors feel more comfortable speaking to each other in the language in which they have acquired medical knowledge. Furthermore, the health educational system in universities is in French rather than English. And that what led the French language to imposes itself since the birth of modern medicine in Algeria. But it is expected that English will take place in such fields with the coming years.

1.9.2.2. Advertising and Marketing *:*

Today, English is the most widely used language in advertising and marketing in non-speaking English countries (Gerritsen et al, 2007), primarily because of its neutrality and familiarity on a global scale. Hao (2005) states that the symbolism of modernity is the main reason for using English in advertisements in China. Baumgardner and Brown (2012) claim that the uses of English in Irainian advertisements can be linked to modernity, Europeanisation and reliability, while Hsu (2008 : 158) ‘ offers

internationalism, premium quality and exquisite taste' as reasons for using English in advertisements in Taiwan. The same case in Algeria, for businessmen and brands' owners ; using English in advertising or marketing gives the product or the brand more power in the consumer's eyes. As a result, most of the Algerian advertisements are in English. English can be seen as a tool used to give customers the sense that they are using a global brand even when that is not true (Micu and Coulterm, 2010).

1.9.2.3. English in the Press service :

Algerian journalists usually use the mother tongue Arabic beside the second language French, and in a few instances use English. The Algerian govermental press services started employing English-using journalists as a result of the spread of English in the Algerian community and media. Same thing with the Algerian private press agencies, they started employing journalists with an advanced English profeciency to write newspapers in English. This global language also takes place in the Algerian television NEWS like Ennahar and Echourouk and even in the Algerian national public television which launched the first English NEWS on October 29th, 2021

1.9.2.4. English in Economy and Business :

English is used as a linking language for the international and the local algerian businesses. While the French language dominates the local trade in Algeria, English in widely used in international businesses and trade which they have strong relations and interactions with foreign trades with whom there is no other shared language like in the multinational oil and gaz companies in the south of Algeria.

English is also used among administrators when interacting with foreign officials with whom there is no other shared language. Due to Algeria's

reticence to fully transition to a free-market economy, there is an untapped potential for English to gain a foothold in the Algerian landscape. Such potential is expected to materialize as Algeria transition slowly to a free market economy (Benrabah,2013).

Using the English language became a necessity in the 21st century, it's the key to communicate with foreigners and access information worldwide. In Algeria, English does not enjoy the same prestige and functions as the French language as it's the first foreign language in the country since independence. However, overtime, they have been some calls for the replacement of French by English and this what made Algeria Starts using English in all its different domains.

Conclusion

Language is a mean of communication that is used in a wide-ranging as well as in a certain context. At this point , ESP is used for teaching the english language for specefic situations. Moreover, on a global scale English is the most commonly used lingua franca for business. In the same way, facilitating communication with the representatives of foreign companies that is made through diffrent channels. Therefore, light is shed on multilingualism in Algeria with its linguistics and cultural background;thus, describing the status of English language in Algeria and its crucial role in the uplift of educational level , economy and various other domains.

Chapter Two

Research Design

Introduction:

This section is methodological; it deals with the research design that has been selected for our present study. It describes the research techniques used to investigate the Use of English in the Algerian Economic Spheres, more specifically, ALGEX agency. It consists of three parts; the first part provides information about the survey area and the participants in this study. The second part highlights the instruments used for the data collection, including: a questionnaire handed for the agency's employees and businessmen, an interview conducted with the agency's head service, and an observation .The third part explains the procedures of data analysis. As for the statistical method labelled, The rule of three and is used to analyse the Quantitative data arisen from the close-ended questionnaire. And the Qualitative Content Analysis (QCA)is used to analyse the open-ended questions of the interview and the observation.

2.1. Description of the survey area

2.1.1. Presentation of the Agency Algex :

The National Agency for the Promotion of Foreign Trade ALGEX, is an Algerian public institution, placed under the authority of the Algerian Ministry of Trade.

It was created in 2004, following the new vision of the government to make an end to its dependency to hydrocarbons, and placed under the authority of the Algerian Ministry of Trade. It has the mission of contributing, in the development of Algerian non-oil exports. Thus, its teams provide Algerian enterprises with advice and information on the public apparatus for export support, the international trade regulations and business opportunities, in order to help them prepare their access to foreign markets, particularly through its reception and counseling unit the «Exporter's House».

It aims also at increasing the visibility of the Algerian offer internationally, by contributing in the promotion of the Algerian products, through the support of Algerian companies in international fairs and tradeshows. It offers also to Algerian enterprises contacts and business matching with foreign importers to develop their trade relations and find foreign markets for their products, which allows them to develop internationally, encouraging them to be orientated towards foreign markets and supporting them on their export routes. (Official Journal No 39, of June 16th, 2004).

2.1.2. Internal Organisation of ALGEX :

ALGEX is organized in seven (7) Directorates as follows:

1. Directorate of Markets Analysis: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of African and Arab countries Markets Analysis;
b- Sub-directorate of the European and North American Markets Analysis;
c- Sub-directorate of the Latin American and Asian Markets Analysis ;

2. Directorate of Products Analysis: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of the Analysis of Agricultural Products;
b- Sub-directorate of the Analysis of Industrial Products;
c- Sub-directorate of the Analysis of the Products of Handicrafts, Tourism and Services;

3. Directorate of Specialized Services: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of Logistics for Export;
b- Sub-directorate of Financing Policies and Insurance for Exports;
c- Sub-directorate of Quality, packaging and Certification.

4. Directorate of Strategies and Programs: which is subdivided into five (5) Sub-directorates:

a- Sub-directorate of the Strategies of Exports Promotion;
b- Sub-directorate of Imports Analysis;
c- Sub-directorate of Prospective Studies and Economic Intelligence;
d- Sub-directorate of Commercial Defense;
e- Sub-directorate of Synthesis and Programs Follow-up.

5. Directorate of Training, Cooperation and Documentation: which is subdivided into Four (4) Sub-directorates:

a- Sub-directorate of Cooperation;
b- Sub-directorate of Training;
c- Sub-directorate of Documentation and Documentary Research;
d- Sub-directorate of Translation and Publications.

6. Directorate of Information and Communication: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of Information;
b- Sub-directorate of Computing;
c- Sub-directorate of Communication and Public Relations.

7. Directorate of Administration and Means: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of Personnel Management;

b- Sub-directorate of Finance;
c- Sub-directorate of General Means.

Missions of the Directorate

8. Directorate of Training, Cooperation and Documentation: which is subdivided into Four (4) Sub-directorates:

a- Sub-directorate of Cooperation;
b- Sub-directorate of Training;
c- Sub-directorate of Documentation and Documentary Research;
d- Sub-directorate of Translation and Publications.

9. Directorate of Information and Communication: which is subdivided into three (3) Sub-directorates:

a- Sub-directorate of Information;
b- Sub-directorate of Computing;
c- Sub-directorate of Communication and Public Relations.

Executive Decree No. 04-174 of June 12th, 2004, on the creation, organization and functioning of The National Agency for the Promotion of Foreign Trade.

2.2. The participants

As previously stated, this study was conducted in the Algerian Agency ALGEX. The population targeted for the questionnaire was composed of the employees and businessmen of Algex Company. The employees were selected randomly, they consist of 32 employees who accepted to be questioned and who have completed at least seven years of studying English as a compulsory subject in middle school and high school ,plus to those who speak English so that our questionnaire would be in English .The selection includes employees of different ages, gender, levels and previous educational fields so that our research would be based on the consideration of different categories; Therefore, most of the participants have developed some knowledge about and attitudes towards the English language .

2.3. Procedures of data collection

This study was carried out in the agency ALGEX as a case study. The understand why and how things happen and investigate the realities. We conducted a questionnaire, interviews, and observation in this empirical section. The first tool was the questionnaire that was based on the linguistic landscape of Algex Company and on the literature about the use and functions of English in this Company. The second tool is the interview with the head service .So that

more information would be gathered and a broader picture of the situation would be gotten including the ideas, values, prejudices , perception, views, feelings towards English in ALGEX agency.The last procedure is observation, this latter enables us to know a lot about the area under study.

2.3.1 Questionnaire

The questionnaire is a mean used to gather data from a certain number of information in a form of series or questions. The questionnaire was written in English since every employee participated in this study is able to take care of the study. The questionnaire is consisted of 30 questions that were organised into three sections. All of the questions were close-ended questions that contain multiple-choices in which the informants were required to choose from the options followed by expressions for classification such as (please justify) or (please say why).

Section one: **The profile of the participants**

This section aims at exploring the informants' information including gender, age, studies…so that the reader would understand the exact kind of the participants contributing in this study.

Question One : Gender

Gender	***Percentage***
Male	65%
Female	35%

Table 1. The Employees' Gender

The aim of this question is to know whether men or women are dominating in our questionnaire, also to explore whether men or women are employed more in Algex agency. The result shows that the majority are men.

Question Two : Age

Age	***Percentage***
20 to 30 years old	9%
30 to 40 years old	28%
40 to 50 years old	62%

Table 2. The Employees' Age

The results show that the majority of the employees are more than 30 years old so most of them have got a certain experience.

Question Three : Previous field of study

Field of study	***Percentage***
Economy	37.5%
English	9%
Other fields	53%

Table 3. The Employees' Previous field of study

The results show that most workers had studies economy ; the main interests of our study. While just three of them studied English; these three employees are mainly the translators.

Question Four : Educational Degrees

Level	***Percentage***
Baccalaureate with a formation	6%
Licence Degree	59%
Master Degree	18.7%
Doctorate	15.6%

Table 4. The Employees' Educational Degree

The data shows that that the employees are of different educational degrees or levels. Even those who have got their diplomas from private institution took place into the agency.

Question Five : Language spoken in day-to-day communication

Language spoken	***Percentage***
Arabic	00%
Algerian Dialect	84%
English	6%
French	6%
Amazigh	3%

Table 5. Language of Day-to-Day Communication

The results reveals that the Algerian dialect is the most used in day-to-day communication while the English language is rarely used. Today's Algerian communication is consisted of the Algerian Dialect and French.

Question Six : About the mother tongue

The mother tongue	***Percentage***
Arabic	90%
Amazigh	2%
English	03%
French	00%
Other language	00%

Table 6. The Employees' Mother Tongue

Most of the employees are Arabs.

Question Seven : Grade your capacity in the following languages

	Very good	***Good***	***Not bad***
Arabic	85%	15%	00%
French	60%	38%	02%
English	82%	10%	8%

Table 7. The Employees' capacity in Languages

The agency ALGEX requires from their employees to master the Arabic language, plus to the foreign languages French and English, since this company specialized in communication with foreigners, so that it needs an effective communication to do its business in an excellent way.

Question Eight : The language you feel comfortable using it at work

The language	***Percentage***
Arabic	65%
French	13.5%
English	21.5%

Table 8. The Language That The Employees feel comfortable using it at work

This table shows that the majority of people prefer to use Arabic to communicate with each other at work.

Question Nine : self evaltuation of English profeciency

Years of English instructions	***Percentage***
11 years	21.8%
7 to 8 years	50%
Short trainings	28%
No English at all	00%

Table 9. The Evaluation Of English

The findings reveal that most of the employees have got an intermediate level in English language that is those who studied the language for 7 to 8 years during their studies in the middle and high school. The other employees either studied English at the universities; institutions or they have got short training as an ESP so that they can master it in their job.

Question Ten : Using English in your daily life

Frequency of English use	***Percentage***
I use English everyday	3%
I usually use English	15%
I often use English	9%
I sometimes use English	25%
I rarely use English	15%
I never use English	31%

Table 10. The Use of English in Daily Life

The results show that just one use English in his daily life as his origins are from Canada. The majority of them use Arabic and French and this is because of the nature of the Algerian society's communication which is a mixture of the Algerian dialect and the French (the colonial language).The others use English in special cases according to them.

Section Two : English Language Use in Algex Company

Question One : The form of English used in ALGEX Business Communication

The form of English	***Percentage***
Spoken	3%
Written	62.5%
Face to Face	34%

Table 11. The Form of English in Algex Communication

Form this table, we observed that the employees of the agency ALGEX use the English language for written communication more than for oral one .The results show that most of the workers use the English language to communicate with colleagues either from sister companies or parent company through a written English . Including (E-mail ,what'sApp) . Whereas only few of them use English in the spoken from or in face to face communication

Question Two : About what do they use English For

What do they need English for	***Percentage***
To negotiate with foreigners	34%
To read and write Emails	40.6%
To write contracts (clauses)	15.6%
In using other forms of business communication	25%

Table 12. The purpose of Using English

The results reveal that some employees ticked more than one answer for they were concerned about more than one form of business communication whereas others did not answer at all for they do not use English. Most of them use English to communicate with foreigners and to use the email while just 15.6 of them use English to write contract, those employees are the ones who have a degree in English or translation.

Question Three : About the employees trainings in English language

The frequency of trainings	***Percentage***
Regularly	15.6%
Sometimes	28%
Rarely	56%
Never	00%

Table 13. The Employees' Trainings in English

The results show that all of them had attended trainings or seminars at least one, even those who studies English as a speciality at university and this is due to ALGEX which requires their employees to use the English language.

Question Four : The type of English they learned in these trainings

Type of English	***Percentage***
General English **EGP**	59.3%
English forr Specific Purposes **ESP**	40.6%

Table 14. The Type of English in The Trainings

The findings reveal that 13 employees had training and seminars in specific English. More specifically ''English for Economic Business Communication''. Those employees are the ones who are responsible to deal with business communication with foreigners and to write contract.

Question Five : About the importance of these trainings for their work

The importance	***Percentage***
Necessary	100%
Unnecessary	00%

Table 15. The Importance of English Trainings

ALGEX employees find that having trainings in the English Language is important so that you can do your job perfectly without obstacles.

Question Six : The difficulties while negotiating with foreigners

Difficulties while negotiating	***Percentage***
Always	00%
Sometimes	63.5%
Never	36.5%

Table 16. The Difficulties while Negotiating with Foreigners

Only 16 answered this question, because not all of the informants are responsible to negotiate with foreigners. The results show that most of them face

some difficulties especially at the beginning of their work. 36.5 of them didn't face any kind of difficulty as they master the English Language very well.

Question Seven : About which kind of difficulties

Kind of difficulties	***Percentage***
The pronounciation	37.5%
Finding the right technical word	12.5%
Making complex sentences	9%
Being misunderstood	25%

Table 17. The Kind of Difficulties

Most of them have faced difficulties of being misunderstood or the lack of a clear pronunciation.

Question Eight : About the type of English used in the different forms of communication or negotiaion

Type of English	***Percentage***
Very formal	28%
Formal	71.8%
Informal	00%

Table 18. The Type of English in Communication

ALGEX requires using the formal style while communicating or negotiating with partners and foreigners

Question Nine : About the importance of translation in ALGEX

Their answer	Percentage
Yes, it is important	78%
No, it is not important	21.8%

Table 19. The Importance of Translation in ALGEX

The aim of this question is to know whether translation has a great importance in ALGEX or no. The results show that translation is a very important tool used in ALGEX agency.

Question Ten : About what does the translation requires

Requirement	***Percentage***
Translators	100%
ESP's previous students	00%
Simple employees	00%

Table 20. The Requirement of Translation

The results show that while translating, translators are required especially in the written form, because translation has got some conditions to be done. And also the translators don't have to be familiar with Algex Business context or to be previous students of ESP. All they do is to translate what they listen for or read.

Section Three : ALGEX Agency's attitude towards the English language

Question One : Why does the Agency ALGEX focus on the foreign languages especially English?

The reason	***Number of employees***
Because it is an international company	100%
Because using foreign languages benefit its incomes	00%
Other reasons	00%

Table 21. The Reason Behind Using Foreign Languages in ALGEX

The main aim of this question is to know the reason behind the use of English in ALGEX.

Question Two : In your opinion, why does the agency ALGEX choose the English language to label commercial transactions?

The reason	***Percentage***
Because it is the global language	6%
Because it is the Lingua Franca that is required by business landscape	81%
Because it is the language of prestige and modernity	12.5%

Table 22. The Reason Behind Using English in ALGEX

The majority of the employees have chosen the second answer which is that the agency ALGEX is using English because it is the lingua Franca that is required by the business landscape so that it facilitates the business communication.

Question Three : Does the agency establish levels of English employees should reach ?

The answer	***Percentage***
Yes	59%
No	40.6%

Table 23. The Company's Establishing of English Levels

Most of the employees said yes for reaching certain levels of English in ALGEX agency.

Question Four : Does the English language benefit ALGEX agency

The answer	***Percentage***
Yes	100%
No	00%

Table 24. The English Language's Benefits on ALGEX

All of the participants agreed that the English language have positive effects on the agency ALGEX.

Question Five : In which point did the English language benefit ALGEX agency?

The points	***Percentage***
Facilitating communication	59%
Getting more foreign partners	40%
Increase the exports' rate	6%

Table 25. The Points in Which English Benefits ALGEX

The results reveal that most of the employees see that English is facilitating ALGEX' communication with foreigners. 40 stated that English enables Algex company to get more foreign partners. There are also employees who choose more than one answer.

Question Six : Do you think that English will replace, in the long run, French in the Algerian economic spheres?

The participants' opinion	***Percentage***
Yes, it will	78%
No, i twill not	21.8%

Table 26. English Replacement of French

From this table, it appears that the employees of ALGEX agency are very optimistic in relation to the future of the English language in the Algerian economic spheres, this can be seen in the high number of participants who expect English to replace French in the spheres of business.

Question Seven : **Do you think that the mastery of English is one of the keys of success in economy and business?**

The participants' opinion	***Percentage***
Yes	90.6%
No	09.3%

Table 27. English as a Key of Economic Success

The results reveal the importance of the mastery of English for successful economy. The majority of the employees think that the mastery of English is useful and helps in the prosperity of the economy.

2.3.2. Interview

The interview is the most common format of data collection in qualitative research, according to Oakley(1998), a qualitative interview is a type of framework in which the practices and standards be not only recorded, but also achieved, challenged and well as reinforced.

In this study, Semi-structured interviews were chosen to get a broader picture of the use of English in the Algerian economic spheres. And to provide the flexibility that would allow the participant to express his ideas. The interview must remain conversational, natural and relaxed(Hirjarvi 8 Hurme 2000). Thus, each interview took from 15 minutes to one hour. For a comprehensive analysis, the interviews were recorded and transcribed often the interviews.

The interview was conducted in English as the participants talk English fluently; the interview was conducted to only one participant who is the head services of ALGEX agency. In the interview, all the questions were related to the company, and they were adopted according to the interviewee's position in the company. The interview was an open-ended question that enables the interviewee to give his opinion and express his feelings and to conduct pure facts. We have asked ALGEX agency's headmaster ten questions. All of them aim at investigating the use of English in this company, the reasons, the effects and the employee's attitude toward the English language use in the agency. The interview was face to face, and it includes the following questions:

1- What are the main reasons for English to become dominant tool for communication in the international business ?

2- In ALGEX, employees should use English to deal with the needs of some situations that might occur at the workplace. Can you tell us about these needs?

3- What are the techniques and methods do you use to motivate your employees to learn English?

4- What are the difficulties you may face when using English?

5- Why does ALGEX tend to use the English language?

6- According to you, what are the challenges of using the English language in Algerian international businesses, more precisely in ALGEX ?

7- Why do you think that English is one of the important keys to achieve a successful business?

8- What are the benefits that the agency ALGEX gets from using the English language?

9- Did you have any difficulties in working with employees who don't speak English?

10-What is your attitude towards insisting the non-English speakers employees in ALGEX agency ?

2.3.3. Observation

Observation, as the name implies, is a way of collecting data through observing. This data collection tool is classified as a participatory study where the researcher (the observer) has to immerse his/her self in setting where his/her respondents are. Observation is a method that may involve watching, listening, reading, touching and recording behavior and characteristics of a phenomenon. It involves also the systematic recording of observable phenomenon or behavior in a natural setting (German & clayton.2005,p.40).

In this study, observation enabled us to know a lot about the area under study – ALGEX agency. This research tool was exploratory and spontaneous in which we got a global idea of the company and its services, and the activities of its workers, and to discover in which exact cases the English language is required. Observing the employees performance in English has also enabled us to know their level and their lacks.

In the agency ALGEX, two types of observation were followed:

- *Non-disguised observation:* is done when the person knows they are being observed, we couldn't do anything without the permission of ALGEX agency and its employees, so they knew they were observed.

- *Mechanical observation*: This involves using machines such as video, camera and audio recorders. One of the most used tool of observation to collect data was recorders, we were recording ALGEX head service when he was answering our questionnaire, and then analysing his answers and the way he spoke English.

Observation was a very effective tool that helps to set a realistic target.

2.4. Procedures of data analysis

Le compte and Scheneul(1999) define Analysis as the process a researcher uses to reduce data to a story and its interpretation. Data Analysis is one of the most important steps that must be completed when conducting a research. Data from various sources is gathered, reviewed, and then analysed to form a sort of finding or conclusion.

2.4.1. Quantitative Content Analysis:

We followed two methods to analyse the statistical results:

2.4.1.1. The rule of three:

The rule of three is a simple calculation which enables calculating something in three numbers to help calculating the unknown and to solve proportions.
In this stud y, the rule of three was used to analyse the statistical and numerical data including the close-ended questions, the answers of these questions are transformed into percentages, using the rule of three, which is applied as follows:

$$X = \frac{a \,.\, 100}{b}$$

2.4.2. Qualitative Content Analysis (QCA) :

Qualitative Content Analyses is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns (Hsieh&Shannon, 2005, p . 1278)

In the present study, to analyse the result of the interview, the answer of the open-ended questions and to interrupt the observation of the Algex employees' performance and activities, Qualitative Content Analyses is used following two of its approaches, The conventional Content Analyses and the Summative Content Analysis. The Conventional Content Analyses is to interpret and analyse the observation of the agency ALGEX activities and employees' performance in English. The Summative Content Analyses is to analyse the business English used in the ALGEX agency (in that exact context). The two approaches are useful for the interpretation of the content of data.

Conclusion

To sum up, this chapter has highlighted the research design and methodology used in this study .First, it has described the survey area which is ALGEX agency and the participants who contributed to the fulfilment of the present study .In addition, it has introduced the data collection procedures which consist mainly in a questionnaire, interview, and observation. Moreover, it has laid out the techniques used for the analysis of the collected data, from the conversion of number and statistics, to the QCA to interpret the corpus gathered and the qualitative data.

Chapter Three

Research Findings

Introduction

The present chapter is empirical. It interprets the results from the research tools and presents and analyses them. First, from the questionnaire that was administered to ALGEX's employees in which its results' interpretation is classified into three sections: The profile of the participants, English language's use in ALGEX agency, and ALGEX agency's attitude towards the English language .Second, from the interview in which its results are summarized into five essential points: English as a dominant language in international business, English as a key for a successful business, The reasons behind the use of English in ALGEX, The benefits of using English in ALGEX, and The techniques used to motivate ALGEX's employees to learn English. Finally, from the observation; its results was summarized into three main points: The situations that require the use of English, The difficulties encountered when using the English language, and Difficulties among employees who don't speak English. These are the main points that we found interested and important when questioning, interviewing and observing our participants.

3.1. Discussing the Questionnaire Results

3.1.1. Section one : the Profile of the Participants

As it mentioned on table (1), the majority of ALGEX's employees are men, who have got the experience, and most of them are more than 30 years old (table 2).

Table (3) makes it clear that most employees are Economy graduates, which is the main interests of our study, whereas few workers (table 3) studied English, and they are the translators of the company. Table (4) shows the employees level of education, they have distinct degrees of education. And those who have got their diplomas from private schools have a position in the company.

From the statistics displayed in table (5) about the language spoken in today's communication, one can see that the Algerian dialect is the most used while English is never used. Today, Algerians exceedingly use their dialect and French in communication. Even ALGEX's employees, who are all Arabs (table 6) except one, use French and Algerian dialect.

The data displayed in table (7), clearly shows the requirement of languages in the company, as it is concerned with communicating to foreigners; the employees therefore, have to master Arabic in addition to foreign languages like French and English for better improving the business.

Table (8) presents the results obtained from the questionnaire to the employees. Most of them prefer to communicate with each other in Arabic at work.

In table (9), the employees' self-evaluation of English proficiency is presented. Employees who studied English for 7 to 8 years have got an intermediate level, the other employees either studied English at the universities or they have got short training as an ESP to upgrade their job.

Table (10) indicates that just 1 employee use English in his daily life since he is from Canada. And because of the nature of the Algerian society, which was influenced by the French colonisation, most employees use the Algerian dialect and the French language, while the others utilise English in special cases.

3.1.2. Section two: English Language Use in Algex Company

Table (11) shows the form of English used in ALGEX Business Communication. Employees use English for written communication more than oral one, they communicate using emails and whatsApp in written language and rarely communicate with each other face to face. Table (12) presents the aim of using English in the agency, and it shows that employees use English for communicating with foreigners at work, for contracts, emailing them and negotiating, the employees who gave their answer are mainly the translators, and those who did not answer this question don't use English at all. As for table (13), about the employees training in English language, it indicates that all of the employees, including those who studied English, had attended trainings or seminars at least one.

Table (14) reveals the type of English the employees learnt, and 59.5 learnt EGP which is English for General Purposes, the 40.6 of them had trainings and seminars in ESP which English for Specific Purposes , and those are the responsible of foreign affairs, such as contacting foreigner and writing contracts.

As for table (15) indicates the importance of these trainings in their work, and it shows that ALGEX's employees stated that having trainings in English language plays a great role in mastering the job skilfully. Having one diploma can make some difficulties in doing the job perfectly, more specifically, difficulties in communicating with foreigners as it is mentioned in table (16), whereas having other diplomas or training, especially in English language, can be the entrance of a great achievements . Hence; ALGEX's employees face some difficulties especially at the beginning of their work, yet, 36.6 of them didn't have any difficulty since they do master the English Language. Table (17) indicates the types of difficulties they faced; most of the employees are misapprehended because of pronunciation issues. Other difficulties can be found, are that they don't find the right technical words and they make complex sentences so they can be misunderstood. Moreover, table (18) presents the types of English used in the different forms of communication or negotiating, and it is presented that the company requires the formal style in communicating with foreigners since it is a serious situation.

The data displayed in table (19), clearly shows the significance of translation in ALGEX agency, employees were questioned if it is important or not and most of them stated that translation played a great role in the agency's progress. As for table (20), which indicates the requirements of translation in the agency, translators don't have to be familiar with Algex Business context or to be previous students in ESP, they only have to translate what they listen and read since the focus is on delivering the message correctly.

3.1.3. Section three: Algex Company's attitude towards the English language

This section is concerned with Algex Company's attitude towards English .As for table (21), it provides the reasons behind focusing on foreign languages in the company especially English. English is used because of its prominent position since it is the language of the world, and because of its contribution on business for increasing the income of the company. Table (22) shows the motives behind choosing English to label commercial transactions. According to the employees' answers, they stated that English is used in labelling commercial transactions because it is the lingua franca that is demanded by the business landscape; thus, it simplifies the business communication.

Table (23), as it mentioned the agency's establishing of English levels, indicates that most of the participants accept the idea of reaching certain levels in the company. Furthermore, ALGEX' employees agreed that the agency is totally benefited from using English because of its positive impact (table24). For table (25), it demonstrates the points in which English Benefits ALGEX, and it reveals that the majority of the participants stated that English facilitates communication with foreigners while 40 of them said that using English enables the company to gain more opportunities in having foreign partners,6 of them stated that it increases the exports' rate.

As table (26) indicates English replacement of French, ALGEX agency's employees have positive expectations about the future of English in the Algerian Economic spheres, they expect English to replace French in Algeria, more specifically Business, and that will play a huge positive change in that domain. The ability of speaking and understanding English is one of the keys of success in economy and business (table27) , ALGEX agency's employees therefore, are highly aware of this point, that mastering English in economic spheres will be a great contributor of the growth of the business.

3.2.The Discussion of the Interview's Results

In order to understand the answers of the intervew's open-ended questions, a qualitative analysis is required at this stage.

Our Interview is investigating the use of English in ALGEX as an exporting company. The interiew was conducted mainly to ALGEX head service to explore and to reach the goels of our research, in this part, the interview is analysed, interpreted and classified into five themes : English as a dominant language in international business. English as a key for a successful business. The reasons behind the use of English in ALGEX agency. The benefits of using English in ALGEX agency. Techniques used to motivate ALGEX's Employees to learn English.

The interview invited the interviewee to explain the main points mentioned above, he explains how trade is international and how English is global, relating them to each other to create the notions of English as a necessity for economy and business, as English has become a very important aspect. It becomes a must for business people who want to be able to continue to grow in various fields of

the world economy. This is because in the global market, a business will face very tight competition where they must survive with all their might, various supports, and advantages, one of which is English. Almost all major companies in the world prioritize the use of technology whose operations are carried out using English. Therefore, understanding and mastery of English is the main consideration if someone wants to work in large companies, both multinational and international to get a job in the business world.

All these was resulted from the head service of ALGEX. His answers are classified into the following five points :

3.2.1. English as a Dominant Language in International Business

The English language has become the language of business across the hyper-connected world. Around 2 billion people in the world speak English. In fact, only 20 % of these are native speakers, while for the rest of them use English as their second language. English has gain dominance in the field of business, the computer and the internet. Businesses around the world, ranging from manufacturing and service, industries to information technology and the Internet, are using English as the language to conduct their day-to-day activities. Many big and small companies have adopted English as their primary language to work with, even if the companies are not originated from the English speaking countries. English has become the most popular language globally, and thus it is natural that the language has attained a cult status.

Adopting a global language policy is not easy, and companies invariably stumble along the way. It's radical, and it's almost certain to meet with staunch resistance from employees. Many may feel at a disadvantage if their English isn't as good as others, team dynamics and performance can suffer, and national pride can get in the way. But to survive and thrive in a global economy, companies must overcome language barriers and English will almost always be the common ground.

English is the global language of business because :

1. A large number of world's population speaks English as the native language, and that because of the American and British colonization. These two powers of the world have occupied the main political powers in the world, that means they are the main trading centres that ewperienced massive economic growth in the last two centuries. Consequently, English is the main engine for communication among business entities.

2. The language of the Internet, English has become the top language in technology. This latter helps in achieving growth and success of a business by localizing website and mobile Apps about products and services.
3. The language of communication, English is the only language that can achieve successful communication with international clients and partners. Without proper knowledge of the English language, it might be difficult for you to maintain business relationships and ultimately climb the corporate ladder.

English is without a doubt the most used language in history, and as such, it is the language of business. Around the world more and more companies are making English the language of use to boost understanding and efficiency. Using a common language is a must with the world economy expanding beyond borders. This happens because a common language must be used to reach more clients and partners.

3.2.2. English as a Key for a Successful Business

These days, English has become a vital requirement for employers and employees all across the world. English is the medium of global communication for business, of course, but for so much else as well. Anyone wanting to succeed in todays global village who does not have English might not have a chance. English language is vital for that chance to succeed in your company. A sound knowledge of English enables effective communication with your potential customers. When you advertise your business, greet your customer, execute transactions, follow-up to ensure customer satisfaction, English comes handy. It is the key to customer relationship management, unlocking opportunities that bring profit and establish cooperation and communication between entrepreneurs on an international scale. Therefore, in a company, it is necessary to have a supporting element in the form of human resources who understand and are fluent in using English. The absorption of human resources by companies must prioritize the existence of great abilities, especially in understanding and mastering English to realize their goals to take part in the international business world as English and the business world have a very close relationship and influence each other. If a company is supported by human resources who have a good understanding and mastery of English, certainly, the company can easily enter a higher level at the international business level because they can automatically connect through direct communication with other international companies. Meanwhile, if a company is not supported by

human resources who understand English well, the company will automatically find it difficult to enter the world of international business and establish cooperation with international companies.

3.2.3. The reasons behind the use of English in the agency ALGEX

English now is the global language of business. More and more multinational companies use English as the common corporate language. ALGEX's head service says : *'Whether you are a business owner, student or employee, English is incredible important in the business world. English is considered to be one of the most important business language due to being the defector language of the United States and the official language of the the UK ,Canada, India and South America, Around 2 billion people in the world speak English. In fact, only 20per cent of these are native speakers. So our selection of the English language as one of the present languages in Algex is that this global language is highly required in business, in addition to the fact that it is the lingua franca that can achieve successful communication. And with the current generation, English is considered as an indicator of modernity and developement'*.

According to ALGEX's head service, the reasons behind the use of English in Algex are as following :

a. English as a requirement :

In today's global world, the importance of English cannot be denied and ignored, because English is the most widely used universal language in the world. English is the language of international business. In order to meet the opportunities and challenges of entering the free market era, especially for non native countries, they should master global languages, such as English. It has rapidly become the lingua franca of international business in the last fifty years, and multinational corporations are struggling to keep up with the pace of globalization. As a result, the move to English as a corporate language just make sense.

English is required in the global business as it is the language of technology, social media, sciences and advertising, it's the lingua franca of the world.

b. English as a business communication tool :

Algex's head service says: "*If an Algerian employee meets an employee from Italy, they will speak English. They don't expect to know each other's language, and if he meets an employee from Egypt, they will talk in English even if both of them can speak Arabic*."

In today's global society, business is increasingly being conducted across borders with English often being used as an international language of communication. A good knowledge of English allows you to communicate effectively with international clients, helping them to trust you and your company, resulting in a strong and lasting business relationships. People who use English for their work on a daily basis need to be able to use English for a variety of purposes including in meetings and negotiations ; Being able to communicate and negotiate successfuly with clients who speak English make you skillset more attractive to companies who conduct business internationally.

Communication and business cannot be separated. Communication is very important in business. If there is no good communication between producers, distributors and consumers, the effectiveness of entrepreneurial activities would decline. Based on the result, by mastering English, we would be able to communicate with business relations who come from other countries.

c. English as an Indicator of modernity and prestige :

English is often used as a tool of modernity and prestige in all spheres of social life, be it education, religion, media, administration and so on. It is the language of rich and powerful. It is the only language that can be called a world language. the importance of English language, as a channel that open out to a newer world. It entices us with promises of greater prestige and power. This language of prestige and modernity has took place in the global business, as businessmen need to up-to-date with the realities of the 21 century. Therefore, they use English , which is the language of technology, fashion, social media, businesses, and international communication. This use affects the company positively as it indicates the company's evolution, globalization and modernity. As a results, more clients and investors would be attracted.

3.2.4. The benefits of using english in the agency ALGEX *:*

English is a very important basic capital in the business world. A business that wants to be able to continue to grow and succeed in the international level must have communication skills in English because English has become a bridge in business around the world. In today's global society business is increasingly being conducted across borders with English often being used as an international language of communication. The ability to use English in the workplace has a nunber of benefits including:

- Helping your company to succeed,
- Building trust and improving relationships with colleagues and clients,
- Building and improving international relationships,
- Bnhancing internation relationships through cultural understanding,
- Creating a common language for employees within the workplace,
- Achieving an effective communication with foreign colleagues and clients,
- Having more foreign clients and partners.

3.2.5. Techniques to motivate ALGEX's employees to learn English

It is undeniable that having a multilingual workforce brings endless benefits to every business. It translates into better communication and problem-solving skills, enhanced creativity, confidence, and, ultimately, more opportunities to forge partnerships and build a solid customer base as foreign language skills are vital in today's global economy, this is an ability in which you should invest – mainly if your company operates globally or aims to do so in the future. By promoting the learning of English language, you will be opening new doors into better business opportunities while also enhancing your employee's confidence, dedication, and loyalty. Learning English has become an essential part of our lives. Not mastering the language can mean lacking one of the most sought-after requirements in today's workplace.

ALGEX head service says *: ' those who do not speak English are at a disadvantage compared to others who have applied for the same vacancy, our company encounter complications such as a lack of motivation among our employees to learn English. For this reason, our agency ALGEX is trusting and investing in the benefits of incorporating English for business and adopting techniques to motivate its employees to learn English.'*

According to ALGEX's head service, ALGEX's employees are motivated to learn and master the English language through following three techniques :

a. Provide ESP courses and trainings :

If the goal is to have employees who are proficient in Business English, companies must be the first to offer resources and opportunities. ALGEX is offering English training course that intends to help designated employees gain confidence speaking English during their jobs, increase productivity, and build rapport with their improved ability to communicate and get their point across.

This language training program includes: work-specific dialogues & role-playing, life skills & conversational, oral practice. From an employability perspective, language training is helpful because it opens up career opportunities across the board. Employees who don't know another language will find themselves limited in their job prospects. They will not be able to work for most international companies or move into foreign roles. The ultimate goal of any Business English Course is to allow its users to effectively communicate with others in a business environment, whether that communication is in correspondence, face to face meetings, or other methods. Therefore, a Business English Language Course may include topics such as business English in reading, writing letters and resumes, business phrases, or terms of sale. In this context, EOP is taught in such a situation in which learners need to use English as part of their work or profession. There will be differences in such courses depending on whether the learners are learning English before; during or after the time they are being trained in their job or profession. The content of an English program for someone actually engaged.

b. Reward the employees' efforts :

Employees, regardless of their age, learn English and study harder and get better results when they feel supported. Positive feedback and verbal encouragement are key to stay on track. Employee recognition is a cornerstone of effective management, and it is also a great tool to make teams feel motivated when challenged to learn a new skill or language. Beyond a bonus or award, small daily gestures that show your appreciation, like a friendly thank-you email or some additional office perks, present a certificate of achievement, special project, or offering high ranks wich enable them to work with foreigners. All these will boost everyone's morale and increase everyone's motivation. With these gestures, your employees will view learning English as something valued in the company.

c. Giving the employees the time needed to learn the English language :

Expecting employees to work hard throughout the week on their daily tasks and still find the extra time and energy to engage in language training can lead you to disappointing outcomes. The best strategy is to give them the time they need to study. Time is, very often, one of the biggest obstacles to motivation. Thus, it is crucial to integrate new learning activities into the work schedule in a way that everyone feels comfortable with. It might seem challenging, but there are many solutions you can look into, like reducing the typical corporate hour-

long meetings or taking advantage of periods when business is low. Further than that, make sure you engage your employees by explaining the program and its goals in detail. If people don't know what resources will be available or how the language training will benefit them, they won't be excited about it.

3.3. Employees' observation analysis:

This observation systematically required observing the employees performance in ALGEX agency, with its manager and employees' permission. The instruments used are exploratory and unplanned .Thus; two main types of observation are used including non-disguised observation and the mechanical one. The former is concerned with the awareness of employess. This procedure requires a serious regard to recognize employees culture and behaviour. In this study, the groups of workers are fully attentive to the study and its targets, which are represented in collecting data about their usage of English language. Thus, lead the participants to change their actions than the usual behave. The latter, indicates that employees are unaware that they are being observed. This technique depends on using various tools to collect data like records tap, the eye- camera and so forth; this can supply your gathered data. Therefore, three main research areas were involved:

3.3.1. The situations that required the use of English:

The first thing we did during the study was to get an idea about the cases where the English language is required. The corporate manager used the English language to label its company brand. It assumed that Algex Company employees are using the English language for business communication such as negotiating with foreigners in the interest of getting promotions for different products; create new connections with companies from foreign country. Subsequently, they attempt to communicate with clients from different cultures. Another, the director of ecommerce guarantees that companies' web platform runs well on a daily basis ,also using commercial online services to undertake online shopping and other activities, as we have observed. As regards to the language used, the receptionist speak English in an amazing way, she is dealing with clients skillfully through using the company rundown activity as praising the company and gave a good insight into its operations and services. Technical experts and commercial employees speak English rarely, they spending all the time in front of their laptops observing their screens.

3.3.2. The difficulties encounter when using the English language:

The second session was to discover what difficulties employees have faced. The unawareness of the non-verbal communication was a serious problem there such as eye- contact that leads to misunderstandcings of messages among employees and clients. Next, the lack of knowledge about the culture of other investors can result in a conflict. Further difficulty was the lack of interdepartmental communication, that was the main causes lead employees to feel damage, this mean that the inability of employees to exchange information concerning ALGEX affairs with their managers drive to harm their relationships. Then, from the observation analysis, it is clear that commercial employees find difficulty in sending business messages to customers and investors in written forms, Even though, long distance communication was an obstacle there where video conferencing occur, in which different people met to discuss business transactions.

3.3.3. Difficulties among employees who not speak English:

The third session was to find out where employees who do not speak English are experiencing problems in ALGEX. The present analysis confirmed the observation that the majority of employees who do not speaking English seem to have the feelings of apathetic moral among other receptionist and corporate manager workers of an organization. Afterward, it is noticeable that most of ALGEX employees are suffering, since they cannot engage in business meetings, formal deliberation and various activities. In this regard, managerial responsibilities are rarely guarantee commercial employees who do not have effective communication abilities.

Conclusion :

This chapter had analysed and discussed the results gathered from the research tools for the sake of providing answers to the research questions. The questionnaire and the interview, which are mainly designed to know the effectiveness and the role of using English in the agency ALGEX and the reasons behind using it especially for the international business. Following with the analysis of the observation that took place in ALGEX, which enables us to discover the situations that requires the use of the English language and the difficulties that are faced by employees who don’t speak English. All this

deduced that the English language has a role to play for it’s effective incursion and accurate usage in the Algerian business spheres.

Chapter Four

Implications, Limitations, and Further Suggestions

Introduction

This chapter discusses the overal implications of the findings of the current research. Limitations that we have encoutered in the research design and methods of data analysis are also discussed, and recommendations are made for future research.

4.1. Implications

Multiple implications can be drawn from the study's findings. First and foremost, it is substantial to provide Algerians with learning and basic knowledge about languages and related basic linguistic notions, for instance, which languages are the largest in terms of language size, what are the World languages. Second, it is paramount to raise the Algerians' awareness about the importance of English, as it is the language of the world, science, and technology, they have to be aware about its fabulous position and start learning it and using it in their daily lives as a preparatory process to the professional life. Third, an effect on earnings is more likely to occur in the sectors that depend on English for conducting business, which would include multi-national companies, exporters and importers who have links to global markets, and service sector business. In the case of the latter, communication is a core part of business, and value is produced through language-related activity including advertising, marketing, promoting, receiving guests and clients, and servicing. Given the fact that improving the quality of teaching and learning of English will likely appear in enhanced earnings, assessing this during implementation of education system improvements would be important. Fourth, there are geostrategic benefits to English proficiency .Algeria, for instance, for orienting its broader relationships toward the West, require a broad base of English proficiency; Therfore, the Algerian government should include the English language on its policy for the development of the country and the prosperity of its economy.

Another suggestion is that Algerians should be aware about French, as most of them have the ability to speak French better than English, they should know that English is the World language and start decreasing using French and use English instead. Moreover, the government should reconsider the teaching of foreign languages in Algeria and the age of introduction of these languages, especially English, the lingua franca, so the timing of English instruction in

schools should be reassessed, and starting in in primary school would be a major element for the prosperity of the Algerian society and future.

4.2. Limitations

As the case of many researches, this study involves limitations as it highlights the role of the English language in the Algerian business workplace, a language that most Algerians are not familiar with. First, reaching an exporting company was extremely difficult due to the geographical area we live in, Medea is a small city that lacks the availablity of such companies, so that we needed to travell so that we can have a company as a corpus for our case study. In addition to the lockdown that has postponed our field study and also hindered appropriate collaborations between us both as we could not meet and work regularly. More over, many employees we met have shown their preference to answer the questionnaire rather than respond orally to questions of the interview, some of them preferred the questionnaire for they allow them to have time to reflect about their answers, and this is because of their lack of the English language. In that case, we left the interview for the head service who speaks English fluently. Also, The lack of previous research studies about this topic was a huge obstacle, as it is related directly to algeria which is a francophone country and most of its domains are held in either Arabic or French, that what made the access to data limited. Finally, time constraints as the interview and the questionnaire needed a long time to be done. These are the main methodological limitations concerning the present dissertation.

4.3. Recommendations for further suggestions

It was mentioned in the limitations of this study that there is a lack of previous research studies about the use of English in the Algerian business spheres. For that researchers can work on the same issue on other contexts, such

as the use of English in the politics spheres, the use of English in the Military service, the use of English in the Algerian Press. Besides, the English language should be linguistically studied where it has a high estimation like; Advertisements, Radio spot, TV shows, and various Algerian public spheres. Moreover, there is a big lack of research in English and about English as a lingua franca communication that occurs in Algerian international companies, it would be valuable to study and investigate in the topic of Business English as a Lingua Franca BELF or business communication. In addition, future researchs can also address the issue as the present study didn't cover everything about English and business, they can adress the topic of English for Specific Purposes ESP, English for Occupational Purposes EOP.

Conclusion

This chapter concluded the study and discussed the implications of the study and outlines the potential application of the work putting them into a context. This cocluding chapter has also symmarizes the limitations of our research where a number of hadships and obstacles are mentioned. It also highlights some recommendations for further studies that are suggested for the improvement of the English linguistic area in the differents Algerian fields and sectors.

General Conclusion

The current dissertation has primarily investigated the spread and the use of English in the National Agency for the Promotion of Foreign Trade ALGEX. Thus, this work took ALGEX agency as a case study and the employees as its population. For such purpose, two data collection tools were used. First, a questionnaire that targeted investigating employees and businessmen' uses and attitudes towards English in ALGEX. Second, an interview conducted with the company's Head Service. Third, an observation as a way to know a lot about the area under study(ALGEX agency).The choice of three research tools was the appropriate one to confirm or refute the hypothesis of this thesis. Therefore, and in order to provide a holistic picture of the spread and the use of English in the Algerian Economic Spheres, four chapters were set down to deal with the problematic.

The first chapter was the theoretical base of the dissertation. It presented the main reasons behind the new linguistic practice consisting in the exporting companies in Algeria. This chapter gave several definitions of the term *LANGUAGE. It also introduced the General Language and Specific Language with the difference between them. In addition, it* explains English within Globalization *and* English as a Lingua Franca. *Moreover, it* is devoted to the needs of communication for international enterprises with a general overview about the international communication in business and the importance of English there, and also presents the external communication strategies and giving tools for business communication.

The second chapter is methodological in nature. It aimed at describing the research techniques used to investigate the spread and the Use of English in the Algerian Economic Spheres including the survey area and the participants in this work.

The third chapter presented the findings of the study, which means that the results were gathered through three tools, which are employees' questionnaire, the agency's head master interview, and an observation. Their answered showed some information regarding the use of English in the Algerian Economic Spheres while chapter four was devoted to discuss the findings of the present research, for the sake of providing answers to the research questions.

To sum up, employees' proficiency level in English is higher than their proficiency level in French despite the fact that English is the second foreign language in Algeria and French is the first EFL, and despite the fact that French is used in the everyday communication. English is therefore used with the intention of communicating a modern image of companies, products or services. Using English is also charged with the mission of indicating that a company works at the international scale and its business respects international standards, so that it will have more value and credibility.

The use of English in the Algerian Economic sphere results also from the belief shared by most of the participants that giving an English label to one's company increases its chances to easily integrate the global market.

Hence, the analysis of findings from the data gathered from the employees' questionnaire confirmed the research hypothesis; Algerian companies are not an exception of the worldwide spread of English as a Global language .Furthermore, chapter four highlighted some implications and suggestions regarding the future of English in the Algerian Economy. In addition to some recommendations that emphasize language-related issues and possible solutions to them. Interestingly, those recommendations would guide businessmen and employees to evolve helping constructing a solid base for the next generation.

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APPENDECIES

Appendix "A": The Employees Questionnaire

Appendix "B": The Interviewee Questions

Appendix "A "

The Employees' Questionnare

Questionnaire

Section 1: profile of the participants

Please, tick where appropriate and comment where necessary

1) Gender:

I am a: Female ☐ Male ☐

2) Age:

I am:

a- Between 20-30 ☐
b- Between 30-40 ☐
c- More than 40-50 ☐

3) I have studied:

a- Economy ☐
b- English ☐
c- Other fields ☐

4) What is your qualification's degree?

a- Baccalaureate formation ☐
b- Licence degree ☐
c- Master degree ☐
d- Doctorate ☐

5) What is the language you used to speak during your daily communication? :

a-Arabic ☐
b-Algerian dialect ☐
c-English ☐
d-French ☐
e-Amazigh ☐

6) What is your native language? :

a- Arabic ☐
b- Amazigh ☐
c- English ☐
d- Other languages ☐

7) How your capacity of learning these languages are?

	Very good	Good	Not bad
Arabic	☐	☐	☐
French	☐	☐	☐
English	☐	☐	☐

8) Which language do you prefer to use when you are at work?
   a-Arabic ☐
   b- French ☐
   c- English ☐

9) How long have you been studying English?
   a- 11 years ☐
   b- 7-8 years ☐
   c- Short trainings ☐
   d-Not English at all ☐

10) How much do you use English daily?
   a- Everyday ☐
   b- Usually ☐
   c- Often ☐
   d- Sometimes ☐
   e- Rarely ☐
   f- Never ☐

Section 02: English language use in ALGEX business communication

1) What is the form of English do you use in ALGEX agency ?
   a- Spoken ☐
   b- Written ☐
   c- Face to face ☐

2) What is the target of using the English language?

   a- Negotiation ☐
   b- Writing and reading Emails ☐
   c- Writing contrasts ☐
   d- Using other forms of business communication ☐

3) Do you attend trainings in English language?
   Yes ☐ No ☐
   If yes:
   a- Regularly ☐
   b- Sometimes ☐

c- Rarely ☐
d- Never ☐

4) The type of English they learned in this trainings are :
   a- General English (EGP) ☐
   b- English for specific purposes (ESP) ☐

5) Are these trainings :
   a- Necessary ☐
   b- Unnecessary ☐

6) Do you encounter any difficulties while negotiating with foreigners?

   a- Always ☐
   b- Sometimes ☐
   c- Never ☐

7) What kind of difficulties do you face?

   a- Prounounciation ☐
   b- Foundation of right technical words ☐
   c- Making complex sentences ☐
   d- Being misunderstood ☐

8) What type of English do you use?
   a- Very Formal ☐
   b- Formal ☐
   c- Informal ☐

9) Does translation has an important role in ALGEX agency ?

   a- Important ☐
   b- Not important ☐

10) What does translation requires?
   a- Translators ☐
   b- Esp's previous students ☐
   c- Simple employess ☐

Section 03: ALGEX agency's attitude toward the English language

1) Why ALGEX agency does focus on the foreign languages specially English?
   a- Because it is international company ☐
   b- Using foreign languages benefit it's incomes ☐
   c- Other reasons ☐

2) Why does ALGEX agency use the English language to label its commercial transaction?
   a- Since it is global language ☐

b- Required as a lingua franca by business landscape ☐
c- It is the language of modernity ☐

3) Does the agency establish levels of English employess should reach?
Yes ☐ No ☐

4) Does the English language benefits the agency ALGEX :
Yes ☐ No ☐

5) In which point did the English language benefits ALGEX?
a- Facilitating communication ☐
b- Getting more foreign partners ☐
c- Increase the exports' rate ☐

6) Do you think English will replace French in the Algerian economic spheres?
Yes ☐ No ☐

7) Is the mastery of English one of the keys of success in economy and business?
Yes ☐ No ☐

Appendix "B"

The Interviewee Questions

Questions :

1- The reasons :

What are the main reasons for English to become dominant tool for communication in the international business?

2- The needs at workplace :

In ALGEX agency, employess should use English to deal with the needs of some situations that might occur at the workplace. Can you tell us about these needs?

3- Motivation techniques :

What are the techniques and methods do you use to motivate your employess to learn English?

4- The hardships :

What are the difficulties you may face when using English?

5- The causes of the use of English in ALGEX:

Why does ALGEX agency tend to use English language?

6- The challenges :

According to you, what are the challenges of using the English language in Algerian international businesses, more precisely in ALGEX ?

7- The significance of using English :

Why do you think that English is one of the important keys to achieve a successful business?

8- The advantages :

What are the benefits that the agency ALGEX gets from using the English language?

9- The difficulties faced :

Did you have any difficulties in working with employess who do not speak English?

10- Attitudes :

What is your attitude towards insisting the non-English speakers employess in ALGEX agency ?