



**A Sociolinguistic Study of Shop Signs in Jordan:  
Opinions and Attitudes**

دراسة لغوية اجتماعية لأسماء المحال التجارية في الأردن  
آراء و إتجاهات

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**Amman - Jordan**

**January, 2013**

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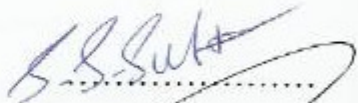
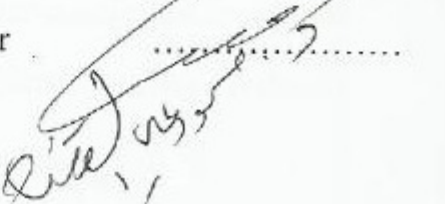
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## **Dedication**

To those, who are born on Palestinian soil, who carry the honor of defending it with their heads raised high and their stones to their sides. This land will not be pollinated by any language except Arabic.

I also dedicate this thesis to my beloved parents who have been supporting and guiding me throughout the years of my life to reach this level. My thanks go to my brothers and sisters who have been always on my side motivating me to complete what I have started.

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# **A Sociolinguistic Study of shop signs in Jordan:**

## **Opinions and Attitudes**

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### **Abstract**

This study aimed at investigating the languages used in shop signs in Amman, Jordan from a sociolinguistic perspective. In order to achieve the objective of the study, the researcher posed three questions concerning language choice, attitudes towards the languages used and the factors that influenced language choice.

This study was conducted on shop signs in three different areas in Amman, Jordan, namely, Al-Wehdat Camp, Sweifieh and Jabal Al-Hussein, and the number of shop signs totaled about 680. The sample was selected purposively and it included 90 participants who responded to a

three-section sociolinguistic questionnaire. The language questionnaire was originally delivered to 100 participants. However, only 90 forms were filled out and returned. The language questionnaire was validated by a panel of experts in the fields of applied linguistics and sociolinguistics. The reliability of the questionnaire was obtained via calculating Cronbach's alpha and it was 0.836.

Results show that there are two main categories of shop signs regarding the languages used in them; namely, monolingual or bilingual signs. Results also show that foreign names in shop signs are increasingly used by shop owners. In addition, there is a strong relation between prestige and commercial interests to adopt foreign names. The researcher suggested several ideas for further research like conducting similar studies on shop signs in other cities and towns of Jordan such as Salt, Jerash and Zarqa.

دراسة لغوية و اجتماعية لأسماء المحال التجارية في الأردن:

آراء و اتجاهات

إعداد

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بإشراف

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الملخص

هدفت هذه الدراسة إلى معرفة اللغات المستخدمة في أسماء المحال التجارية في عمان، الأردن من منظور لغوي إجتماعي. و لتحقيق هدف الدراسة طرح الباحث ثلاثة أسئلة تتعلق باختيار اللغة و المواقف تجاه اللغات المستعملة و العوامل المؤثرة في اختيار اللغة. أجريت هذه الدراسة على لافتات المحال التجارية في ثلاث مناطق مختلفة في عمان، الأردن، وهي مخيم الوحدات، و الصويفية، و جبل الحسين وبلغ عدد اللافتات التي أجريت عليها الدراسة حوالي 680 لافتة. أما عينة الدراسة فقد تكونت من مئة مشارك و مشاركة من أصحاب المحال التجارية تم اختيارهم بشكل هادف، و لكن الذين أجابوا على الاستبانة اللغوية كانوا 90 مشاركا و مشاركة و قد عرضت هذه الإستبانة على عدد من الخبراء في مجال اللغويات التطبيقية و الإجتماعية، و أبدوا مصادقتهم عليها، و استخدم الباحث معامل كرونباخ ألفا للتحقق من ثباتها و الذي كانت نتيجته 0.836.

أظهرت النتائج أن هنالك فئتين رئيسيتين من لافتات المحال التجارية، لافتات أحادية اللغة و أخرى ثنائية اللغة. و أظهرت النتائج أيضا أن هنالك استخداما متزايدا للأسماء الأجنبية في المحال التجارية. فضلا عن ذلك، تبين أن هنالك علاقة قوية بين المظهر و المصالح التجارية وراء اختيار أسماء أجنبية للمحال. و في النهاية قدم الباحث توصيات منها إجراء دراسات مماثلة على أسماء المحال التجارية في أنحاء أخرى من الأردن مثل السلط و جرش و الزرقاء.

# **Chapter One**

## **1.0 Introduction**

This chapter casts light on the study in general. It begins with the background of the study, followed by statement of the problem, objectives of the study, significance of the study, research questions and limitations and limits of the study. Finally, it ends with definitions of terms used in the study.

### **1.1 Background of the study**

The growing world supremacy of English and its great spread across the globe is widely criticized for becoming a ‘threat’. This phenomenon causes a socio-cultural destruction in the form of linguistic imperialism (Phillipson, 1992) or linguistic genocide (Day, 1980), or even ‘linguicide’ (Phillipson and Skutnabb-Kangas, 1995). However, it is appreciated for being a ‘basic survival skill’ (Graddol, 1996) and a global commodity to which every individual adds a distinct flavor which has crucial pragmatic and instrumental functions, benefits and prestige for its users (Kachru, 1986), as well as the linguistic key used for opening borders. It is a global medium with local identities and messages (Kachru, 1996).

This complex situation of English becomes more noticeable when one considers the dramatic use of English in the functional range where English acts as a language of communication in business, technology, sport, science and diplomacy.

Due to the European British mandate of some Arab countries after World War II, countries like Jordan and Palestine were largely affected by English.

By spreading the study and use of English world-wide, the British seek to further the business and political interests of the British government throughout the world. It does this by providing access to English ideas and expertise through the English language education and training, books, and information on the arts, science and technology.

There is also great awareness in Jordan for the importance of teaching English as a foreign language at schools. This might stem from the globally shared belief that English language teaching is similar to a coin. On the one side, there is the English language and what it stands for on a global scale, i.e. the instrumental face and on the other, there is the perception that English language teaching is often the perfect medium for the spread of values, norms and culture, in general, that promotes Western ideals of capitalism.

However, nowhere is the use of English more conspicuous in the Jordanian community than it is in business signs in cities, main towns, commercial malls and business centers.

## **English in the World**

In the seventeenth and eighteenth centuries, English was the language of the leading colonial nation-Britain. In the eighteenth and nineteenth centuries, it was the language of the leader of the industrial revolution—also Britain. In the late-nineteenth century and the early twentieth century, it was the language of the leading economic power-the USA. As a result, when new technologies brought new linguistic opportunities, English emerged as a first-rank language in industries which affected all aspects of society-the press, advertising, broadcasting, motion pictures, sound recording, transport and communications. (Crystal, 1997, p.110-111).

Therefore, the current monopolistic global status of English deserves diligent attention. As cited in Pennycook (1994), “Otto Jespersen (1938/68) estimated speakers of English to have numbered four million in 1500, six million in 1600, eight and a half million in 1800, and between 116 and 123 million in 4 1900” (p.7). Although numbers are subject to change, today, English is used by an estimated two billion speakers in varying reasonable competencies and approximately 400 million of them

being native speakers. Roughly speaking, one out of every four users of English in the world is a native speaker of the language and nonnative speakers of English outnumber native speakers three to one as reported by Crystal (1997, 2003). To put it differently, the number of monolingual speakers of English has increased 80 times and the total number of English speakers including those who speak it as the first, second or foreign language has increased nearly 400 times. The global expansion of English in the form of new varieties of English (also referred to as “World Englishes”) is evident in every continent of the world.

### **English in the field of education: Global business of English language teaching**

A comprehensive overview of the current globalized status of English would be highly deficient if it did not include a particular section devoted to the omnipresence of English as a second and foreign language (ESL/EFL) in educational contexts. Interestingly enough, the number of English language learners in China is greater than the total number of speakers of English in the USA (Taylor 2002, cited in Jiang, 2003, p. 3). Within a decade, two billion people will be studying English and about half the world—some three billion people—will speak it, according to a



2004 report to the British Council. Therefore, the role of English in the field of education is serving the global 'triumph' of English.

Since the beginning of its establishment as the British Committee for Relations with Other Countries, educational attaché of the post-British Empire, the British Council has understandably and clearly supported the global influx of the English language in keeping with the Council's intention, stated in 1968-1969 report of the British Council and cited in Pennycook (1994) "There is a hidden sales element in every English teacher, book, magazine, film-strip and television program sent overseas. The British teacher of English cannot help being a teacher about Britain. Britain does indeed 'gain political, commercial, and cultural advantage from the world-wide use of English".

(Pennycook, 1994, p. 149).

It was further explained by Pennycook (1994) that British Council is an institution that unquestionably supports commercial and political interests of the British government. Today, with 7,500 staff in offices, teaching centers, libraries, and information and resource centers in 234 towns and cities in 110 countries and territories worldwide (British Council, 2006), the British Council is the flagship of the English language institutes together with the BBC and several US organizations such as the Peace Corps, the Center for Applied Linguistics and the Ford Foundation.

The diffusion of the English language, also proudly declared as “the UK's biggest export success story” by the websites in Portugal (<http://www.britishcouncil.org/portugal-ingles-cursos.htm>) and Mexico (<http://www.britishcouncil.org/mexico-english.htm>) of the British Council, the United Kingdom's international organization for educational opportunities and cultural relations, is probably most evident in the English Language Teaching (ELT) sector. Graddol (2006) asserts that ELT sector makes up nearly 1.5 billion pounds for the UK and other education related exports earn up to 10 billion pounds a year. On the other hand, as mentioned in Seidlhofer & Jenkins (2003,p. 140), David Blunkett, the British Education and Employment Secretary in 2000, told British business leaders to capitalize on their advantage as native English speakers as reported in *The Observer*, 29 October 2000. A recent commentary on *Newsweek International* highlights the economic magnitude of the English language sector in India by stating that “...the massive English learning industry in India alone is a \$100 million-per-year business. They are the front lines of a global revolution in which hundreds of millions of people are learning English, the planet's language for commerce, technology—and, increasingly, empowerment” (Power, 2007).

## **1.2. Statement of the problem**

Although Jordan is an Arab country in which Arabic is the mother tongue, the spread of foreign names in shop signs is increasingly noticed in the Jordanian streets. Therefore, the researcher intends to investigate the spread of foreign shop sign in Jordan and the motives which trigger the use of these signs.

## **1.3. Objectives of the study**

The objective of the current study aimed at investigating the language used in shop signs in Amman, Jordan. It also explored the shop owners' attitudes towards using foreign names for their shops as well as determining the factors that stand behind language choice in shop signs.

## **1.4. Questions of the study**

To accomplish the aforementioned objectives, the researcher answered the following questions:

1. What languages are used in shop signs in different areas in Amman?
2. What are the shop owners' attitudes towards using foreign names for their shops?
3. What are the factors behind language choice in shop signs?

## **1.5. Significance of the study**

Although the investigation of shop signs in a sociolinguistic perspective is carried out internationally, it is rarely studied in the Middle East, especially in Jordan. Thus, the current study may hopefully fill a gap in the literature. Moreover, the sample chosen for the study, which included shop signs in three different areas in Amman, Jordan, was rarely investigated; the study may fill another gap. Besides, the method used, which is both qualitative and quantitative, may make it more significant.

## **1.6. Limitations of the study**

The findings of the current study are confined to the time, place, i.e. Al-Wehdat Camp, Jabal Al-Hussein and Sweifieh, and the selected sample.

## **1.7. Limits of the study**

Results reported in this study cannot be generalized to shop signs in Jordan. It is limited to the sample and instrument used in it. Therefore, the results cannot be generalized beyond the sample chosen for the study.

## **1.7. Definition of terms**

**Shop signs:** The names of shops chosen by shop owners and registered in the Ministry of Industry and Trade.

**Attitudes:** The expression of positive or negative feelings towards the use of a certain language by shop owners.

**Factors:** The ideas, influences and reasons that lay behind the use of a certain language in shop signs by shop owners.

## Chapter Two

### Review of literature

#### 2.0 Introduction

This chapter is a review of the theoretical framework proposed by major scholars in this field and a review of some related empirical studies that have been conducted in some areas in the world.

#### 2.1. Review of theoretical literature

When talking about names and naming one should shed light on 'Onomastics' which is the branch of science concerned with names and naming. According to the *Encyclopedia Britannica* Onomastics or Onomatology is the branch of science that studies names in all their aspects. The subject of this science is broad because almost everything can have a name and because the study of names theoretically encompasses all languages, all geographical and cultural regions, and all historical epochs.

Al-Zumor (2009) pointed out that there are two branches of research under the umbrella of Onomastics, which are **anthroponomastics** which deals with personal names and **toponomastics** that is devoted to the study of the names of places.

## **Linguistic landscape**

Regarding linguistic landscape, Spolsky and Cooper (1991) distinguished eight major types of signs, including street signs, advertising signs, warning notices and prohibitions, building names, informative signs (such as directions and hours of opening), commemorative plaques, objects (such as post box, fire extinguisher), and graffiti. Together they form the linguistic landscape.

Similarly, according to Landry & Bourhis (1997), linguistic landscape is defined as the combination of "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings" of a certain territory, region, or urban agglomeration. (p. 25).

According to Gorter (2006), linguistic landscaping is not only the literal study of a language as it is used in shop sign, but also the demonstration of the language of which this demonstration can be associated with identity and cultural glocalisation, with the growing presence of English and with revitalization of minority languages” (p. 1).

## **Naming and branding**

The role and the importance of naming were highlighted by the prominent linguist Benjamin Lee Whorf who took another view and stated that world views are heavily influenced by the language people speak. In other words, languages affect perceptions and thoughts and speakers of different languages have different world views (Whorf, 1956).

Naming, according to *Wikipedia Encyclopedia*, is the process of assigning a particular word or phrase to a particular person, object or property. This can be quite deliberate or a natural process that occurs in life as a phenomenon that attracts the attention of the users of a language. Naming can be viewed as a sociolinguistic process that ties society members by means of language. This process makes people or objects identifiable and distinguishable within their societies. It is also a universal phenomenon that applies to all languages throughout history.

Abed-el-Jawad (1986) stated that the main purpose of naming is to provide a symbolic system of identification. He added that "the choice of names in the Arab culture is often a careful mental process that is influenced by linguistic, social, psychological or cultural considerations" (p. 81). He also maintained that names have significant meanings that may imply the name givers' attitudes and beliefs.



In the case of naming in Jordan, Hussein (1997) pointed out that naming can be derivative from a diversity of sources, including social or religious beliefs and values, geographical locations or known places with historical or social significance, the names of wild and domesticated animals, birds, insects, colors and professions or careers.

According to Palumbo and Herbig (2000), it was also defined as “a trademark or a distinctive name of a product or manufacturer. It is a name, term, sign, symbol, design or any combination used to identify the goods and services of a seller” (p.120).

Branding has been defined by a variety of scholars such as Palumbo and Herbig (2000), Balmer and Gray (2003) and Walker (2006). According to Walker (2006) branding is “a process of attaching an idea to a product” (p 172). According to Balmer and Gray (2003) “a brand is seen to encapsulate the additional values that are inherent and associated with the corporation and its products and services” (p983).

The way consumers perceive brands is a key determinant of long-term business-consumer relationships (Louw and Lamb, 2000). A successful brand has a recognizable name which signals specific attributes to the consumer, and performs many key functions. According to (Palumbo & Herbig, 2000), these functions include the following:

1. It identifies the product or service and allows the customer to specify, reject or recommend brands.
2. It communicates messages to the consumer. Information provided could include statements regarding their users' style, modernity or wealth.
3. It functions as a piece of legal property in which the owner can invest and through law is protected from competitor trespass.

(p.1)

The role that branding plays is listed by Holt (2002) as follows:

Branding is a strategic point of view, not a select set of activities.  
Branding is central to creating customer value, not just images.  
Branding is a key tool for creating and maintaining competitive advantage.  
Brand strategies must be incorporated into the marketing mix.

(p.1)

Stern (1983) stated that as successful brand name which has high consumer awareness and satisfaction rates "can save millions of dollars over the product's life because it carries its own meaning, describes the product's advantages, is instantly recognized and serves to differentiate the product significantly from other competition." (p.1)

A brand identifies a product from competitors' products and differentiates it from other products (Lamb, Hair, McDaniel, Boshoff and Terblanché (2002). The same idea was echoed by Bovée, Houston and Thill (1995) who stated that "a brand is a name, term, phrase, design,

symbol, or any combination of these, chosen by an individual or company to distinguish a product from competing products” (p.247). Accordingly, a brand is synonymous to a bilateral commitment between customers and the product owner. This commitment is on the part of the customers, which will be obvious in the form of consumer’s consistent commitment to purchase the brand again as well as other positive behaviours such as word of mouth promotion (Dick and Kunal, 1994).

According to Aaker (1998), the value of a brand can be established by considering “consumers’ awareness of associations with brand loyalty to and perceived quality of brands” (p.173). Also, Aaker (1998) pointed out that the term “brand equity” refers to “a set of assets and liabilities linked to a brand that add to or subtract from the value provided by a product or service to an organization and/or that organization’s customer” (p.173).

Regarding 'brand equity', Gregg (2003) proposed that it can be tracked and rated using the following criteria:

Relevance. This refers to the personal appropriateness of the brand to consumers (i.e. perceived quality).

Esteem. This has to do with the extent to which consumers like a brand and hold it in high regard (i.e. brand loyalty).

Differentiation. This is the defining aspect of a brand and what distinguishes it from all others (i.e. brand association).

Knowledge. This involves being aware of the brand and understanding what the brand or service stands for (i.e. brand awareness)

(p.12)

In the field of marketing, developing a business or product name is heavily affected by sociolinguistic considerations and marketing. In other words, naming decision for a brand demands active participation of sociolinguistic factors and market dynamics which are compatible to be utilized in a certain area and time.

Naming and branding in Jordan is usually developed by shop owners to convince their customers to purchase their products or services. In this regard, El-Yasin and Mahadin (1996) indicated that shop signs aimed to promote goods and services provided by the businesses that display them. According to them, shop names had two functions; the first is to distinguish shops from one another and the second one is to advertise products.

Charmasson (1998) stated that it is the brand name that determines the identity and plays a crucial role in marketing products and services as well as their acceptance by the public. Therefore, Kotler and Armstrong, (1997) reported that brand names are considered the factors of the success or failure of new products or services.

## **Borrowing**

When talking about borrowing foreign names, it is vital to quote Weinreich (1974) who maintained that the motives for foreign language choice in naming are supposed to be needs-based. Scantiness of labeling in

the native language and the need to designate novelties, such as new places, names and concepts, are the most conspicuous universal causes of lexical borrowings

According to Abdul-Fattah and Zughoul (1996), "the aim of using foreign shop signs is to promote an image of modernity, good quality (of goods), efficiency, utility and other Western values." (p. 84)

Simonson (1997) asserted that "foreign influences are strong in business, because the access to different cultures is increasingly present in daily life, where consumers are subject to the influence of foreign images." (p. 105). He also, asserted that "the speed with which these new identities and images will be adopted depends on the attitude of each consumer in relation to these influences. (p. 105)

Likewise, Campbell (2004) suggested two reasons why speakers of a native language tend to adopt foreign names. The suggested reasons are primarily 'need' and 'prestige'. She also noted that "when speakers of a language acquire some new item or concept from abroad, they need a new term to go along with the new acquisition; often a foreign name is borrowed along with the new concept."(p.64)

## **2.2. Review of empirical studies**

The phenomenon of foreign shop signs has been studied by several scholars such as Thonus (1991), Saleh and Al-Yassin (1994), Ross (1997) McArthur (2000), Schlick (2002 & 2003), MacGregor (2003), Griffin (2004), Stewart and Fawcett (2004), Qarqaz(2007) and Zughoul (2007).

Thonus (1991) examined the phenomenon of Englishization of shop names in Brazil. Her study explored the sphere of influence of English in Rio, Sao Paulo, Manaus, Brasilia, Recife, Porto Alegre, which are five Brazilian state capitals. The study came up with two major groups of borrowings the first group includes a more sophisticated use of English which is constructed upon conscious and meticulous selections and puns on words. The second group consists of shop names that are chosen free from the context in which they are used. The inconsistency between the shop names and the types of business suggest that decision making behind those shop names is often haphazard. Another important conclusion that Thonus (1991) reached in her study was that English naming is used to attract the ordinary Brazilian citizen or consumer. The assumption which English shop naming and brand naming in general, manipulates is that the use of English brand and shop names is to sell more products and services provided.

Saleh and Al-Yassin (1994) researched the dissemination of foreign shop signs in Jordan from a socio-cultural perspective. They probed the motivation of Jordanian businessmen of choosing the foreign signs which are hung on their enterprises. Besides, these authors explored the potential adverse effects of English use in this particular domain on the national language and on the attitudes of Jordanian future generations towards both Arabic and English. They found that merchants use English nomenclature not because of disloyalty to the Arabic language and culture or because of Arabic deficiency in this realm, but mostly because of its effectiveness in promoting their trade. From the traders' perspective, the use of English in their shop signs gives glamour to their commodities and transmits sublime traits of quality, modernity, durability, serviceability, and management, a trend reflecting a growing socio-economic attitude that places high value on what is 'foreign' (p.5). Moreover, the authors echoed the concerns of other Arabists, namely that Jordanian youngsters are prone to influences of hybrid expressive styles manifested in shop signs which could eventually lead to national language loss and disuse, at least, in this domain.

Ross (1997) focused on the phenomenon of Englishization of shop names in the Italian context, particularly the city centers of Milan in Italy. Ross primarily focused on the reason behind shop naming and came up

with hypotheses for the emergence of widespread use of shop signs. He argued that the reason for prevalent use of English in the shop names of Milan, Italy can be explained due to the fact that "English is today seen as an attractive and fashionable language. An English name lends an aura of chic prestige to a business, suggesting that it is part of the international scene, following the latest trends, up-to-date with the newest ideas."(p. 31). He concluded that Englishization of shop signs in the streets of Milan is another way of displaying appreciation of American lifestyles, values and culture. In addition, the reason behind the fact that English is associated with latest developments in virtually any field is very much related to the prestige attached to it.

McArthur's (2000) explored the multilingual nature of shop naming process in Zurich, Switzerland and Uppsala, Sweden. The study sampled particular areas in the city centers of those two major cities. In Zurich, the sampled group, consisting of 31 shop names, displayed a considerable inclination towards English language by 17 English-including shop names (55%). The case in Uppsala was not different. The dominance of English in the field of business naming was felt to varying degrees. The sampled group consisting of 86 shop names displayed a remarkable tendency towards using the English language by 38 English-including shop names (44%).



The conclusions to be drawn from McArthur (2000) study are twofold. One of the interesting contributions of McArthur's (2000) study to English shop naming literature is that the study is actually the manifestation of omnipresence of English, regardless of the languages that it coexists with. The other conclusion is the demonstration of the multilingual nature of the society in shop naming.

Schlick (2002) investigated the phenomenon by focusing on the store signs in Klagenfurt in Austria, Udine in Italy, and Ljubljana in Slovenia.

The research results confirmed that the shop signs and window displays in Udine (Italy) showed less foreign influence than those in Klagenfurt (Austria). However, what is significant to note at this point is that the Ljubljana (Slovenia) sample interestingly contained at least the same proportion of English as the Klagenfurt sample. The factors which contribute to this result reportedly were the fact that Ljubljana sample contained an inundation of international company names as well as the exposure to American movies on Slovene TV where they are shown in the original language whereas in Germany and Austria dubbing is employed.

Later, Schlick (2003) conducted another study regarding the use of English and other foreign languages in shop signs in eight European locations in four countries, which are London and Nuneaton in UK,

Vienna, Leoben, Trieste and Pordenone in Austria, and Ljubljana and Kranj in Slovenia. The research results interestingly indicated that the location which displays the largest proportion of business names containing some English was Kranj (36%) in Slovenia. Kranj was followed by Vienna, Trieste, Leoben and Ljubljana. Pordenone showed the least examples of signs containing English (21%). In this conclusion, Englishization of the shop signs in Nuneaton and London was excluded from the rest of the sample. The samples acquired from non-English samples maintained that the language most in evidence in store signs is predictably English, after the local language. English is followed by French, Italian, and German.

MacGregor (2003) studied the influence of English on shop signs in Tokyo. In her study she sampled 120 shop signs found in three streets near Siejo Gakuen-mae train station. The preliminary assumptions included the fact that Japan is still a considerably monolingual country, notwithstanding its close economic ties with the rest of the world. Therefore, Japan was considered to be relatively safe from the global influence of English. The conservative nature of Japanese society, however, did not apply English language use in Japan since English language appears in some of the most popular domains such as music, fashion, print media, and advertising. The current penetration of English into deep strata of Japanese society was

reflected in the study which asserts that of the 120 signs, half of the signs in the sample (50%) exhibit the influence of English in varying degrees. The research data were divided into three main categories as unilingual, bilingual and trilingual signs. Bearing in mind the importance of Japanese in business naming, the researcher concluded that ‘foreign languages, mostly English, function to embellish the Japanese and to a lesser extent communicate meaning on their own. Results revealed that while Japanese is the language of the signs for restaurants serving Japanese food, pastry is equated with French and bread is linked to Scandinavia. The fashion industry is the battlefield of English and French.

Griffin (2004) examined one particular aspect of “English as an invader – its presence on street signs, on store fronts, in shop windows, outside commercial and public buildings, in billboards and other street advertisements, and in graffiti” (p.1). His interest in the prevalence of English was flourished by a study which examined the use of English in Polish magazine advertisements (Griffin, 1997). The scope of the study included advertisements in 12 major Polish magazines which represent different genres. Research results revealed that 88% of the 346 advertisements contained at least one English word and that average of 8.5 English words was used per advertisement. In addition to previous studies, Griffin (2004) intended to take a broader and more comprehensive

approach in order to attain a better understanding of English-propelled foreign shop naming phenomenon on the streets of a non-English-speaking context. The current study was designed to include a broader sample of shop names in Rome. The sample of the study included 17 streets in 7 different zones assigned to 14 subjects, who were asked, through a questionnaire, to indicate the context in which the English language appeared. Results revealed that there was fairly an equal distribution of English shop signs among the chosen zones.

Stewart and Fawcett (2004) described the frequency of foreign languages in shop signs located in six small towns in northwestern Portugal. The study included a total of 271 shop signs. Despite the fact that shop signs in small towns in Portugal are monolingual, mostly in Portuguese, the remaining 27 signs (10%) are in English. It is interesting to note that the shop names display an absence of signs in Spanish in locations close to the border between Portugal and Spain, whereas English shop names were the common denominator. Almost two-thirds of the English language sample in the study was “snack bar”. The other occurrences included phrases like fast food, fashion and style, Black-Gate Bar, handcrafts, and café.

Zughoul (2007) investigated the use of business sign language in Jordanian streets and analyzed the contents of those signs. He also

discussed the sociolinguistic implications of the foreign language choices as featured in those signs. To attain his objectives, Zughoul (2007) conducted a massive survey of business signs in nine major Jordanian towns including Amman, the capital city, and its suburbs. He selected a sample comprising 2400 signs. Results revealed that Jordanian business signs incorporate a tremendous source of indigenous cultural heritage and foreign values. Although the community is monolingual and unicultural, the use of English signs in the streets was phenomenal.

Qarqaz (2007) investigated shop business signs used in Irbid, Jordan. He analyzed shop signs into general categories from sociolinguistic and cultural perspectives to highlight the sources and factors which influence shop owners when naming their shops. A survey of business signs was conducted in four main streets in Irbid. The selected sample comprised 685 shop names. Results revealed that shop names can be classified into ten categories: first names, foreign names, family names, place names, names that are related to nature, names expressing wishes, hopes and values, product names, famous character names, nationalistic names, and religious names. The first names were the most frequent names in Irbid representing (28%) of the total percentage, whereas religious names are the least with (2%) of them.

What distinguishes the current study is that it commented on both the attitudes and factors responsible for language use in shop signs in three different areas in Amman. In other words, it aimed at studying three major trade areas in the capital city that represented different socio-economic classes, in Amman.

## **Chapter Three**

### **Method and procedures**

#### **3.0 Introduction**

This chapter describes the population and sample of the study. It also elaborates on the instruments and their validity and reliability. It concludes with data analysis and procedures of the study.

#### **3.1. Population and sample of the study**

The population of the current study was all commercial shop signs in the city of Amman, Jordan. These shops vary in terms of the services and goods they provide to their customers and their names differ in terms of the languages they have been written in.

Due to the difficulty of gathering and studying all shop signs in Amman, the researcher chose a purposively-selected sample of 250, 215, 215 shop signs from each of the areas in the Capital city of Amman, namely, Al-Wehdat Camp, Jabal Al-Hussein and Sweifieh respectively which are frequented by three socioeconomic groups, namely lower income class, middle income class and upper income class respectively.

In addition, the researcher selected on grounds of convenience 30 shop owners from each of the above areas to find out their attitudes and value systems as to the use of Arab versus foreign sign names. They were asked to fill out a questionnaire designed for this purpose.

**Table 1: Demographic characteristics of the selected sample**

<b>Age</b>	<b>Sex</b>		<b>Total</b>
	Male	Female	
(20 –30)	13	6	19
(31 – 40)	33	5	38
(41 – 50)	17	4	21
51 and above	12	0	12
<b>Total</b>	<b>75</b>	<b>15</b>	<b>90</b>
<b>Education</b>			
Secondary school or less	21	8	29
Diploma	25	3	28
BA	27	2	29
Other	2	2	4
<b>Total</b>	<b>75</b>	<b>15</b>	<b>90</b>
<b>Marital status</b>			
Single	11	5	16
Married	64	9	73
Other	0	1	1
<b>Total</b>	<b>75</b>	<b>15</b>	<b>90</b>
<b>Type of school respondents attended</b>			
Public Arabic schools	47	13	60
Private Arabic schools	25	2	27
Religious schools	1	0	1
International schools	2	0	2
<b>Total</b>	<b>75</b>	<b>15</b>	<b>90</b>
<b>Workplace</b>			
Al-Wehdat Camp	30	0	30
Jabal Al-Hussein	24	6	30
Sweifieh	21	9	30
<b>Total</b>	<b>75</b>	<b>15</b>	<b>90</b>



The questionnaire covered a variety of important demographic variables, namely, gender, age, educational backgrounds, marital status, type of school respondents attended and workplace. Table (1) shows the demographic characteristics of the selected sample.

## **3.2. Instruments of the study**

In order to answer the research questions related to language choice in shop signs, the researcher conducted a survey of shop signs in three major shopping areas in the capital city of Amman. Six hundred eighty wordings of such signs were collected.

In addition, the researcher made use of a main sociolinguistic questionnaire as an instrument to fulfill the objectives of the current study. However, the researcher used a pilot questionnaire to collect data to be used in the main sociolinguistic questionnaire.

### **3.2.1. The pilot questionnaire**

The questionnaire was designed from a pilot questionnaire that was delivered to some members of the community. Before finally adopting the questionnaire, it was piloted on a number of respondents. The pilot questionnaire was written in Arabic and English. Hence, the respondents were given the option to answer either the Arabic or English form and they preferred the Arabic one. Ten copies of the pilot questionnaire were handed by the researcher and friends of him. These friends served as assistants who are also shop owners. (See Appendix (A), p 77 for the English pilot questionnaire).

The pilot questionnaire included demographic data about the respondents themselves such as gender, age, education, marital status, schools attended, workplace and the languages they speak. In addition, it comprised nine open-ended questions, tackling the languages used in the shop signs either officially or not, the date of establishing the business, the merits of the chosen names, the attitudes towards using the Arabic and foreign languages in the respondents' shop signs.

The collected data from the pilot study helped the researcher to design and deliver the main questionnaire after achieving its validity and reliability. The researcher and his assistants handed in and collected the copies of the questionnaire from the respondents, as Bickerton (1971) suggested. He suggested that seeking assistance from in-group people who have easy access is fruitful in overcoming problems that the researcher may face. For example, some members might refuse to respond to the questionnaire as they are afraid of giving personal details to strangers. In this regard, Al-Khatib and Al-Ali (2005) asserted the importance of using members of the studied community as this method proved its efficiency in the process of data collection, and guaranteed a big deal of cooperation on the part of the interviewees.

### **3.2.2. The sociolinguistic questionnaire**

Having received the responses of the pilot questionnaire, the researcher started to prepare and design the sociolinguistic questionnaire. The questionnaire was validated and tested before it was administered to a sample of respondents from the shop owners in Amman. Sometimes, the researcher used the 'social network' model suggested by Milroy and Milroy (1978) to approach the subjects via a third party, as a friend of a friend.

Three friends of the researcher who have access to the community helped the researcher distribute and collect the questionnaire. They distributed the questionnaire among their friends, co-workers' neighbors, all of whom are shop owners. The questionnaire was written in two languages: Arabic and English, and the respondents had the option to fill up the questionnaire in the language they prefer; they mostly opted to fill out the Arabic version of the questionnaire.

The questionnaire consisted of four sections which were respondents' demographic and social data, shop naming background, naming attitudes and factors behind language choice. The questionnaire also had a covering letter, explaining the aim of the questionnaire and the instructions to fill it up was attached to it (p.84).

The first section covered a variety of demographic variables such as gender, age, educational backgrounds, marital status, type of school

respondents attend and work place and concentrated on information about shop naming background.

The second section of the questionnaire included nine items seven of which were open-ended and two of which respondents had to choose one suitable response.

The third section aimed at probing the respondents' personal attitudes towards choosing foreign or Arabic names of their businesses. In this section the respondents were asked to check off only one response that reflects their personal opinion towards the given languages.

This section consisted of two parts. The first part, which included six statements , focused on the respondents' attitudes towards foreign names such as, English being more attractive to costumers and reflecting the quality of the products. On the other hand, the second part, which included five statements, concentrated on the attitudes towards Arabic names such as "reflecting my pride of being Arab" and "being more expressive than foreign ones", utilizing five-point Likert type scale. Each statement was followed by five options for the respondents to tick or choose from.

1. Strongly Agree      2. Agree    3. Undecided      4. Disagree      5. Strongly  
Disagree

The last section aimed at investigating the factors behind language choice for the respondents' businesses. It comprised eleven statements suggesting several factors supporting language choice. Again, the respondents were asked to check off only one response according to their points of view. As in the previous section, the researcher made use of a five-point Likert type scale, in which each statement was followed by five options:

1. Strongly Agree      2. Agree    3. Undecided      4. Disagree      5. Strongly Disagree

The researcher distributed one hundred copies of the questionnaire. However, only ninety copies were returned.

### **3.2.3. The survey of shop signs**

The conducted survey included 680 shop signs. These shops represented a diversity of services, business, enterprises and facilities such as restaurants, offices, money exchangers, medical centers, hotels, companies, food stores, clothiers, travel agents, jewelers, florists, photographers and many others.

The researcher collected these signs, analyzed and categorized them in terms of **monolingual signs**, including 'Arabic', 'transliteration' or 'foreign' and **bilingual signs**, including 'Foreign and Arabic translation', 'Foreign and Arabic transliteration' or 'mixed' (i.e. Arabic and foreign).

### **3.3. Validity and reliability of the questionnaire**

Having designed the questionnaire, a panel of six professional jurors, who are experts in the field of sociolinguistics, was requested to comment on the suitability of the form and content of the questionnaire. The jurors suggested and recommended several modifications that rendered the questionnaire items clearer and more informative. For instance, one of the professors proposed the word 'area' instead of 'district'. Another professor suggested deleting few items and adding others instead. (See Appendix (E), p96).

Regarding the reliability of the questionnaire, the researcher chose a group from the population - but not from the chosen sample - to respond to the designed questionnaire and then the same procedures were repeated after two weeks as a pilot study. The pilot study was conducted in the second week of November of the academic year 2012/2013. Ten respondents from Al-Wehdat Camp were chosen purposively to fill up the questionnaire and to rate the approximate time to fill it up. Ten days later, the questionnaire was distributed again to the same respondents. The researcher used Cronbach's alpha to measure the reliability of the questionnaire. The estimated result, 0.836, showed that the questionnaire items were consistent.

### **3.4. Procedures of the study**

The researcher used the following procedures in order to carry out this research:

- 1- The researcher read more theoretical and empirical studies related to language choice and shop signs.
- 2- The researcher obtained a letter of permission from the Middle East University to facilitate the research.
- 3- The researcher conducted the shop signs survey. The collected data were analyzed, categorized and represented in tables in terms of frequencies and percentages.
- 4- The researcher established the validity of the questionnaire by consulting a panel of experts who have a wide experience in the field.
- 5- The researcher tested the reliability of the questionnaire by means of test and retest.
- 6- Copies of the questionnaire were distributed to the intended respondents.
- 7- The researcher recorded, analyzed and interpreted the collected data using a summary sheet. Frequencies and percentages of data taken



from each question were illustrated through tables followed by explanations and descriptions.

- 8- The researcher drew the main conclusions from the findings and then compared them with those of other studies in the literature.
- 9- The researcher presented some suggestions and recommendations for further research.

### **3.5. Data analysis and statistical treatment**

The researcher collected the raw data from the respondents by means of the sociolinguistic questionnaire, and then analyzed the given data in terms of frequencies and percentages. Finally, he displayed them in tables as follows:

1. The responses of all items of the questionnaire were recorded manually using a summary sheet.
2. Results were presented in tables. Each table described a certain topic, with a title, number and was accompanied with comments and description of the higher and lower rates.
3. Results were presented in terms of frequencies and percentages.

4. The researcher interpreted the obtained data and highlighted their consistency or discrepancy with the findings of other researchers cited in the previous literature.

## Chapter Four

### Findings of the study

#### 4.0 Introduction

This chapter presents answers to the questions of the study. The questions are:

1. What languages are used in shop signs in different areas in Amman?
2. What are the shop owners' attitudes towards using foreign names for their shops?
3. What are the factors behind language choice in shop signs?

#### 4.1. Findings related to the first question

*What languages are used in shop signs in different areas in Amman?*

This question concentrates on the languages used in shop signs in the selected areas.

Results reported in Tables 2 below show that a total of 680 signs were collected in the three areas as follows; two hundred and fifty signs were collected in Al-Wehdat Camp, two hundred and fifteen signs were collected in Sweifieh and two hundred and fifteen signs were collected in Jabal Al-Hussein.

Results also show that there are two main categories of shop signs regarding the languages used in them; namely, monolingual or bilingual signs each of which is divided into several subcategories as represented in the tables below.

Results reported in Table 2 below show that the monolingual shop signs include Arabic, foreign, Arabic transliteration and foreign transliteration signs. For instance, Al-Wehdat Camp includes Arabic shop signs such as Markaz Zahrat Al-Ittihad, Al-Waseem Lilmalabis and Qahwat Al-Oukhwah. Mata'am Izwitna, A-Thawb Al-Falastini Lilmalabis and Maktabat Al-Istiklal in Sweifieh, and Saydalyat Raniin, Malabis Shams and Al-Maqha Al-Fakher in Jabal Al-Hussein.

Regarding foreign names, Al-Wehdat Camp includes many shops such as Oxygen, El Classico and Freeman Cafe. Also, Hair Care Center, Two Rings and Family Needs exemplify such signs in Sweifieh, and Lavoro, Le Possible and Umbrella in Jabal Al-Hussein.

Furthermore, among the Arabic transliterated signs. Al-Wehdat Camp includes Holiday Shoes, Lavender Link, Soft Wear. Sweifieh includes a scanty number of this kind of signs like Lamita and Wow, whereas Jabal Al-Hussein includes Orange, Nice and Royal.

When it comes to foreign transliterated signs, a very scanty number was noticed. Al-Wehdat Camp includes signs such as Al-theqa, Angham



Al-Wehdat Camp	112	45	41	16	26	10	7	3	186	74
Sweifieh	41	19	119	55	7	3	4	2	171	79
Jabal Al-Hussein	59	27	77	37	13	6	7	3	156	73
<b>Total</b>									<b>513</b>	

Results reported in Table 3 below show that the bilingual shop signs are divided into several subcategories such as 'foreign and translation', 'foreign and Arabic transliteration' and 'mixed signs' (i.e. Arabic and foreign).

Also, results show that the highest percentage in using foreign signs along with their translations, 18%, is noticed in Al-Wehdat Camp, whereas 11% in Jabal Al-Hussein and 10% in Sweifieh.

Regarding foreign signs accompanied with their Arabic transliterations, 15% of them are used in Jabal Al-Hussein and 10% in Sweifieh. Yet, only 3% are used in Al-Wehdat Camp. Similarly, only 5% of mixed signs, which include both Arabic and foreign, are used in Al-Wehdat Camp, whereas only 1% in Sweifieh and Jabal Al-Hussein.

**Table 3: Frequencies and percentages of bilingual shop signs in the three areas**

Sign	Foreign and translation		Foreign and Arabic transliteration		Mixed (Arabic and foreign)		Total	
	No.	%	no.	%	no.	%	no.	%
Al-Wehdat Camp	45	18	6	3	13	5	64	26

Sweifieh	22	10	21	10	1	1	44	21
Jabal Al-Hussein	24	11	32	15	3	1	59	27
<b>Total</b>							<b>167</b>	

Results shown in Table 4 below show that 58% of the respondents used the English language in their shop names, 40% reported using Arabic and 2% used French names. This shows that a total of 60% used foreign names for their businesses. Such a result might be a reflection of the bilingual or multilingual nature of these respondents.

**Table 4: The language used in business names**

Question	Arabic		English		French		Other		Total	
	no.	%	no.	%	no.	%	no.	%	no.	%
1. The language used in naming the respondents' businesses	36	40	52	58	2	2	0	0	90	100

As Table 5 below shows, when the respondents were asked about whether their business names have Arabic meanings, 52% indicated that they have Arabic meanings. On the other hand, 43% indicated that there is no Arabic meaning or equivalent and 5% reported that they do not know. This shows that there are different backgrounds behind choosing the name of the business.

**Table 5: The meaning of business names**

Question	Meaningful		Meaningless		DK		Total	
	no.	%	no.	%	no.	%	no.	%
3. The meaning of the	28	52	23	43	3	5	54	100

respondents' business name is				
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\*DK: Don't Know

Results shown in Table 6 below indicate that 81% reported that they use the same names in their business signs as that are recorded officially. Yet, 19% of them have a different name in license certificate. Some respondents use different names in license certificate from those used in their signs. This could be due to the naming procedures used officially.

**Table 6: Business names and official records names**

Question	Yes		No		Total	
	no.	%	no.	%	no.	%
4. The respondents' business name is similar to that in the official records.	73	81	17	19	90	100

Results shown in Table 7 below indicate that the vast majority of respondents, 87%, reported having the same name since the date of establishment. However, 13 % reported that they have changed the names of their businesses.

**Table 7: Business name change**

Question	Yes		No		Total	
	no.	%	no.	%	no.	%
5. Has the respondent's business undergone a name change	12	13	78	87	90	100

Results shown in Table 8 below indicate that whereas the vast majority of businesses, as reported by 70% of the respondents, were set up after the year 2000, 17% of them were established between 1991 and 2000.



Only 13% reported that they established their businesses between 1980 and 1990. Such results reflect the modernity of these shops. In addition, these results might be due to the high percentage of young respondents.

**Table 8: The date of business establishment**

Question	1980-1990		1991-2000		2001-2012		Total	
	no.	%	no.	%	no.	%	no.	%
6. The date of establishing the respondent's business	12	13	15	17	63	70	90	100

Results shown in Table 9 below show that the overwhelming majority, 57%, used business names that have a relation with the products or services they provide for their customers. Nevertheless, 43% of them reported their business names are not related to the products or services they provide.

**Table 9: The relation between business name and products**

Question	Yes		No		Total	
	no.	%	no.	%	no.	%
7. The relation between the name of the respondent's business and products they provide	51	57	39	43	90	100

Such a result may reflect the shop owners' tendency to link their business names to the quality of the products or services they provide. On the other hand, those who indicate no relation between business names and products may ascribe their business names to their family names or even names of certain places.

**Table 10: The role of the area in name choice**

Question	Yes		No		Total	
	no.	%	no.	%	no.	%
8. The area in which the respondent's business is located has a role in adopting the name of their business	52	58	38	42	90	100

Results reported in Table 10 above show that a large number of respondents, 58%, reported that the area in which their business is located plays an important role in adopting such a name. However, 42% reported that the area where their business is located does not play a role in their decision when they chose the name of their business.

The results reported in Table 11 below indicate that 46% of the respondents reported that their customers belong to the middle class, whereas 30% referred to their customers as of the high class and 27% responded that their customers belong to the lower class according to their annual income.

**Table 11: Customers' socioeconomic class**

Question	High class		Middle class		Lower class		Total	
	no.	%	no.	%	no.	%	no.	%
6. The date of establishing the respondent's business	27	30	41	46	22	27	90	100

#### 4.2. Findings related to the second question

*What are the shop owners' attitudes towards using foreign names for their shops?*

Results reported in Table 12 below show that 37% of the respondents do not believe that foreign names are more attractive to customers, whereas 31% indicate that they strongly agree with this and 22% agree. Thus, results show that the majority of respondents agree with the suggested statement, whereas 40% disagree with it. In addition, 7% responded "undecided".

When asked about the prestige of foreign names, 55%, agree that foreign names are more prestigious than Arab ones while 38% disagree with this and 7% answered "undecided". In other words, 30% answered strongly agree and 25% agreed. On the other hand, 15% strongly disagreed and 23% disagreed.

Regarding acceptance of foreign names, results show that 50% of respondents agree that foreign names are more acceptable to customers than Arab ones. Yet, a scanty number of respondents, 35%, disagree with the suggested statement and 15% answered "undecided".

When asked whether foreign names reflect the quality of the products, 57% agreed with that, while 35% disagreed and 8% expressed uncertainty.

**Table 12: Attitudes towards foreign shop names**

No.	Statement	Strongly Agree %	Agree %	Undecided %	Disagree %	Strongly Disagree %	Total 100%
	Foreign shop names:						
1.	are more attractive to	31%	22%	7%	37%	3%	100%

	customers.						
2.	are more prestigious than Arab ones.	30%	25%	7 %	23 %	15%	100%
3.	are more acceptable to people	25%	25%	15%	27%	8%	100%
4.	reflect the quality of the products.	27%	30%	8%	28%	7%	100%
5.	reflect the high socio-economic class of customers.	28%	37%	20%	8%	7%	100%
6.	pollute Arabic.	27%	13%	15%	33%	12%	100%

Again, Table 12 above shows that foreign sign names reflect the socioeconomic classes of customers as a total of 65% agreed with this. Yet, 20%, were "undecided" and only 15% disagreed with the statement.

Forty percent of the respondents agreed that using foreign names in business pollutes the Arabic language, whereas 45% disagreed with that and 15% were "undecided".

Results shown in Table 13 below indicate that the respondents have positive attitudes towards using Arab shop signs. This is clear as the majority, 70%, perceive Arab names as a reflection of pride of being an Arab. However, 20% remained neutral and 10% disagreed with the statement.

When asked whether Arab names are more expressive than foreign ones, 55% responded positively. Yet, 17% disagreed with that and 28% were neutral.

Regarding indigenoussness of Arab names, the majority of respondents, 73%, considered Arab names to be more indigenouss than foreign ones, whereas, 20%, were "undecided" and only 7% disagreed with the statement.

Results of the tenth statement show that foreign names, unlike the Arab ones, reflect modernity. This is obvious when the majority of respondents, 72%, considered Arab names to be more traditional than foreign names, 8% disagreed with that and 20% were "undecided".

The last statement deals with the comprehensiveness of Arab names. Regarding this statement, results indicated that the majority of respondents, 63%, deem Arab names to be easier to comprehend than foreign ones. However, 20% disagreed with that and 17% were "undecided".

**Table 13: Attitudes towards Arab shop names**

No.	Statement	Strongly Agree %	Agree %	Undecided %	Disagree %	Strongly Disagree %	Total 100%
	Arab shop names:						
7.	reflect the pride of being an Arab.	58%	12%	20%	7%	3%	100%
8.	are more expressive than foreign ones.	43%	12%	28%	15%	2%	100%
9.	are more indigenouss than foreign ones.	48%	25%	20%	7%	0	100%
10.	are more traditional than foreign ones.	35%	37%	20%	8%	0	100%
11.	are easier to comprehend than foreign names by all people.	41%	22%	17%	15%	5%	100%



### **4.3. Findings related to the third question.**

*What are the factors behind language choice in shop signs?*

This question concentrates on the factors that influence language choice in business names. Results indicate a diversity of factors affecting language choice when naming a business.

Results shown in Table 14 below indicate the importance of attitudes in language choice. This is evident as the majority of respondents, 65%, indicated that positive attitudes towards foreign names play a vital role in language choice. Yet, 23% disagreed and 12% were "undecided".

On the other hand, attitudes towards Arab names, attach slight importance to language choice. This is due to the fact that only 5% of the respondents agreed with that and 15% remained "neutral". Nevertheless, the vast majority, 80%, reported disagreement.

When asked if foreign names play a role in prejudicing against Arab products, the majority of respondents, 73%, disagreed, and 10% were "undecided". Yet, only 17% agreed that the use of foreign names reflects negative attitudes towards Arab products.

**Table 14: Factors behind the choice of shop sign language**

No.	Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
1.	Attitudes towards foreign names are positive.	20%	45%	12%	13%	10%	100%
2.	Attitudes towards Arab names are negative.	0%	5%	15%	38%	42%	100%
3.	The use of foreign names shows prejudice against Arab products.	10%	7%	10%	35%	38%	100%
4.	Foreign shop names might generate positive commercial outcomes.	48%	22%	15%	10%	5%	100%
5.	Foreign names sound more interesting.	52%	15%	10%	18%	5%	100%
6.	The use of foreign names sounds as being unique and prestigious.	45%	28%	5%	17%	5%	100%
7.	The use of foreign names reflects the global impact of foreign culture.	32%	35%	18%	10%	5%	100%
8.	The integration of Jordan into the International Trade Organization motivates the use of foreign business names.	12%	20%	46%	15%	7%	100%
9.	The type of goods I sell plays a role in deciding the type of name.	54%	17%	5%	22%	2%	100%
10.	The educational level of my customers plays a role in the choice of my business name.	22%	22%	21%	20%	15%	100%
11.	The socioeconomic class of my customers plays a role in your decision about the choice of my business name.	45%	30%	10%	12%	3%	100%

Again, results reported in Table 14 above show that the positive commercial outcomes generated by using foreign names have a crucial role in language choice. This is evident as the majority of respondents, 70%, agreed that foreign names might generate positive commercial outcomes, whereas 15% disagreed with the statement only 15% were "undecided".



Moreover, results show that foreign names are more interesting. For most of them foreign names sound more interesting as 67% agreed with the statement and 23% disagreed and 10% were "undecided".

Again, regarding the role of uniqueness and prestige of using foreign names in language choice, 73% agreed that the use of foreign names is more unique and prestigious than Arab ones, whereas 22% disagreed and only 5% were "undecided".

Regarding the role of foreign culture in language choice, the respondents indicated its importance. This is clear when asked whether the use of foreign names reflects the global impact of foreign culture, the majority of respondents, 67%, agreed with this statement, whereas 15% disagreed and 18% were "undecided".

Regarding the role of the integration of Jordan into the International Trade Organization with respect to language choice (namely, international English) 32% agreed that it is motivating to use foreign names, whereas 22% disagreed and 46% were "undecided".

Again, results indicate the importance of the type of goods provided in language choice as when asked if the type of goods they sell plays a role in language choice, the majority of respondents, 71%, agreed, while 24% disagreed and 5% were "undecided".

The educational level of customers is not very significant in language choice. This is because 44% of the respondents agreed that it plays a role in the language choice of the business name, whereas 41% disagreed and 15% were "undecided".

Results related to the role that the socio-economic class of customers, the respondents' decision indicated that there is a vital role of such criterion in language choice. This is evident when the majority, 75%, agreed that the customers' socio-economic class has a role in deciding the business name. Yet, 15% disagreed and 10% were "undecided".

## **Chapter Five**

### **Discussion, conclusions and recommendations**

#### **5.0 Introduction**

This chapter briefly summarizes the findings of the study concerning language choice in the use of shop signs, attitudes towards each language and the factors that influence the use of each language. It also discusses these findings in light of the literature reviewed in chapter two as well as recommendations for future research.

#### **5.1. Discussion of findings related to language choice**

Results reported in Table 2, page (41) concerning language choice show that shop signs in the selected areas are multilingual where many languages are involved such as the native language of the country, which is Arabic (e.g. Mta'am Izwitna), English (e.g. Freeman Cafe), French (e.g. Le Possible), Spanish (e.g. El Classico) and Italian (e.g. Lavoro). In comparison with other foreign languages, English is mostly used as only six non-English shop signs are noticed in the survey.

Results also show that the surveyed shop signs are primarily divided into two main categories, namely, monolingual signs and bilingual signs. It is worth mentioning that both kinds of signs are written in Arabic and/or Roman alphabets.

### **Monolingual signs**

Monolingual signs are also divided into several subcategories, namely; Arabic, Foreign, Arabic transliteration and foreign transliteration. Each of the aforementioned subcategories involves only one alphabetical system either Arabic or Roman alphabets.

### **Arabic signs**

It is normal to face such kind of signs as Jordan is an Arab country whose mother tongue is the Arabic language. Arabic is used officially and in everyday speech. It is also the language of instruction at school. Although results reported in Table 3, page (42) show that most shop signs in Al-Wehdat Camp are monolingual Arabic signs, a small number of this kind of signs is used in Jabal Al-Hussein and Sweifieh. This could be ascribed to the socio-economic class of the customers in the selected areas.

Such signs show consistent linguistic and orthographic systems and are characterized by their Arabic form and content. They include native Arabic lexis, having no loan or borrowed words. In addition they are written in Arabic alphabet.

The lexis used in such signs display a diversity of technological (e.g. Al-fan Al-rakami), historical (e.g. Al-a'nka'), regional (e.g. Mat'am Bayrout), religious (e.g. Al-buraq), cultural (e.g. As-sawsanah As-sawda'), local (e.g. Sama Amman), emotional (e.g. Al-mahaba), prestigious (e.g.

Al-fakher), well-known, sports (e.g. Manchester United), vocational (e.g. An-najar), environmental (e.g. Aj-jazera Al-arabiya) and attractive (e.g. Dale' Baitak) referents. Sometimes, they display the first name or family name of the owners (e.g. Abu Layla and Al-qaysi).

### **Foreign signs**

Similarly, the foreign signs show consistent linguistic and orthographic systems and are characterized by their foreign form and content. They include foreign lexis (mostly English), having no Arabic words. In addition they are written in Roman alphabet.

Results in Table 3, page (42) show that this kind of signs is scanty in Al-Wehdat Camp. Yet, most of the signs in Sweifieh and Jabal al-Hussein are foreign ones.

Such results could be explained in terms of the socio-economic class of customers in these areas. Another explanation could be the fact that the people in Jabal Al-Hussein and Sweifieh tend to use foreign signs as an indication of modernity, prestige and showing off.

### **Arabic transliteration**

Few shop signs use foreign lexis written in Arabic alphabet. This kind of signs, as reported in Table 3, p (42), represents the scantiness in the use of Arabic transliteration of foreign lexis in the three areas. This might

be due to the fact that people tend to render the labeling of their shops easier and more accessible and attractive to all people.

### **Foreign transliteration**

Foreign transliterated shop signs use Arabic lexis written in foreign alphabet. This kind of signs, as reported in Table 3, p (42), represents the scantiness in the use of Arabic transliteration of foreign lexis in the three areas. This might be due to the fact that people tend to render the labeling of their shops easier and more accessible and attractive to all people.

### **Bilingual signs**

Bilingual signs are divided into three subcategories: foreign and translation, foreign and Arabic transliteration and mixed (Arabic and foreign). Each of these subcategories is characterized by certain features regarding form and content. Such features are explained underneath each subcategory is as follows:

### **Foreign names and translation**

This kind of signs involves using foreign lexis written in Roman alphabet and their Arabic translations written in Arabic alphabet (e.g. Elegant Man \ Ar-rajul Al-aneeq).co-existence of the two languages used in the same sign.

Results reported in Table 3, page (42) show that although foreign signs with their translations are rarely used in the selected areas, Al-Wehdat Camp has the most frequent use of them when compared with other areas. This could be justified due to the fact that these signs take a larger size in the sign. Also, the type of business may affect such language choice.

### **Foreign names and Arabic transliteration**

Another type of bilingual signs is the foreign sign with its Arabic transliteration. This kind involves using foreign lexis written in the Roman alphabet accompanied with the transliterated forms of the same lexis in Arabic alphabet (e.g. City of Angels).

Results reported in Table 3, page (42) show that signs are rarely used in Al-Wehdat Camp. In spite of the fact that this kind is not so popular in Jabal Al-Hussein and Sweifieh, these two areas have more signs of this kind than Al-Wehdat Camp.

Also, results reported in Table(3) show that the spread of foreign signs along with Arabic transliteration is almost the same as the use of foreign signs along with translation in Jabal Al-Hussein and Sweifieh. This result could be explained due to the fact that shop owners prefer to have simple and well-organized signs.

### **Mixed (Arabic and foreign)**

Mixed signs are the signs that contain two words or more. These signs include both Arabic and foreign words, written in Arabic alphabet (e.g. Al-mahaba link).

Results reported in Table 3, page (42) show that this kind of signs is almost alien in the three areas. However, of all these, Al-Wehdat Camp has the highest occurrence of such signs when compared with Jabal Al-Hussein and Sweifieh. This might be due to the tendency of people to use monolingual signs for their shops.

All in all, results reported in Table 3 show that shop signs in the selected areas involve a diversity of languages including Arabic and English whether in monolingual or bilingual signs. Results also show that the monolingual signs in these areas are used more than the bilingual ones.

Results elicited from the respondents of the sociolinguistic questionnaire, as shown in Tables 4-11, show the multilingual nature of shop signs in the selected areas where Arabic, English and French are used. This could be a result of the recent dates of establishment of these shops as the majority of them were established after 2001. The foreign signs are, to some extent, meaningful as it is reported that such wordings have Arabic equivalents and are mostly related to the nature of products or services provided in these shops.



Moreover, most of these signs are officially recorded and few of them have undergone name change. This reflects the democratic climate of language choice in the country.

It is also evident that the areas, where the shops are located, determine language choice. In these areas, customers belonging to different socio-economic classes go for shopping.

These results disagree with the findings of Zughoul (2007) in that the community is monolingual and unicultural, the use of English signs in streets is a phenomenal. On the other hand, these results are in line with Zughoul's (2007) in that foreign shop signs are increasingly noticed. The results also agree with McArther's (2002) in that the multilingual nature of the society determines the use of foreign names in shop signs.

## **5.2. Discussion of findings related to language attitudes**

### **5.2.1. Discussion of findings related to attitudes towards the use of foreign names**

Results reported in Table 12, page (47) concerning the respondents' attitudes towards foreign names show that shop owners have positive attitudes towards using foreign names. They consider them more attractive and prestigious than Arab names. They also deem them more acceptable to people as they reflect the high quality of the products sold or services provided in these shops. This could be explained by the fact that the quality of foreign goods is high among people. The spread of foreign movies could also be another reason of such attitudes.

Moreover, according to the respondents, foreign naming attracts customers as people believe that such names reflect the high socio-economic class of customers. This result might be due to the belief that wealthy people prefer shopping in well-known shops that have foreign names.

Again, positive attitudes towards foreign names are evident as most of the respondents disagree with the statement that using such names does not pollute the Arabic language. This result may be due to people who consider bilingualism or multilingualism an advantage.

This result agrees with Thonus (1991) in that English naming is used to attract the ordinary citizen or consumer to purchase the products or services provided in shops. It also supports with Ross (1997) who concluded that "English is today seen as an attractive and fashionable language. An English name lends an aura of chic prestige to a business, suggesting that it is part of the international scene, following the latest trends, up-to-date with the newest ideas." (p 63)

### **5.2.2 Discussion of findings related to attitudes towards the use of Arab names**

Results reported in Table 13, page (49) concerning the respondents' attitudes towards Arab names show that the respondents have positive attitudes towards their native language, Arabic. They consider Arabic a source of pride to them. It is their mother tongue that they use in every aspect of their life and it reflects their traditions and conventions. Thus, for them, it is more indigenous, expressive and easier to comprehend than foreign names.

This result could be due to the pride of the Arabian background and the good merits that the Arabic language reflects such as being the official language of Jordan and the language of Islam, which is the religion of the country, the language of the ancestors and the characteristics that this language implies including generosity, nobleness and courage.

This result agrees with Saleh and Al-Yassin (1994) who found that traders use English nomenclature not because of disloyalty to the Arabic language and culture or because of Arabic deficiency in this realm, but mostly because of its effectiveness in promoting their trade .

### **5.3. Discussion of findings related to factors influencing language choice**

This section contains an elaborated description of the factors affecting language choice in shop signs. Results reported in Table 14, page (51) show that there is a diversity of factors determining the language used in shop signs. The major factors are:

- A. Attitudinal and linguistic factors
- B. Commercial and other factors

#### **A. Attitudinal and linguistic factors**

Attitudes play a vital role in language choice. When attitudes are positive towards a language, then it is inevitable to use this language. This is clear as results showed that the respondents' attitudes towards Arabic are positive.

Furthermore, positive attitudes towards foreign names are of great importance in language choice. Such attitudes are reflected as the respondents indicated that foreign names are considered more interesting, unique and prestigious than Arab names and the use of these names is not considered a discrimination against Arab ones.

This result agrees with Thonus (1991) and Ross (1997) who concluded that the use of English is considered an attractive fashionable language.

English names reflect chic prestige to a business. It also agrees with Abdel-Jawad (1986) who maintained that names have significant meanings that may imply the name givers' attitudes and beliefs.

### **B. Commercial and other factors**

As the main purpose of establishing businesses is gaining commercial benefits, people do their best to render their shops more attractive to customers. Consequently, positive commercial outcomes play an essential role in language choice.

Moreover, shop owners attempt to link their shop names with the products they sell or services they provide. Therefore, the type of goods plays a significant role in deciding the language used in shop signs.

Furthermore, the global impact of foreign cultures has a role in language choice. This can be explained due to the fact that openness to the world has helped communities share cultures. Thus, people become keen to be in contact with foreign cultures.

This result agrees with Stern (1983) who quoted that a successful brand name which has a high consumer awareness and satisfaction rates "can save millions of dollars". It also agrees with El-Yassin and Mahadin (1996) who indicated that shop signs aimed to promote goods and services provided by businesses that display them.

The educational and socio-economic classes of customers somehow play a role in language choice. This could be explained by the fact that people tend to link purchasing high quality goods with foreign names of brands and shops.

#### **5.4. Conclusions**

The analysis of the overall results of both the survey of shop signs and the sociolinguistic questionnaire indicates that a variety of languages are used in shop signs in Jordan and the attitudes towards the use of languages other than Arabic are positive. As a matter of fact, this clarifies the bilingual and multilingual nature of shop signs in the country. The languages that are used in such signs are mostly Arabic and English. Furthermore, language choice is determined by several factors including attitudinal, linguistic, commercial and other factors. The proposed research questions could be answered in the light of the findings of the study as follows:

1. There is a diversity of languages that are used in shop signs in Amman. These languages include:
  - Arabic is the native and official language of the country and the means of communication among all Jordanians regardless of their ethnic backgrounds.

- English is viewed as a foreign language in Jordan and also taught in all educational levels. The overwhelming majority of foreign shop signs are written in English.
  - Other internationally well-known languages such as French, Italian and Spanish are also used.
2. Shop owners' attitudes towards using foreign names for their shops are positive. They consider using foreign language for their shops attractive, prestigious, acceptable to people, reflecting the high quality of the products sold or services provided in these shops and attracts customers as people believe that such names reflect the high socio-economic class of customers.
3. Regarding the factors that affect language choice in shop signs, results reveal several factors, among which are the following:
- Positive attitudes towards foreign names are of great importance in language choice. There is a link between such attitudes and using foreign names as they are considered interesting, unique and prestigious, and the use of these names is not considered downgrading the status of Arabic.



- Positive commercial outcomes play an essential role in language choice.
- The type of goods plays a significant role in deciding the language used in shop signs.
- The global impact of foreign cultures has a role in language choice.
- The educational and economic levels of customers are relatively important in language choice.

### **5.5. Recommendations for future research**

Due to the fact that the present study has investigated the languages used in shop signs in only three areas, which are Al-Wehdat Camp, Jabal Al-Hussein and Sweifieh, further research on shop signs in other areas in the city of Amman such as Abdoun, Hai-Nazzal and Marka is recommended. Further research can also be carried out on shop signs in other parts of Jordan such as Salt, Jerash and Zarqa. It is also recommended that similar studies can be carried out after one or two decades to see if these factors still affect shop owner's choices or there are other factors.

Furthermore, it is recommended that further research can be conducted on shop signs in Jordan showing whether different variables, such as location, type of business and gender, influence language choice.

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**Appendix (A)**  
**English pilot questionnaire**

Dear participant,

I am Ahmed Jamal Mansor, an MA student at the Middle East University in Amman – Jordan, department of English, conducting a sociolinguistic study on shop signs in Jordan as a partial requirement for obtaining the Master of Art degree in English.

**Demographic and social data**

1. Gender:

Male                       Female

2. Age:

(20- 30)       (31- 40)       (41-50)       (51or above)

3. Educational level:

High school or less       Diploma

BA                                       Other. Specify .....

4. Marital status:

Single       married       Other specify.....

5. What kind of school did you attend?

Public Arabic schools                       Private Arabic schools

Religious schools                               International schools

6. Where is your business located? .....

7. What languages do you speak? .....

I would like to thank you in advance for taking the time in answering the following questions.

1. What is the date of establishing of your business?

.....

2. What is the name of your business?

.....

3. Has your business undergone a name change?

.....

4. What is the meaning of your business name? If not in Arabic.

.....

5. Is the name of your business the same as the one in the official records?

( ) Yes

( ) No

6. What are your primary motives for adopting such a name?

.....  
.....  
.....

7. In your opinion, do Arab names have drawbacks? Mention them.

.....  
.....  
.....  
.....  
.....  
.....

8. In your opinion, do foreign names have drawbacks? Mention them.

.....  
.....  
.....  
.....  
.....  
.....

9. In your opinion, what is the profile of your customers on the basis of their socioeconomic class?

.....  
.....

**Appendix (B)**

## Arabic pilot questionnaire

### أسئلة عن مجتمع الدراسة

أعزائي،

أنا الطالب أحمد جمال منصور، أحد طلاب الماجستير في جامعة الشرق الأوسط في عمان -

الأردن، قسم اللغة الإنجليزية وآدابها. أقوم بدراسة لغوية إجتماعية حول أسماء المحال

التجارية و ذلك كمتطلب لنيل درجة الماجستير في اللغة الإنجليزية.

أود التعبير مسبقا عن شكري و امتناني لمساعدتكم إياي في الإجابة عن الأسئلة التالية.

#### المعلومات الشخصية و الإجتماعية

أرجو الإجابة عن الأسئلة التالية حسب الحالة التي تنطبق عليك.

1\_ الجنس :

ذكر ( ) أنثى ( )

2\_ العمر:

(30\_20) (40\_31) (50\_41) (51 أو أكثر)

3\_ المستوى التعليمي:

ثانوية أو أقل ( ) دبلوم ( )

بكالوريوس ( ) أخرى ( )

4\_ الحالة الإجتماعية:

عازب ( ) متزوج ( ) غير ذلك .....

5\_ نوع المدارس التي تعلمت بها:

مدارس عربية خاصة ( ) مدارس حكومية عربية ( )

مدارس دولية ( ) مدارس دينية ( )

6\_ ما المنطقة التي يتواجد فيها محلك التجاري؟

.....

7\_ ما هي اللغات التي تتكلمها ؟

.....

1\_ ما هو تاريخ تأسيس محلك التجاري ؟

.....

2\_ ما هو اسم محلك التجاري ؟

.....

3\_ هل خضع عملك لعملية تغيير للإسم؟

4\_ إذا كان اسم محلك التجاري بلغة أجنبية, ما معنى اسم محلك التجاري؟

5\_ هل إسم محلك التجاري هو نفس الإسم المسجل في السجلات الرسمية؟

6\_ ما هي الدوافع الخاصة بك لتبني هذا الإسم؟

7\_ في رأيك, هل الأسماء العربية لديها عيوب؟ اذكرها.

8\_ في رأيك, هل الأسماء الأجنبية لديها عيوب؟ اذكرها.

9\_؟ حسب رأيك, ما هو الوضع الاقتصادي و الإجتماعي لزبائنك؟

## Appendix (C)

### English language questionnaire

Dear participant,

I am Ahmad Jamal Mansour, an MA student at the Middle East University in Amman - Jordan, Department of English, conducting a sociolinguistic study on shop signs in Jordan as a partial requirement for obtaining a Master of Arts degree in English.

I would like to express my gratitude to you in advance for taking some of your time in filling out the attached questionnaire which investigates the language used in shop signs in Amman, Jordan. It also explores the shop owners' attitudes towards using foreign names for their shops as well as determining the factors that influence language choice in shop signs.

You have been selected because your response is very important and because you are a member of the community under investigation. I am interested only in obtaining the needed information that helps me answer the questions of the study.

I strongly urge you to complete the enclosed questionnaire at your convenience. If you have any questions, please contact me at the Email address below. Thank you very much for your cooperation.

**All information provided will be used by the researcher for only scientific research purposes.**

Thanks in advance,

The researcher,

Ahmad Jamal Mansour.

### 1. Demographic and social data

**Instructions: Please answer the following questions by putting (X) in the relevant place.**

1. Gender:

Male                       Female

2. Age:

(20- 30 )       (31- 40 )       ( 41-50 )       ( 51or above)

3. Educational level:

High school or less       Diploma

BA                               Other. Specify .....

3. Marital status:

Single                       Married       Other. Specify.....

5. What kind of school did you attend?

Public Arab school                       Private Arab school

Religious school                       International school

6. What languages do you speak? .....



## 2. Shop naming background

The following questions provide information about your business, please answer them.

1. In which language is the name of your business?

- ( ) Arabic            ( ) English  
 ( ) French            ( ) Other. Specify .....

2. What is the name of your business?

.....

3. If your business name is a foreign one, what is the meaning of your business name?

.....

4. What is the name of your business in license certificate?

.....

5. Has your business undergone a name change?

.....

6. When was your business established?

.....

7. Is there a relation between the name of your business and the products you sell or the service you provide?

.....

8. Does the area in which your business is located have a role in adopting the name you chose?

.....  
9. What, in your opinion, is the socioeconomic class of your customers

according to their annual income?

1. High class (more than JDs 30000) ( )
2. Middle class (JDs 9000 – 19000) ( )
3. Lower class (less than JD's 9000) ( )

### 3. Naming attitudes

In the following questions, the researcher is interested in your opinion and attitude towards foreign and Arab shop names. (Please check one answer)

**SA: Strongly Agree**

**A: Agree**

**U: Undecided**

**D: Disagree**

**SD: Strongly Disagree**

#### A. Attitudes towards foreign shop names

No .	Statement	S A	A	U	D	S D
1.	Foreign shop names are more attractive to customers.					
2.	Foreign shop names are more prestigious than Arabic ones.					
3.	Foreign shop names are more acceptable to people					
4.	Foreign shop names reflect the quality of the products.					
5.	Foreign shop names reflect the high socio-economic class of customers.					
6.	Foreign shop names pollute Arabic.					

### B. Attitudes towards Arab shop names

No.	Statement	S	A	A	U	D	S	D
7.	Arab shop names reflect the pride of being an Arab.							
8.	Arab shop names are more expressive than foreign ones.							
9.	Arab shop names are more indigenous than foreign ones.							
10.	Arab shop names are more traditional than foreign ones.							
11.	Arab shop names are easier to comprehend than foreign names to all people.							

#### 4. Factors behind the choice of shop sign languages

Please read the following statements and indicate to what degree you agree or disagree with them by putting (X) in the proper box only.

No .	Statement	S A	A	U	D	S D
1.	Attitudes towards foreign shop names are positive					
2.	Attitudes towards Arab shop names are negative					
3.	The use of foreign shop names shows prejudice against Arab products					
4.	Foreign shop names might generate positive commercial outcomes					
5.	Foreign shop names sound more interesting					
6.	The use of foreign shop names sounds as being unique and prestigious.					
7.	The use of foreign shop names reflects the global impact of foreign culture					
8.	The integration of Jordan into the International Trade Organization motivates the use of foreign business names.					
9.	The type of goods I sell plays a role in deciding the type of name.					
10.	The educational level of my customers plays a role in the choice of my business name.					
11.	The economic level of my customers plays a role in your decision about the choice of my business name.					

## Appendix (D) Arabic language questionnaire

أعزائي المشاركين،

أنا الطالب أحمد جمال منصور، أحد طلاب برنامج الماجستير في جامعة الشرق الأوسط، قسم اللغة الإنجليزية و آدابها. أقوم بدراسة لغوية اجتماعية حول أسماء المحال التجارية في الأردن وذلك استكمالاً لمتطلبات الحصول على درجة الماجستير في اللغة الإنجليزية.

أود التعبير مسبقاً عن شكري و إمتناني لمساعدتكم لي في إنجاز هذه الدراسة من خلال الاستبيان المرفق الذي يدرس اللغة المستخدمة في أسماء المحال التجارية في عمان، الأردن. وتستكشف أيضاً مواقف أصحاب المحال نحو استخدام الأسماء الأجنبية للمحال، بالإضافة إلى تحديد العوامل التي تكمن وراء اختيار اللغة لأسماء المحال.

يتضمن هذا الاستبيان أسئلة عن عملك، والمواقف تجاه كل من الأسماء الأجنبية وكذلك العربية، والعوامل الكامنة وراء تسمية المحل والبيانات الديموغرافية.

لقد تم اختيارك لأهمية إجابتك و لأنك فرد في المجتمع الخاضع للدراسة. أنا مهتم فقط في الحصول على المعلومات اللازمة التي تساعد على الإجابة عن أسئلة الدراسة.

أرجو تعبئة الاستبانة المرفقة حسب قناعاتك، و في حال وجود أي استفسار أو سؤال يرجى التواصل معي على الايميل أدناه. و شكراً جزيلاً لتعاونك.

جميع المعلومات المقدمة سوف تستخدم من قبل الباحث لأغراض البحث العلمي فقط.

مع خالص الإحترام

الطالب : أحمد جمال منصور

البريد الإلكتروني:

Email: <[ahmed\\_man\\_82@yahoo.com](mailto:ahmed_man_82@yahoo.com)>

1\_ المعلومات الشخصية و الاجتماعية  
 أرجو الاجابة عن الأسئلة التالية بوضع اشارة ( ) بين القوسين على الحالة التي تنطبق

عليكم.

1\_الجنس : ذكر ( ) أنثى ( )

2\_العمر : (30 -20) (40 -31) (50 -41) (50 أو أكثر)

3\_المستوى التعليمي : ثانوية أو أقل ( ) دبلوم ( ) بكالوريوس ( ) أخرى ( )

أذكر التفاصيل.....

4\_ الحالة الاجتماعية : عازب ( ) متزوج ( ) غير ذلك .....

5\_ نوع المدارس التي تعلمت بها :

( )مدارس حكومية عربية ( )مدارس عربية خاصة

( )مدارس دينية ( )مدارس دولية

ما اللغات التي تتكلمها ؟

.....

**2\_ خلفية تسمية المحل**  
**الأسئلة التالية تقوم بالتزويد بمعلومات عن عملك , يرجى الاجابة عليها.**

- 1\_ ما هي اللغة المستخدمة في إسم محلك التجاري ؟..... العربية ( )  
 ( ) الإنجليزية ( ) الفرنسية ( ) أخرى ( ) أذكر التفصيل.....
- 2\_ ما هو إسم محلك التجاري ؟.....
- 3\_ إذا كان اسم محلك التجاري بلغة أجنبية , ما معنى إسم محلك التجاري؟.....
- 4\_ ما هو إسم محلك التجاري في شهادة الترخيص ؟.....
- 5\_ هل خضع عملك لعملية تغيير للاسم ؟.....
- 6\_ ما هو تاريخ تأسيس محلك التجاري؟.....
- 7\_ هل هناك توافق بين إسم عملك والمنتجات التي تقوم ببيعها أو الخدمة التي تقدم في عملك؟  
 .....
- 8\_ هل تلعب المنطقة التي يوجد بها مكان محلك التجاري دورا في إعتماذك لإسم أجنبي ؟  
 .....
- 9\_ حسب رأيك ما هو الوضع الإجتماعي و الإقتصادي لزيائنك وفقا لدخلهم السنوي؟
- 1\_ الطبقة الغنية ( أكثر من 30000 ألف دينار ) ( )
- 2\_ الطبقة المتوسطة ( من 9000\_ 19000 دينار ) ( )
- 3\_ الطبقة الدنيا ( أقل من 9000 دينار ) ( )



3\_ موقفك من التسمية :  
 في الأسئلة التالية، الباحث مهتم برأيك ومواقفك تجاه أسماء المحال الأجنبية والعربية. (يرجى اختيار إجابة واحدة)

أ\_ المواقف تجاه أسماء المحال الأجنبية

الرقم	العبارة	موافق بشدة	موافق	متردد	غير موافق	غير موافق بشدة
<b>المواقف تجاه أسماء المحال الأجنبية</b>						
1	أسماء المحال الأجنبية هي أكثر جاذبية للزبائن					
2	أسماء المحال الأجنبية أكثر وجاهة من العربية					
3	أسماء المحال الأجنبية أكثر قبولا لدى الناس					
4	أسماء المحال الأجنبية تعكس جودة المنتجات					
5	أسماء المحال الأجنبية تعكس الطبقة الاجتماعية الاقتصادية العليا للزبائن					
6	أسماء المحال الأجنبية تقوم بتشويه اللغة العربية					

## ب\_ المواقف تجاه أسماء المحال العربية

الرقم	العبارة	موافق بشدة	موافق	متردد	غير موافق بشدة	غير موافق
<b>المواقف تجاه أسماء المحال العربية</b>						
7	أسماء المحال العربية تعكس إفتخاري بعروبتني					
8	أسماء المحال العربية أكثر تعبيراً من الأجنبية					
9	أسماء المحال العربية أصيلة أكثر من الأجنبية					
10	أسماء المحال العربية تقليدية أكثر من الأجنبية					
11	أسماء المحال العربية أكثر وصولاً للمجتمع من الأجنبية					

#### 4\_ العوامل وراء اختيار اللغة لأسماء المحال

يرجى قراءة العبارات التالية و إلى أي درجة توافق أو لا توافق معها من خلال وضع اشارة ( ) في المربع

المناسب.

الرقم	العبارة	موافق بشدة	موافق	متردد	غير موافق	غير موافق بشدة
1	المواقف تجاه الأسماء الأجنبية هي مواقف ايجابية					
2	المواقف تجاه الأسماء العربية هي مواقف سلبية					
3	استخدام أسماء أجنبية للمحال يظهر التحيز ضد المنتجات العربية					
4	أسماء المحال الأجنبية قد تؤدي إلى نتائج تجارية ايجابية					
5	أسماء المحال الأجنبية تبدو أكثر إثارة للإهتمام					
6	أسماء المحال الأجنبية تبدو فريدة ومختلفة					
7	استخدام الأسماء الأجنبية يعكس التأثير العالمي للثقافة الأجنبية					
8	انضمام الأردن الى منظمة التجارة العالمية يحفز استخدام أسماء تجارية أجنبية					
9	نوع السلع التي أبيعها يلعب دوراً في قرار التسمية					
10	المستوى التعليمي لعملائي يلعب دوراً في قرارك بشأن اختيار مكان عملي					
11	المستوى الاقتصادي لعملائي الخاص يلعب دوراً في قرارك بشأن اختيار مكان عملي					

## Appendix (E)

### Panel of experts

	Name	Major	University
1.	Prof. Riyad F. Hussein	Sociolinguistics	Middle East University
2.	Prof. Bader S. Dweik	Sociolinguistics	Middle East University
3.	Prof. Rajai Al-Khanji	Linguistics	University of Jordan
4.	Dr. Suleiman Al-Abbas	Translation	ATLAS for Research and Studies
5.	Dr. Ibrahim Abu Shihab	Linguistics	Zaytouna Private University
6.	Dr. Fatima Ja'far	Methods of Teaching English (TEFL)	Middle East University