

PROTECTION OF ARABIC LANGUAGE IN RELATION WITH INFLUX FROM ENGLISH TAKING OVER WITH SHOPS TITLE AND ADVERTISEMENTS

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Abstract: This study intends to explore on protection available for Arabic language as compared with English in shops titles and advertisements in Aden province as being engulfed by the latter. The use of English as a Lingua Franca in communication has increased in the last decades in the field of advertising. The purpose of the current study is to enquire into consumers' attitudes towards the use of English in advertisement and compare them with the views of those inclined towards the use of Arabic. However, some shop owners who are using English language in advertisements is due to many reasons which include; they tend to think that their costumers believe more on products from outside the country and thus they are sure when customers see foreign names it directly inclines to have more confidence towards the products. The study attempts to promote the use of Arabic language in Aden province towards customer satisfactions and beliefs in products named in their language. That means, not fighting against other languages as much as promoting the use of Arabic to go with all the challenges in the world. As a result, the customers trust using foreign language leads to Arabic language to become a dead like languages such as Latin or ancient Greek and hence the interest to using only Arabic language in names of the shops.

Keywords: *Protection of Arabic language; shop titles and advertisements.*

INTRODUCTION

This research is related to protect of the Arabic language while promoting English when using it in shops title and advertisements within Aden province. Historically Aden province was occupied by British for around 129 years, surprisingly not any form of effect from the people using English language was left behind as people preferred using their own dialects or languages.

Arabic is the official language of South of Yemen, nowadays, English is used only as a subject in schools, some of parents send their children to English medium schools, hoping this will secure a better future for them. Moreover, in the field of protecting the language, Qatar's Cabinet in 2012 organized laws on the "*protection of Arabic language*", and submitted them to the country's Supreme Education Council so as to ban the use of any foreign language in nature of advertisements and shop names or titles, in efforts to promote the use of Arabic language and protect cultural identity. Therefore, customer's being convinced by the titles of shops are forced to trust the products however,

advertising is defined by Leech (1966) as "a fundamental communication tool for the consumers".

This study aims at four main points: (1) To protect the Arabic language and link it to modern cultures. (2) To prove that Arabic is not an outdated language. (3) To limit the use of English language advertisements for foreign visitors. (4) To evaluate advertisements used in shop titles in Adeni environment. Meanwhile, the research questions of the study are: (1) Does the English language used in shops title affect the costumer's attitudes towards buying the advertised products or not? (2) What are the effects of English language in use of shops titles? (3) How should the English language be used in advertisements for foreign visitors? (4) Adens' customer attitudes towards the attractiveness of shops with English titles?

METHOD

The samples of the study are taken from 200 customers who were selected randomly by the researcher and further investigated them within

Aden province. The samples of the study asked about their attitude regarding 20 shops titles written in English. The 200 customers were grouped in Group A and Group B, i.e., one hundred in each group in two main districts in Aden province, Group A were investigated in AL-Shaikh Othman district whereas Group B in Crater district.

There are different types of instruments which were used by researchers in collecting the data for their study such as questionnaires, interviews, observations, tests, experiments, etc. This qualitative study used a structured interview process that ensured all the interviews delivered a detailed candidate feedback which the researcher needs to make the right decision. An interview is a collecting data instrument whereby, the researcher meets the customers and asks questions orally and records their answers. The purpose of using this tool is stated by Seliger and Shohamy (1989, p.160) who said that "interviews elicit unforeseen data". Interviewing is deliberated as one of the most useful means for examining people's attitudes. Arskey and Knight, (1999, p.2) said that, interviewing is a "valuable research method because it allows the researcher to explore data on understanding, opinions, what people remember doing, attitudes, feelings and the like". It can be defined as a verbal interaction between the interviewer and interviewee to get some material about the problem under investigation. Kothari (2004, p.97) defined interview "as a method of collecting data which involves presentation of oral-verbal stimuli and replay in terms of oral-verbal responses."

In this part of the study the researcher would like to give the reader an idea as to what advertising is. The word 'advertising' comes from the French word 'avertir' which means 'to inform'. The definitions of advertisements are different; according to Oxford Encyclopedic of Language, the advertising means "business that deals with the publicizing of goods, especially to increase sales". Regarding to this definition the shop's owners intend to choose the appropriate names for their shops to attract the customers and increase the price of the products. Whereas Cook (1996, p.182) stated that "advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us". That means, it is something internal to the customers who are reacting to it. Therefore, the owners of shops

always look for distinctive names for their shops, and they always try to find a name that can attract the customers.

FINDINGS AND DISCUSSION

The following section will describe the results carried out to explore the issue of using English language in shop titles and advertisements within Aden province and further trying to focus on why the shops' owners do not use only Arabic language. However, English language has been widely used in modern advertising to be the most frequently used in the world in addition, it is used as foreign language in product advertisements in non-English speaking countries. However, there are various reasons behind of using of English by some of the shop owners who think it is a shortcut to convey to the customers to get confidence in regards to the sale of the products, some of them also believe English language lead the customers to trust the products as it is an international language and further a few of them, see that the concepts are easier to convey in their original English language. This issue is not only seen in Aden province and for example, Wustmann (1903) and Pound (1913) discussed individually the use of foreign words in German advertisements and the use of Spanish in advertisements in the United States.

Recently the Prince of Makkah Region Khalid Al-Faisal, directed the Governors, Secretaries, and Heads of Centers and Municipalities in all cities of Makkah Region and gave them a period of six months to Arabize all names of shops, halls and streets and to exclude all foreign names from the Makkah Region as a decisive decision. As a result, the decision was welcomed by educative, writers and lovers of the Arabic language.

While analyzing the study, the customers' respondents within Aden province suffered from some foreign names in some places and shops titles. However, the history of the south of Yemen attests to its civilization and its constant preservation of its Arabic language and Islamic heritage. Using English language names reveals the state of "westernization" where some have been the launch of foreign names of the "Places" of some shops, restaurants, hotels and Internet cafes where some shops do not care about their names.

In fact, in some cases the use of translation is strange as the language combinations used for the shops' titles that do not take into account of the

origins of the Arabic language, not even the rules of grammar and dictation, it seems that written by an uneducated who does not know the language and collect Arabic words next to each other without giving any proper meaning.

Eventually, advertising is an aspect to reflect the attraction of advertising to the audience so as persuade the customers about the product. However, the language selected for the advertising goes ahead to the population whom the advertisements are sent. So, in an environment like Aden where only Arabic is the main language for communication it is much better to use it in shops names and advertisements.

Moreover, unfortunately by taking one tour of the street in Aden province reveals instances of westernization of some shops, restaurants and hotels. Some of them name foreign restaurants, cafes, shops, barbershops, grocery stores, women's shops and others.

In conclusion, culture plays an essential role in the advertisement strategies especially in areas like the Arab world, the advertising approaches are prepared in a way that do not affect the consumer's culture and needs. As a result, majority of customers disagreed and advocated using only Arabic language in advertising, it is not acceptable to use the foreign language in advertisement in environments speak only Arabic language such as Aden province.

CONCLUSION

The results of the study show that customer's attitudes are expectedly supporting the use of Arabic language in advertisement and shop titles justified by several reasons; shops deliberately use foreign names to draw attention for their customers,

the majority of them are a reaction of shops that carry out the same activity in other foreign countries.

The researcher takes in mind how the same can be overcome with this issue by highlighting the questions on how the commercial street restored their loss of Arab identity in Aden province and investigated on what methods to be suggested to solve this enigma. Accordingly, we should pay attention to our language more, preserve it and be proud of it. It is the language of the Quran. The name is supposed to be written in Arabic by large size. If the shop's owner wants to add any other language to give more details the size should be smaller under the Arabic name because the non-Arab visitors need words in English in restaurants, pharmaceuticals, catering, hospitals, police, taxi, airports and other places.

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