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## AN ANALYSIS OF ARABIC MEDIA DISCOURSE IN ALGERIA

Thesis submitted to the English Department in Candidacy  
for the Degree of Magister in Sociolinguistics

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# Dedication

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I dedicate this humble contribution to my dearest parents for their inestimable help, and patience, to my sisters and brothers especially Mohamed for being a real shoulder to lean on.

I would like to dedicate it to all those who made the achievement of this attempt possible, especially to my teachers: Prof. Bouamrane Ali , Prof. Bouhadiba, Farouk , Prof. Bahous Abbas, and Dr. Benali Mohamed Rachid.

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## Key to Phonetic Transcription

The following list includes IPA phonetic symbols to represent Arabic sounds used throughout this work.

ʔ ء

b ب

t ت

θ ث

ʒ ج

h ح

x خ

d د

ð ذ

r ر

z ز

s س

ʃ ش

ɣ emphatic ص

ɗ emphatic ض

ɟ emphatic ط

ɟ ظ

ʕ ع

ɣ غ

f ف

q ق

k ك

l ل

m م

n ن

h ه

w و

j ي

g

Gemination is shown by doubling the consonant of the item transcribed as in: /ħawwala/ ‘to alter’; whereas the vowel length is represented by [:] in phonetic transcription as in /ħ a:wala/ ‘to try’.

## ABSTRACT

It wouldn't be new to affirm that a newspaper as an official document is assigned, among other things, a role of implementing the national and official language as stipulated in the constitution. However, a considerable number of sources conclude that the informative function of such a document necessitates displaying clarity in its language writing in order to facilitate the comprehension of the messages intended to mass public consumption. Thus, a language in newspaper has to be used in a way to appeal to the common sense of the readers addressed to. Indeed, it is no exaggeration to say that relying on the everyday spoken varieties of the society is instrumental in achieving that end.

In this regard, the study under review is premised on the assumption that the recognition of the sociolinguistic reality of Algerian society in one of its public institution, namely national daily newspapers can serve as a model which is relevant to the promotion of the national official language-Standard Arabic- despite some major breach when considering the Arabisation policy.

It is from this view of things that the present work attempts to preach the virtues of considering the existing local varieties of Algerian society though its recognition occurs in tandem with the appropriate newspaper's writing strategies.

With this end in view, this project is primarily based on the analysis of language newspaper discourse as it is produced in a sample of Algerian national dailies edited in Arabic. It also relies on relevant available statistical data. The study starts by exhibiting some theoretical aspects about discourse and news discourse in particular. This is followed by shedding some light on a repertoire of newspaper discourse strategies, clarifying its type and function. The aim is to argue that these language devices are linguistic (formal links) and extra-linguistic techniques. Both types are used to assure cohesion and coherence in newspaper discourse language. At the same time, it is important to mention that the non-linguistic tactics derive their meanings from the society. This implies that this sort of language devices does not operate in a social or cultural void. Instead, it is rather part of the general socio-cultural structure of the society from which it derives its meaning. Such alignment between the society and the language undoubtedly led us to explore the effects of the socio-political changes on Algerian newspapers especially on their language use from the colonial era till the present time. With the aim to focus on the quantitative aspect of these papers edited both in Arabic and French languages. This in turn is compared to the results study of the international body 'Immar Maghreb's survey conducted on Algerian media landscape,

## **ABSTRACT**

published on the second week of March 2010. It is true that the goals of such a comparison include yielding a current picture of Algerian newspapers, and providing cogent statistical information about the supremacy of Algerian Arabic speaking national dailies over their counterparts edited in French. Then, there will be an explanation of written code switching as a premeditated and conscious language device, focusing in its motivations and functions. The aim is to depict aspects of orality of Algerian society in extremely literary medium-national daily newspapers. Finally, the findings, along with the aforementioned results of 'Immar Maghreb's survey', provide some significant values, suggesting that Algerian Arabic speaking national dailies can serve as a potent asset to the promotion of national official language. This is due to the fact that these papers dissect ways by which Standard Arabic can exit its closed environment as well as they provide manners to cope with its shortcoming when it is used for communicative purposes. The added value to this suggestion is that these newspapers have taken big strides forward compared to what has previously been prevailed. As such, this project concludes that the Arabisation process bids fair to success only if the linguistic plurality of Algeria is taken into account.



## **Résumé**

Le propos de cette contribution est d'analyser le discours médiatique de la presse algérienne éditée en arabe standard. Elle a pour but de montrer comment cette langue fonctionne au sein de la presse quotidienne. Dans un premier temps, nous discutons brièvement le concept du discours, notamment le discours journalistique. Nous nous focalisons sur la structure de l'information journalistique, les genres de la presse écrite, et les choix faites pour diffuser une information. Dans un deuxième temps, nous soulignons soigneusement les qualités propres de la langue journalistique dites « Les conventions d'écriture journalistique » qui va pair avec une identification des stratégies utilisées par les journalistes. Ce papier a porté aussi sur le développement de la presse écrite afin de cimenter l'argument que la presse algérienne est le reflet exact de l'évolution de son régime politique. Ensuite, on débouche des résultats statistiques grâce à l'étude réalisée par l'institut français de conseil et sondages, « Immar Maghreb », parue à la fin mars 2010. L'enjeu étant de mettre l'accent sur l'état actuel de la presse algérienne. Ce travail vise à découvrir également quelques aspects de l'alternance de codes dans un discours exclusivement écrit. En prenant appui sur les types d'alternance codique écrite et leurs fonctions communicatives.

Les principaux résultats de cette étude révèlent que les quotidiens algériens d'expression arabe gagnent le terrain médiatique en Algérie. Cela contredit la vision indiquant la domination de leurs confrères francophones. Cette intervention arrive aussi à la conclusion que la performance journalistique de l'arabe standard se rapproche davantage au discours quotidien. Ce qui implique que les journalistes adoptent les positions plus pragmatiques qu'idéologiques pour augmenter l'expressivité et l'efficacité de leurs messages. En plus, les modèles conversationnels dans la presse algérienne démasquent des aspects cognitifs et socioculturels des événements.

A cet égard, ce travail voudrait mettre en valeur que la promotion de l'arabe standard aura une chance de réussir que si la réalité linguistique est au préalable.

## ملخص البحث

يتعلق هذا البحث بدراسة الاستخدام اللغوي للغة العربية الرسمية في الخطاب الإعلامي. و سوف تقتصر الملاحظات و محاولة التقييم الأولية لهذا الاستخدام اللغوي على عينة من الجرائد اليومية الوطنية ذات الطابع العام و الخاص.

و للخوض في هذا الموضوع كان لابد علينا من معرفة خصائص و سمات هذه اللغة الإعلامية التي تعتبر ضرورية و كذا التقنيات المستعملة لإيصال الرسالة الإعلامية. كما تستعرض الدراسة صورة إجمالية حول تطور الإعلام في الجزائر مع التركيز على أبرز الأحداث التي كانت لها الدور في رسم و تغيير خط المسار الإعلامي في الجزائر. كما يتطرق البحث إلى تحليل نتائج دراسة أنجزت من طرف مؤسسة فرنسية –إيمار ماغريب- حول الإعلام الجزائري والتي نشرت في الأسبوع الثاني من شهر مارس 2010. والهدف كما هو جلي هو إعطاء صورة دقيقة و حديثة حول الخريطة الإعلامية في الجزائر. وأخيرا قمنا بدراسة تحليلية للغة المستعملة في بعض المقالات الصحفية والتي تحوي على نماذج من التداخل اللغوي و خاصة بين اللغة العربية الرسمية و اللغة العربية العامية.

وخلص البحث إلى نتائج أهمها أن الممارسة اللغوية للغة العربية في المجال الإعلامي ليخلو من استعمال لغة فئات الجماهير المختلفة ألا وهي العربية العامية التي تشكل قطعة لتتجزأ من النسيج اللغوي للمجتمع الجزائري.

وبناء على ما تقدم بجدد بنا أن نذكر أن تطوير اللغة العربية الرسمية لا يجب أن يبقى حبيس الايدولوجيات السياسية وإنما مبني على الاعتراف بحقيقة الاختلاف اللغوي للمجتمع الجزائري لأنها الطريقة المثلى لتكثيف استعمالها حسب رهانات العصر الحديث.

## GENERAL INTRODUCTION

Communication is a complicated universal force. It exists both in human discourses and in mediated ones. Thus, the main purpose of using spoken or written language is not only to establish and maintain social relationships between people; but also to establish their knowledge of the community, the society, and the world at personal and impersonal levels of communication respectively.

In line with this, most information about the society is received through media. The latter include many forms namely, Print media such as: books, and newspapers; Broadcast media such as: radio, and television; and Digital media such as: Internet, and DVD to name a few.

All these types use language as a tool to construct their messages which are intended to mass public consumption. Therefore, the life of the society is reflected in language, in its content and form. For this reason, the study of language in media is crucial to understand the society.

News is a specific type of mass mediated discourse. It is the representation of information that is timely important and interesting to its audiences, viewers, and readers.

In fact, this suggests among other things that the news makers are constantly faced with myriad decisions to make about what should appear in the print or on the air? However, events reported in newspapers are longer compared to those broadcasted in television, or radio. Therefore, the structure of the press stories is more complex. Indeed, the study of the press news is more adequate to yield significant insights about the language use in media.

Newspaper discourse has been the subject of much scholarly attention. Following is a brief review of the well known among them Fowler (1991); Reah (1998); Androstopolous (2001); Lambert (2005).

From critical approach, Fowler (1991) describes the language of media as it occurs in the press. He comes up to the conclusion that this language has an interactive character which found in various forms of interactions such as the chat. According to Fowler, the aim behind such use of language is to narrow the discursive gap found between the institutional use and the interpersonal communication. To make the language moves in the direction of everyday conversation, many language devices are used. Fowler applies some tools of critical discourse and Systemic Functional Grammar to uncover the linguistic structure of news.

Reah (1998), from linguistic perspective, has focused his attention on language use in English newspaper headlines. He argues that headlines' main functions are to catch the readers' eyes to the story reported and to summarize it as well. Related to these objectives, headlines writers develop certain typical patterns and use certain language devices to make headlines memorable. As a consequence, the language of headlines is unusual in a number of ways. Reah analyses the different levels of language use in headlines. Accordingly, he examines the phonology (the use of alliteration, and rhyme in the headlines); the headlines lexemes (the use of distinctive vocabulary which is loaded with emotive connotations and it is specific, i.e. it is typical to headlines' language.); the intertextual features (the use of familiar sayings, phrases, movies, and the use of jokes). In addition, Reah discusses the syntactic and grammatical features of headlines. He concludes, among other things, that grammatical words are left out and the content words are employed.

Jannis Androstopoulos(2001) addresses the issue of language use in news discourse from sociolinguistic approach. He investigates the use of English in German media discourse. He concludes that switching from national language to vernacular English has a social meaning. According to this scholar, the switching to English goes beyond the lexical items to incorporate whole chunks of language.

Lambert (2005) discusses the use of English, a second national language in the Philippines, in Philipino newspapers. He comes up with the conclusion that the different types which occur in oral situation are attested in newspapers' language. In his analysis, he tries to identify and recognize the ways and motivations of switching in such literary form-newspapers.

The gist of the above discussion, along with many others, shows that media language, particularly newspaper language is more in direction of conversational style. That is to say, it is brought to vernacular by capturing the natural chunking of spoken language. As it is apparent, this claim is predicated on the premise that the informative function of newspaper discourse necessitates such use of language.

Conversely, media as a social instrument is supposed to advocate governmental policies. Accordingly, a newspaper as an official document is accorded this task. Starting from this idea, Algerian national dailies as governmental constituents are vital instruments for implanting the national and official language-Standard Arabic- as stipulated in the constitution.

It is from this view of things that the following hypotheses are put forward:

First, the Algerian national daily newspapers edited in Arabic will exclusively use the national official language-standard Arabic\_ in their newspaper discourses. Therefore, they anticipate in reinforcing the paramount of Standard Arabic over the existing local varieties available in the linguistic repertoire of the Algerian society. As a matter of fact, they contribute in sustaining the Arabization process. The objective is to gauge the extent to which the language practice in newspaper discourses of the Algerian national dailies edited in Arabic adhere to the norms of Arabization process.

Second, the Algerian national Arabic speaking daily newspapers will exhibit elements from the existing local varieties mainly from Algerian Arabic as a spoken variety of the majority of the Algerians in their everyday life. This hypothesis emanates from the fact that language use in newspaper discourse could be understood only when viewed as part and parcel of the society which it inhabits. In addition, this hypothesis is based on the convention that Algerian national dailies are potent tools for promoting the national official language since Standard Arabic is adapted to the different usages. The aim is to see if the language practice in the

Algerian national dailies edited in Arabic is in consonance with the general practices of newspaper discourse.

As such, this tentative study pursues to contribute to the language management debate in Algeria. However, this does not mean to present any conclusive solution to the language planners, but tries to determine the extent to which Algerian national dailies could be valuable assets as they provide ways and manners to Standard Arabic to exit its closed environment when it is used for communicative purposes.

In this line of interest, the present paper intends to describe the newspaper discourse language as it is produced in Algerian national dailies. Such analysis seeks to provide answers to questions that something like: Is the language practice in Algerian national dailies edited in Arabic in tune with the conventions of news craft? If yes, what are the newspaper discourse language features? What are the different options made by the Algerian journalists to relay information more effectively? What is the effectiveness of relying on the existing local varieties namely, Algerian Arabic, and French? The aim is to bring to the fore the argument that recognizing the sociolinguistic reality of the Algerian society in one of the state institutions, is one key towards promoting Standard Arabic and not the opposite.

With this sort of thinking ahead, this work aims at highlighting the general features of newspaper discourse language to argue that language choice depends on such attributes. Furthermore, this project also attempts to shed some light on the different language discourse strategies, clarifying their types and functions in newspaper discourse language. Another interesting point that meant to be drawn from this work is to discuss code switching as a premeditated language device in newspaper writing; with the aim of outlining its motivations and functions. This study also tends to match the available statistical information, focusing on the recent one. The aim is to portray a current picture of Algerian newspaper scene, enabling us to estimate pace of change compared to the previous studies, and drawing conclusions and expectations that are built on sound evidences (statistics).

After examining the motivations and objectives which are in line with the hypotheses listed above, we will now devote our attention to the Data collection and Methodology Design.

For the research objectives, three Algerian national daily newspapers are chosen as the primary source of our data. They are *Echorouk –El Yaoumi*, *El-Khabar*, and *El-Djamhouria*. The reasons for their choice will be given in Chapter Three. In this regard, the data has been purposely collected to select the most representative samples of language use. This paper has also relied on relevant available statistical data from different resources and other document reports that attached statistical information, mostly those provided by the French Institute Immar Maghreb's survey conducted on the Algerian daily media.

For a closer detailed analysis and to verify if the general standards of newspaper writing correspond to the characteristics of the analysed Algerian national dailies, a personal interview was conducted with the journalists from different newspaper's organisations.

Besides, the data was collected between the periods 2008-2010. This corpus is mainly updated in 2010 due to the fact of the world cup competitions which spark an outrage among the Algerians. This in turn provides us with many authentic forms from the living variety (Algerian Arabic) See chapter Four. Furthermore, it should be mentioned that some of the selected news articles, from which the tokens are extracted, are scanned from the newspapers and presented in the Appendix for reference.

However the representative data from each news article is undergone three stages glossing system to be presented.

The first stage (the top line) is the phonetic transcription of the line as it is published in the newspaper's article. The next stage purveys a rough-word-for word translation. This stage provides the reader with the direct English word under the phonetic transcribed Arabic word. The third stage gives 'the free flowing translation of the Arabic content' and the translation is put into quotation marks in bold face. Finally, a next stage is added when the language is literary used.

It should be mentioned that this data presentation is used when the texts are bilingual as Smedley (2006) suggests when analyzing the use of English in Tagalog weblogs. The difference with our presentation lies in the first stage when Smedley preserves the line as it is posted in a weblog, i.e. without phonetic transcription.

This work contains an introduction, four chapters, a conclusion, and an appendix. Each chapter is provided with an introduction and a conclusion.

In chapter one, the concept of news discourse is explored. It attempts to explain the notion of 'news' through different definitions and approaches. It also highlights the criteria that contribute in deciding what events make news. In addition, news as a communicative process is discussed. The focus is put on the roles of components of this process. Thus, on one hand, one of the aims of this chapter is to give a general idea about news. On the other hand, it presents the key concepts of the research in order to avoid the terminological muddle.

Aligned with the above, it is pertinent to allocate the second chapter to the newspaper language. Thus, this chapter is assigned the function of discussing the distinctive features of the newspaper discourse language. This investigation also includes the different news discourse strategies that are purposely employed to render the language meaningful and to assure its readability. Indeed, the context of such analysis requires exploring both the cohesive formal links and coherent categories that are related to Hallidayan perspective.

Chapter three intends to show the development of the Algerian newspapers from the colonial era till the present time together with the discussion of the imposition of Arabisation policy in the press. The aim is to illustrate how the different reforms and changes in the political and social scenes shaped the present status quo of the Algerian newspapers. Another aim of this chapter is to shed some light on the recent findings of the study conducted by the French institute 'Immar Maghreb' on the Algerian daily media. As a matter of fact, an opportunity is offered to compare the outcome of this institute's survey which is released on the second week of March 2010 with the previous findings in this field of research. In addition, the statistical analysis of the findings demonstrates the supremacy of the Algerian newspapers edited in Arabic language leading by *Echorouk-El Yaoumi* and *El-Khabar*. This in turn constitutes another credible evidence for testing our hypotheses. Moreover, this chapter justifies the reasons behind our choice of the three selected Algerian Dailies edited in Arabic: *Echorouk-El Yaoumi*, *El-Khabar*, and *El-Djamhouria*.

Chapter four presents the empirical investigation of this study. The first part of this chapter is devoted to the theoretical background against which the analysis is undergone. The second section sheds light on the aspects of orality in the newspaper language. Thus, the aim of this chapter is to reveal the oral patterns of code switching in extremely written medium. Besides, most attention is devoted to the motivations and functions of these code switching



categories in this literary form. The examination of code switching is approached from sociolinguistic and critical discourse analysis perspectives.

The General conclusion gives the overall view of the research findings and proposes areas of future research that are for interest.

The appendix provided in this work intend to present effective references to the readers. The Appendix contains a number of news articles as they are published in the selected newspaper. These samples are included when it felt a considerable need for reviewing the whole news story. However, the Glossary is intended to acquaint the readers with the journalistic terminologies. It will also relieve them from the tedious searching for such items in this field of research.

Admittedly, one may, at some stages in the present study, feel swamped by the exposition of seemingly insignificant details especially in chapters One and Three. But it seems their expounding enable the readers to have a highly satisfactory view of the different aspects that shape the newspaper discourse language in general, and more particularly the ones marked the Arabic newspaper discourse as it is produced in the Algerian dailies.

A table of phonetic symbols with their Arabic equivalents is given at the outset of this work.

In chapter two, all the translations of non-English quotations are mine; the original text is given in a footnote.

Though Modern Standard Arabic is by far the variety used most of the time to refer to the national official language as invoked in chapter four, the proposed paper uses the neutral term Standard Arabic (SA) to design the variety of Arabic which is reckoned as academic and standard.

Last but not least, the terms news discourse, the written news discourse, newspaper discourse are used interchangeably especially in chapter Four. The same holds true for the terms journalist, news writer, and news practitioner.

Finally, we have used insights of Systemic Functional Grammar in our analysis of the newspaper discourse language although we have not confined ourselves to this frame work only.

CHAPTER ONE:

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AN OVERVIEW OF NEWS DISCOURSE RESEARCH  
**AN OVERVIEW OF NEWS DISCOURSE RESEARCH**

## **1.1 Introduction**

The concept of news discourse is the one that offers no easy definitions. It is also not one field with one way of analyzing news discourse. This means that news discourse is a term whose broad definition and range of applications lead to diverse approaches (Fairclough, 1989, 1992, 1995; Fowler, 1991, Van Dijk, 1980, 1985, 1988, 1997), among others. As a result, a distinct set of methods and models are used by scholars when trying to understand the nature of the news discourse.

The aim of this chapter is to dig into the nature of the news discourse. Thus, the first section will be devoted to give a general outlook of the notion ‘news’, this will be done by providing some definitions. Whereas, the second section is intended to explore, in some details, the concept of ‘written news discourse’ as a proper genre. This part aims at highlighting the outstanding features of this type of discourse.

## **1.2 Definition of News**

It is a commonplace observation that news has more than one role to play in one’s life. It is assigned the task to inform, to entertain, to politicize, among others. It follows from that the notion of news is very broad. Thus, a basic question should be asked: what is news?

Basically, McMillan Dictionary indicates that ‘news’ has been in English language with the meanings ‘*information about something that has happened*’, also with the meaning ‘*information about recent events*’. In the same vein of thought, Oxford Dictionary suggests that news is ‘*tidings, the report or account of recent events or occurrences, brought to a coming to one as new information, new occurrences as subject of report or talk*’. According to Hartley (1985:11), this Oxford Dictionary definition shows that news is not a worthy<sup>1</sup> event by itself but a report or an account of the event is rather worthy. Instead, he proposes that

*“News is a discourse made into a meaningful  
‘story’ in the same way as speech is made up  
out of elements of language”.*

In fact, this definition implies that news is not only current and recent happenings with a view of keeping readers or audiences abreast of what is going around them. Otherwise, all the recent events can be reported as news. This point of view has also reflected in the work of Fowler (1991: 13) when he asserts that:

*“The news media select events for reporting according to a complex set of criteria of worthiness; so news is not simply that which happens, but which can be regarded and presented news worthy”.*

The key element of this quote is that news is a highly selective process since the number of the events is infinite in all over the world. It also suggests that the process of news selection is not objective. It is related to some factors. We will return to this point below.

In the same context, Hartley (Ibid) goes on to say that:

*“News comes to us as the pre-existing discourse of an impersonal social institution which is also an industry. As we get used to its codes and conventions we will become ‘news-literate, not only able to recognize its familiar characters and events, but also spontaneously able to interpret the world at large in terms of words we have learnt from the news’”.*

A central argument here is that news is a very specific discourse with its codes and conventions. In other words, news can be conceived as a specific type of media discourse with its outstanding features i.e. textual organization. It seems that this claim fits the definition of genre provided by Trask (1997:104-105):

*“The key fact about a given genre is that it has some readily identifiable distinguishing features that set it off markedly from other genres. [...] very often mastery of a particular genre is seen as a requirement for a certain profession”*

Viewed from this angle, news is a primary language genre within media. That is to say, a news discourse is a specific genre of media discourse. Similarly, one may identify two more sub-genres of news discourse when considering the medium. Indeed, there are broadcast and written news discourses. To narrow down the discussion, the analysis will be on the latter type i.e., written news discourse.

Before embarking on any discussion of the written news discourse as a proper genre on its own, certain definitions will be reviewed trying to answer how news is perceived in different perspectives.

### **1.3 Approaches to News Discourse**

Despite the fact that the news discourse is studied from different standpoints as it is mentioned in the introduction, we shall explore just two approaches which prove to suit the research aims.

#### **1.3.1 A Socio- Cognitive Approach to News Discourse**

From socio-cognitive approach, Van Dijk (1980, 1985, 1988, and 1997) argues that a news discourse can be organized into two levels: the semantic level and the formal one to present the content of the news discourse. The former represents the macro-structure or the so-called global structure which identifies the most important information of a news discourse. It describes its overall meaning at semantic level. Whereas the latter (formal level) refers to what is called superstructure, discourse-schemata, or schematic superstructure at syntactic level. It is in this layer of analysis, topics of a news discourse, and the relations between sentences and segment sentences are organized and appeared in the news discourse according to a certain schema see (1.5.2). This in turn serves to organise the global meaning of a discourse.

Within this perspective, Van Dijk (1985: 70) backs the idea that the news schematic superstructures are conventionalized schemata. This means that, news articles are constructed according to a certain news schema:

*“It seems plausible that the structural forms and the overall meaning of a news text is not arbitrary, but a result of a social and professional routines*

*of journalists in institutional settings:  
on the other hand , an important  
conditions for the effective cognitive  
processing of news texts by both  
journalists and readers, on the  
other hand”.*

### **1.3.2 A Critical Discourse Analysis Approach to News Discourse**

It should be mentioned that critical discourse analysis is a multivariate approach to studying news. As a matter of fact, many theories from different disciplines are adopted to analyse news discourse. Accordingly, many definitions are emerged. Here, we shall present only Fowler perception.

Fowler (1991:122) defines news as:

*“News media are not simply distinct organizations but made up of a collective institution- a site of systematized principles of action enduring across time and supervising a central area of social and political organizations. From broader perspective, it reflects , and in return shapes the prevailing values of a society in a particular historical context ”.*

In addition, Fowler provided the so-called a ‘ground-breaking analysis’ of how language is used in newspapers to shape the ideas of the readers. Thus, he focuses on the syntactic structures of the sentences and the devices used in the written news discourse. By way of a summary, Fowler’s definition (ibid) as follow:

*“My major concern is with the role of linguistic structure in the construction of ideas in the press”.*

To conclude Fowler's findings, one can argue that the stylistic use of language can either bias news in favor of preferable ideology, values and undermines what is not preferable by the dominant group, power, and culture. This means that news is a product which involves both readers and journalists in a creative process. However, it is worth noting that this product is constrained by institutional, historical, and cultural contexts.

Before we proceed further, two preliminary remarks are necessary. First, it is worth re-emphasizing that within critical perspective, discourse is seen as an important form of social practice. This means that attention should be given not only to the vocabulary, grammar, but also to the cohesion, coherence, and to intertextuality<sup>2</sup>. In short, to the devices and strategies employed to correlate a discourse to its context. To this end, critical discourse analysts draw heavily on Hallidayan Systemic Functional Grammar which takes into account the social context of a discourse.

This argument shifts attention to the second remark .i.e. to the Systemic Functional Grammar (SFG). At this point, one should give a brief description of (SFG) in order to uncover some insights of that grammar.

As its name suggests, it is a functional approach to language use. It attaches importance to the purposes to which language is put. It is concerned with the communicative goals of the writer / speaker. And importantly, to the linguistic devices or tactics used to achieve his/her aims.

According to Halliday (1970:142) (Quoted in Malmkjaer, 2004:103)

*“The particular form taken by the grammatical system of language is closely related to the social and personal needs that language is required to serve”.*

In (1978: 98), Halliday adds that language is in a dialectical relationship to society when he points out,

*“Language is controlled by the social structure, and the social structure is maintained and transmitted through language”.*

Putting this way, language use not only participates in reproducing social structures but also it reflects them as well.

This view is relevant to the questions which we will try to answer through this research paper.

How Algerian society is reflected in the written news discourse? And,

Are these social images in conflict or in harmony with the language policy of ‘Arabization’?

In addition, it should be mentioned that when investigating the grammar at clause level, Halliday recognized three situational constraints or extra-linguistic of situation which he dubbed as follows:

*Field* (purpose of communication), *tenor* (relationship among participants), and *mode* (channel of communication including the linguistic forms of a discourse). Accordingly, he distinguishes three macro-functions / meanings which could be achieved simultaneously by a clause.

First, the *ideational / experiential function* is the content presentation. It involves the representation of ideas by means of a language. The main concern is how the writer / speaker presents experience of external world in the language. The analysts consider the following questions: who are the participants? , what are the characteristic transitivity patterns? <sup>3</sup>, what kind of processes are dominants? and how are they realized grammatically? Second, the *interpersonal function* which is concerned with the relations that can be produced by participants involved in a discourse to maintain social ties. The analysts investigate the type of personal pronouns employed and the mood structures; since they are efficient tools by which solidarity/ nearness and distance are uncovered.



Besides, the analysis of different types of sentences serves to show the role and the impact of the speaker/ writer assigns to himself/herself and his / her audiences.

Finally, the *textual function* deals with the way language structure is organized in a text. Speaking in terms of textuality or texture, the analysts lay particular emphasis on the cohesive devices<sup>4</sup> that assure the meaningfulness of a text. And to the coherence<sup>5</sup> phenomena that relate texts to a wider social context. Moreover, they -analysts- pay attention to the defining characteristics of each text. The point to stress here is that the extra-linguistic social context is in a mutual relationship to the text under investigation. This means that language text is dependent on the social context.

In line with this, code switching as a social presentation should manifest itself at the textual level. Thus, it can be conceived both as a contextual and textual cues by which the speaker/ writer refers to a wider social context. We shall discuss this particular point in chapter four. Furthermore, textual organization of a news discourse implies clarity and understanding of the news report (see chapter two).

Back to where started, written news discourse as a proper genre will be highlighted.

#### **1.4 Written News Discourse**

It is undeniably true that most of the news is available in newspapers. Thus, the main role of a newspaper is to present the information about the society in all fields. To borrow Elaine Walling's definition (1974:20), "*newspapers provide us with short, fact-filled articles about important and interesting events*".

It goes without saying that there are two types of a newspaper according to the medium namely, traditional newspapers and the modern versions. The first category is the paper based news text. By contrast, the second one is based on the internet to publish the news texts. In turn, each type has its generic structure particularly when considering their layouts. It is equally important to mention that both kinds have two forms: a quality newspaper and a tabloid one. The former sort deals with real or factual news. But the latter one professes to be interested in sensation. Film stars, violent crimes are among the subjects that occupy a pride place in this popular paper. It is worth mentioning that tabloids can be termed variously as 'gutter', 'yellow', or 'lurid' press. In addition, newspapers can be classified as: International, National, or Local (Regional) papers.

Besides, one may also classify papers in accord to their publication. In this respect, there are Dailies, Weeklies, Monthlies, or Quarterlies.

#### **1.4.1 Different Sub-Genres in the Written News Discourse**

One can find little quarrel with the view that if one turns the pages, or scroll down a website to keep informed about news, he/she will be surprised by the various subjects covered. This can be explained by the fact that a newspaper touches a lot of fields. Accordingly, one can identify many sections, or sub-genres of a news discourse. The interesting point about these types of news is in the language use.

##### **1.4.1.1 Hard News**

The first section of any newspaper includes the so-called ‘Hard News, that Ferry (2006) refers to as “*just the fact news*”. Hard news consists of events which are considered important enough to be reported in the front page of a paper. Hard news consists of events which have happened in the recent past, generally the day before their publications. They are characterized by conflict as Hartley (1985: 38) asserts:

*“Hard stories characterized by conflict ‘violence’”.*

The main topics of this type of news are those dealing with world, national, and local affairs.

##### **1.4.1.1.1 International News**

International news deals with foreign, external, world happenings. A newspaper devotes print spaces to foreign affairs as to relations between nations, or states. Thus, this type of news is dominated by stories about conflict, violence, and rivalry because of its concern with the unity of the country. In addition, the main actors of this news are the politicians, governmental officials as ministers, and diplomats. It should be mentioned that news agencies are the suppliers for such kind of news. It is equally important to mention that the perception of hard news has changed in the modern time. According to Bell (2003), hard stories are not always occupied spaces in the front pages. It is quite normal to encounter advertisements instead of hard news in the front pages.

#### **1.4.1.1.2 National News**

It is as its name indicates; it reports events which thought to be relevant to the nation as Gans (1979:60) comments:

*“National news is ostensibly about, and for the entire nation; therefore its value pertain the national order”.*

As one can deduce from the quote is that the subject of a nation is a recurrent theme in such type of news-Hard news.

#### **1.4.1.1.3 Local News**

It can also be termed domestic news. It is reckoned as hard news when much of its stories are about political and economic happenings that take place in the home land. In this context, Gans (ibid: 19), when speaking about American unity, gives the following comment:

*“Foreign news involving American policy readily invites a view of the nation as a unit vis –à-vis other units as well, and some domestic news takes a similar perspective”.*

#### **1.4.1.2 Soft News**

This type of news is quite opposite to the hard news as far as selection is concerned. In fact, soft news is a term used to refer to the second class news, or to the ‘news of features’. It is about humour and human interests as Hartley prefers to define it.

*“Soft news include humour and human interests (often defined as having a ‘woman angle’”*

Hence, fashion and social trends articles are among the topics of this type of news.

In fact, soft news together with hard news are two distinct components but complementary constituents of what is dubbed in journalism profession ‘News Article’.

If one looks again at any newspaper, he/she will find that further to what has been mentioned above; other types of news can also be recognized. These categories are overlapped with the sections of the newspaper itself. These types of news stories can be appeared every day; or they can be added as a weekly or occasional inserts.

#### **1.4.1.3 Editorials / Op-Ed**

Editorials are referred to as opinion, or leading articles. They provide the readers with interpretations and opinions.

Interpretation is a word used to refer to an assessment of the actors' behaviors involved in the news events. It may be employed either to foresee the actors implicated in the news events, or to forecast future events. By contrast, opinions are those statements used to sustain or promote certain ideals, or policies. It is obvious that these opinionated articles necessitate background and they are not time binding. That is why; they are also designated as in-depth reports.

#### **1.4.1.4 Business News**

It is a very important genre of news. It deals with issues concerning economic matters as industrial projects, disputes about labour wages, and the like. In some papers, the Business section type of news is sub-categorised into international and national business news.

#### **1.4.1.5 Technology and Science News**

Technology and science are news articles which are concerned either with the traditional branches of sciences such as : botany, and chemistry; or with the newer fields such as: cybernetics, and bioclimatology.

#### **1.4.1.6 Sports News**

It is a very interesting section in any newspaper. This is due to the fact that sport news attracts a lot of readerships .It reports accounts on common sports as for example: Football, Motor racing, Riding, and Javelin. Or, it reports issues about celebrities' achievements in this field-sport.

In Algerian press, sport news is mainly about football. In addition, one may encounter more than one page allotted to sport events in a single paper. It is, in fact, one of the issues that has led the Algerian newspaper *Echorouk El Yaoumi* to be the best topped seller newspaper (See chapter 3). Besides, it is worth mentioning that there are also specific papers just in this genre of news as the two weeklies El-Haddaf, and Echibak in Algeria.

#### **1.4.1.7 Life News**

This type of news is reported events of general interest to readers.

#### **1.4.1.8 Health News**

It is generally reported medical news or how to maintain fitness. For example, some articles are devoted just to define epidemics or viruses as N1H1. The aim of this type of news is to inform about the symptoms and the ways of prevention from such illnesses.

#### **1.4.1.9 Entertainment News**

This section is devoted to news concerning art in general. For instance, theater reviews, or interviews with celebrities. It is also allotted spaces to cross words, and to horoscope. On one hand, this type of news aims at supplying the readers with information. On the other hand, it provides them with gratification (See 1.6.2.3).

#### **1.4.1.10 Inserts**

Inserts are free- standing sections inserted into a newspaper. Therefore, this type of news provides the readers with weekly or occasional news.

If we take the two Algerian Dailies edited in Arabic: '*Echorouk El-Yaoumi*' ,and '*El-Khabar*', we may find that the former paper inserts a weekly section entitled /ʔaqla:m ʔal xami:s/ 'Thursday's Pens'. However, the latter – *El-Khabar* – includes a section about politics' issues each Saturday.

At this level of analysis, it should be mentioned that the above sections are not the same for all the newspapers. It depends on factors such as culture, or the newspaper's organization editorial policy. As far as culture is concerned, Algeria as an Arabo-Islamic country includes in some of its newspapers a section about 'Religion'.

#### **1.4.1.11 Religious News**

In Algeria, this type of news is purely about Islam. Indeed, this section aims either to explain verses of the Quran or El-Hadith (the Prophet Mohamed PBUH Sayings); or to reply the readers' questions about religious matters.

#### **1.4.1.12 Classifieds**

Classifieds are small print advertisements. They can be classified according to the themes. Some deal with job-seeker, employee-seeker, or health-help. These are under 'help wanted heading'. Others are headed 'Auto –Sales', or 'Houses Sales'. These categories either seeking to buy, or purchase cars; or houses. Other classifieds are dubbed 'Personals'. They are concerned with persons in search for love, wedding, and friendships.

It is worth mentioning that although Classifieds are a very interesting type of news but they will not be considered in this research paper.

### **1.5 The News Discourse Structure**

As a specific genre, news discourse is distinguished from other media forms when considering its textual organization. In fact, the basic structure is designed to state the purpose and determine functions of the news discourse.

Generally, a news article begins with a *headline* i.e. a title of a news report which is printed in large letters. Its main function is to sum up and to attract the readers' attentions to the event reported. *By-line* is often located under the headline. Its main function is to indicate who the news writer is. By-line may be substituted by an attribution to designate the source of the information published in the news story. News agencies are normally referred to as attributions. The space remains is home to the event itself. It constitutes the body of the story. The first paragraph is called a *lead* in journalism sphere. It serves to summarize and start the story. The subsequent paragraphs are devoted to give details of the events reported.

If one delves more in the news story structure, he/she may encounter some interesting words. This terminology constitutes a basic platform in journalism. To exemplify, some terms are the following:

- (i) *Sub-heading*: longer articles are generally divided into smaller sections. The headline of each section is called ‘*sub-heading*’.
- (ii) *Jump-heading*: It is found at the bottom of the article. It directs the readers’ attention to the next article. It is often shown by the expression ‘*see next*’.
- (iii) *Mug shot*: It is the photo of the actor’s face which makes the news event with sentence. This sentence serves to explain the picture. It is called a ‘*Caption*’, or ‘*Cutline*’.
- (iv) *Columns*: It is a vertical division of the news article. This paraphrasing system serves to break up the news story into the narrow widths.
- (v) *Gutter*: This term here is not denoted a type of press as we have mentioned in (1.4) but it is the empty space between the columns (see figure 1).



**Figure 1: An Epitome of a Newspaper Article.**

**Source: Echorouk El-Yaoumi N0 2812: 4/1/ 2010**

It is worth mentioning that the structure which has just given in 1.5 is the most common and known in the world of journalism as a routine practice. However, this textual organisation has attracted many scholars' attention to the extent that some models and explanations are provided. Among various competing models, the ones which are offered by Bell (1991: 171) and Van Dijk (1988: 92) are note worthy.

### **1.5.1 Bell's Model of News Text Structure (1991)**

Bell considers news not as an article but as a story. As a matter of fact, he equates the news to a personal narrative story. Departed from this idea, he asserts that a news story not only has a structure but also it has a *direction, and a view point*.

*“Journalists do not write articles.  
They write stories. A story has  
structure, direction, point of view.  
[...] much of humanity's most  
important experience has  
embodied in stories”*

*(1991: 397)*

Bell (1991) suggests that the news text contains three major components: *an abstract, attribution, and the proper story itself* (See figure 2).

First, the *abstract* is constituted of the 'lead' and 'the headline'. According to Bell, the lead establishes the main points of the story. It may contain the main event and possibly the second event. Besides, the lead also serves to summarize the central action (i.e. central event) and sets up the points of the story. On one hand, this implies that the lead provides the readers with the outcome of the events reported. Therefore, the news story is not told in a chronological order as in the case of personal narratives. “*News stories, 'by contrast' are seldom if ever told in chronological order*”. (Bell, *ibid*: 401).

On the other hand, it connotes that the lead provides to set the scene of the story by providing answers to the questions: who are the actors of this news story? , where and when do events take place? and what is this news story about?”See (Inverted Pyramid).

Bell asserts that a lead as a summary or abstract is an obligatory element in the hard news. Besides, the author goes on to say that “*the lead focuses the story in a particular direction. It is the lens through which the remainder of the story is viewed*” (Bell, *ibid*: 400). In fact, this definition shows that the lead frames the news story. This means that,



the one of the crucial functions of the lead is to direct the readers to what is in the story and to discard them from what is outside of this frame. Moreover, Bell stresses the importance of this function in the headline when he says:

*“This function is even more obvious  
for the headline, especially when  
it appears to pick up on a minor  
point of the story”.*

Bell (ibid)

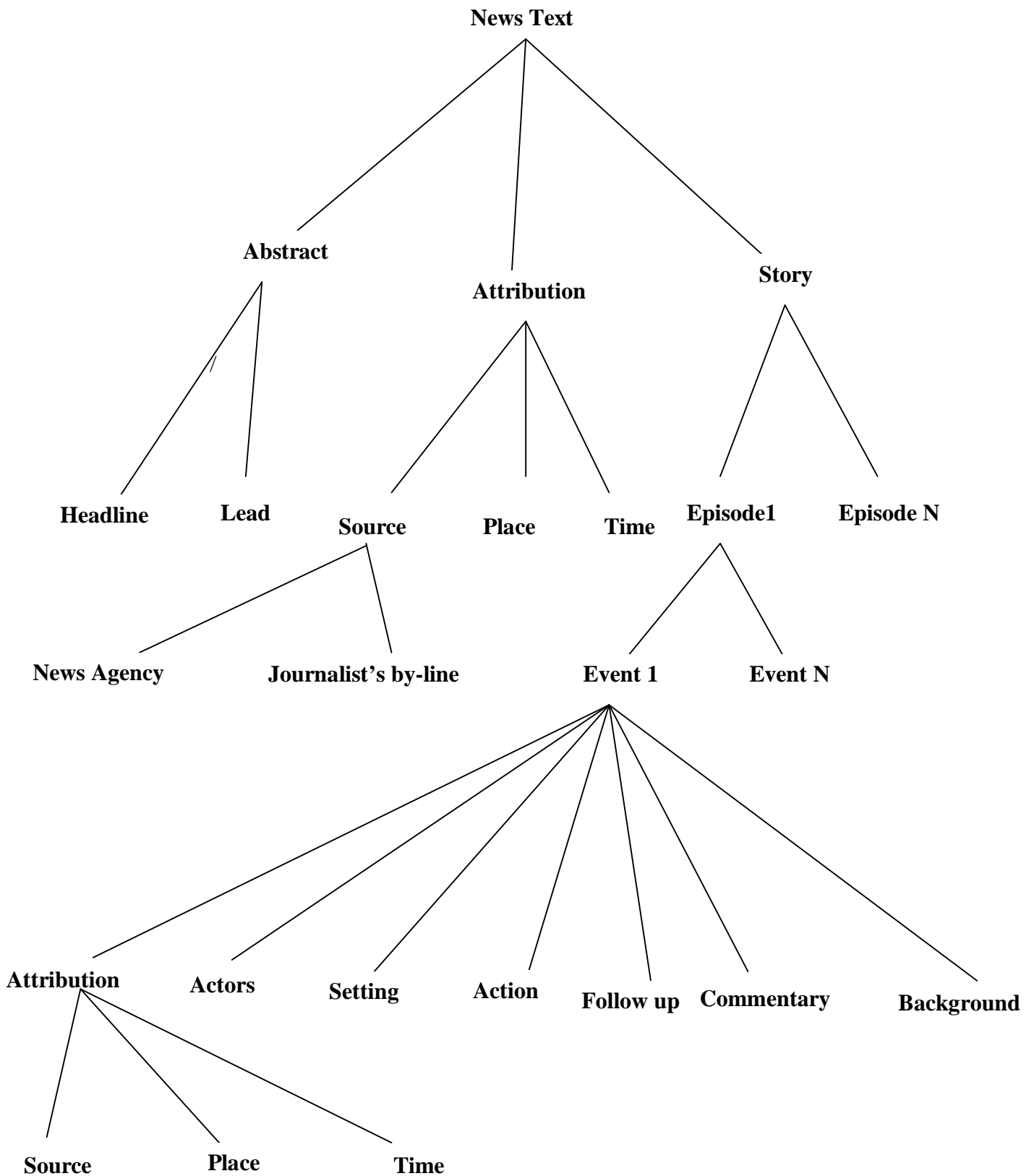
Second, the *attribution* is another component in Bell’s News Text Structure. According to Bell (1991: 67), an attribution is not always plainly shown. It refers to the original source of the story reported. It can include either ‘agency credit’ / ‘a journalist’s by-line’. It can also incorporate ‘place’ and ‘time’ of the events reported .i.e dateline. Besides, the attribution can stand alone or sub-headed under the lead component.

Third, *story* is the last major constituent in Bell’s News Text Structure. It subsumes one or more episodes. In turn, each episode consists of one or more events. According to Bell (1991), an event must contain actors, and actions through which the setting is exposed. Or, it may include a proper attribution. Indeed, these mentioned categories viz: attribution, actors, time, and place have central occurrences in Bell’s Model. In fact, these categories have double twin aims. In one hand, they perform orientation of the news story reported. On the other hand, they reflect the journalist’s mental analysis of the events reported.

As far as the journalists are concerned, Sigal (1973:2) (Quoted in Kirat, 1993:4) argues that: “*What makes news depends largely on the choices that a news man makes*”.

Further to the above mentioned categories, Bell (1998: 67) adds the following three elements:

- (i) *Follow up* which considers as a prime source of updating the subsequent stories i.e. it covers the story future time;
- (ii) (ii) *Commentary* which presents evaluations and observations offered either by journalists themselves or by the news actors ; and
- (iii) (iii) *Background* which covers any event. It presents the past time. If the background goes beyond the near past, it will be classified as a history.

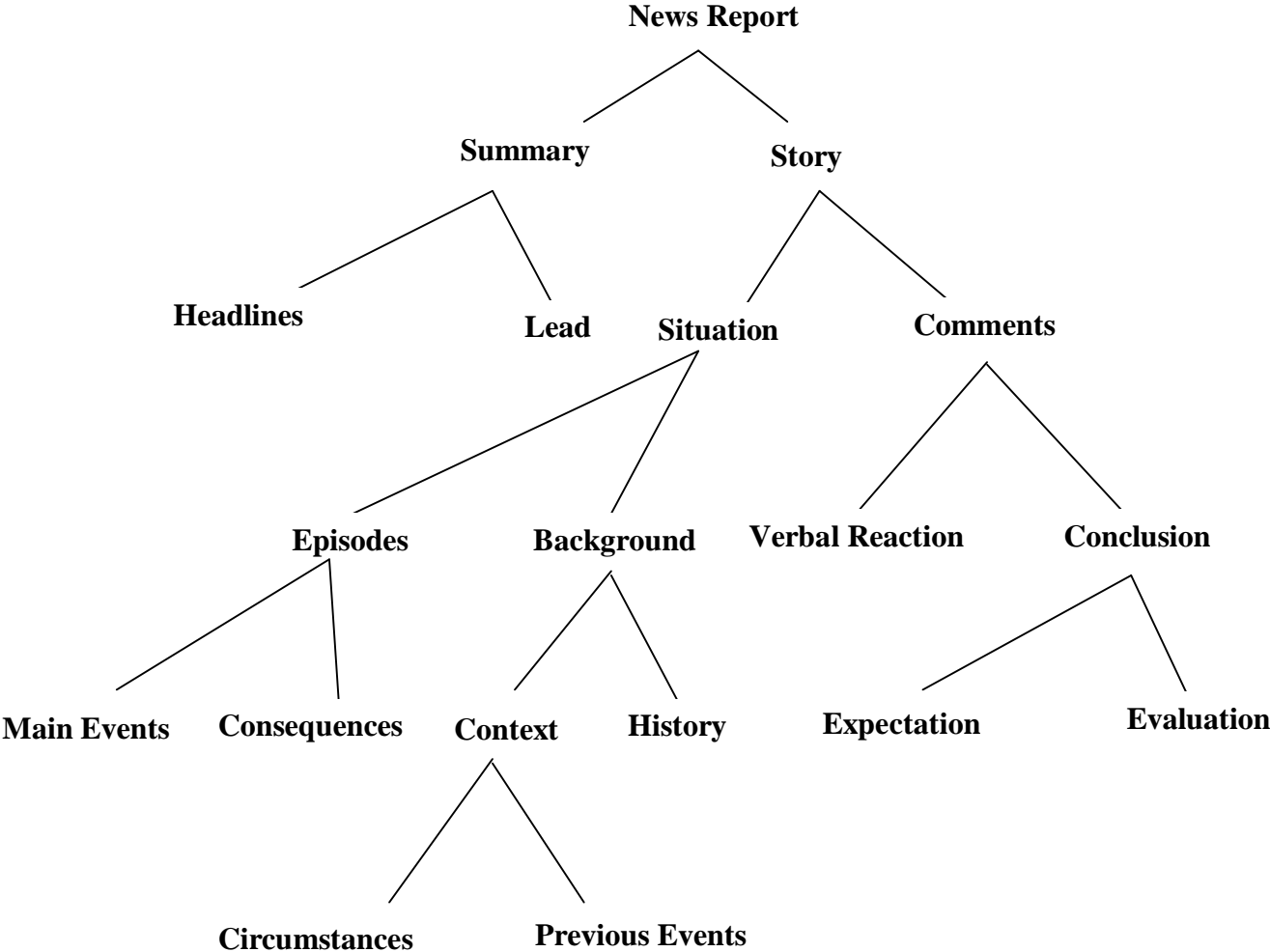


**Figure 2:** Bell's News Text Structure. (Bell, 1991: 171)

It is pertinent to state that Bell’s Model (1991) in figure2 is a refined version of Van Dijk Superstructure Model (1988). Therefore, one cannot fully understand the overall image of Bell’s News Structure until he/ she casts light on Van Dijk’s Model.

**1.5.2 Van Dijk’S Superstructure Model of News Text (1988)**

According to Van Dijk (1988), the topics of a discourse and the relationships between the sentences are organized and appeared according to a certain schema. Therefore, the schema determines how the topics of a text should be ordered. By applying this approach to news discourse, Van Dijk (1988) comes up with the following hierarchical structure (see figure3).



**Figure 3:** Van Dijk’s Superstructure of News Report. (Van Dijk, 1988:92)

As it is revealed in figure3, the news discourse contains two major categories: the *Summary* and the *Story*.

First, *Summary* includes ‘headlines’ and a ‘lead’. The function of this component is to present the overall theme of the news story. The most important topic is stated in the headline.

Second, the section of the *Story* which is subdivided into two subcategories namely: ‘situation’ and ‘comments’. The former includes episodes which in turn are made up of ‘Main Events’ and ‘Consequences’; and ‘Background’ which serves to highlight the ‘context’ and the ‘history’ reported. Further components can be identified under the section-*Story*-; they are ‘circumstances’ and ‘previous events’. Whereas the latter category ‘comments’ contains two major sub-categories: ‘verbal reactions’ and ‘conclusion’. It is through these components, the assessments and the future expectations are made.

A closer look at the above two mentioned models in figures (1 and 2) disclose that Bell’s model proves to be more adequate since it provides us more detailed categories about the news story. But, it is worth noting that the two models rest on the cognitive approach. Thus, the order of the elements in the news story depends on certain schemata. In this context, Van Dijk (ibid: 90) writes:

*“The structure of the news text derives from the structure of news sources and of cognitive processing of journalists. Processing typically involves selection, reproduction ,summarization; local transformation, stylistic and rhetorical alteration. These processes are infused amongst other things by ‘news values.’ ”*

This quote suggests among other things that the structure of a news story has to do with the so-called ‘News Values’. This topic is the concern of my next discussion.

## **1.6 News Values**

News values are certain features that are taken into consideration when deciding about what events make news and what not .i.e. to select worthy news.

*“The news media select events for reporting according to a complex set of criteria of newsworthiness .So, news is not simply that which happens, but that which can be regarded and presented as news worthy”.*

Fowler (1991:13)

In this area of research, many scholars investigate the factors that may help in the selection of the worthy news. As a result, many lists of news values are provided. In fact, a widely accepted list of factors is the one presented by Galtung and Ruge (1965).

### **1.6.1 Galtung and Ruge’s (1965) List**

Galtung and Ruge (1965) identify the following 12 factors:

#### **1.6.1.1 Frequency**

This factor refers to the span of time taken by an event. The event is more likely to be selected for publication if it takes a very little time. For example, an eruption of a volcano or a plane crash are among the subjects of this type of news stories.

#### **1.6.1.2 Threshold**

This criterion refers to the size of an event. An arson in which one person died is less likely to be selected than a plane crash in which hundreds of people lost their lives.

#### **1.6.1.3 Unambiguity**

This feature has to do with the clarity of an event. An event will be selected for publication if it does not generate a lot of meanings. Thus, the events that have more than one meaning are generally shunned.

#### **1.6.1.4 Meaningfulness**

The news story is perceived meaningful by considering either its:

- (i) Cultural Proximity: A story will be selected for publication if it is culturally approximated to the culture of the people to whom it is addressed to. For instance, the Algerian journalists will favour the events which take place in the Arab world rather than those which happened in the western world.
- (ii) Relevance: events will not be meaningful to be reported if they are alien to 'home' culture and constitute a threat to the country. In this context, Gans (1979:37) advocates the same idea when he states that: "*American foreign policy hews closer to the state department line of foreign news than the White House line on domestic news. American foreign news ultimately only a variation on domestic themes*". This quote implies that American mass media deals only with the foreign news which thought to be relevant to Americans or American interests and assures the unity of the state.

#### **1.6.1.5 Consonance**

This factor of selection is concerned with the predictability of an event. If something is predicted to happen, or it happens on a regular basis, it will be reported as news. For example, the inauguration of a session will be selected as news if it holds on the same date each year.

#### **1.6.1.6 Unexpectedness**

This factor denotes the scarcity or the unpredictability of an event. An event will be selected for publication if it shows something new, which is not expected. For example, if in an area which is known for its hot weather and shortage of water is experienced a flood, it will be more likely to be selected.

#### **1.6.1.7 Continuity**

If an event is covered, it will be continued to be reported for some time. For example, the Gulf War has been reported for many years. The same holds true for the issue of 'terrorism' in Algeria.

### **1.6.1.8 Composition**

The feature of ‘composition’ deals with the makeup of news. If a newspaper, for example, is published a major foreign happening in its pages, a local event will be included and reckoned a worthy news. The aim of its inclusion is to create equilibrium in the news reported.

### **1.6.1.9 Reference to Elite Nations**

Events about elections, wars, disasters that are connected to the élite nations such as the United States of America, England, and the like will be selected for publication since these countries are deemed as superpowers. By contrast, if the same happenings take place in other countries as in Latin America, Djibouti, and Comoros for example, they will go unnoticed.

### **1.6.1.10 Reference to Elite Persons**

If an event is related to elite persons such as the nominal heads of states, and Ambassadors; or to persons who have an impact on the society such as politicians, the story will be selected as news. For example, the death of the princess Diana had received a wide coverage. In this context, Hartley (1985: 83) argues that

*“‘Elite persons’ make the news because power, status are monopolies in the institutional life of our society”.*

In the same vein of thought, Gans (1979: 19) writes:

*“Specific stories often judge individual happenings in terms of their consequences for the country as a whole”*

### **1.6.1.11 Personalization**

Instead of referring to institutions, the news is often personalized. For example, the ‘Educational Ministry’ in Algeria is often personalized as Mr. Ben Bouzid.

### **1.6.1.12 Negativity**

Bad happenings also serve the function of news. For example, wars, disasters, corruption scandals, and the death of some prominent persons are among the themes of this type of news.

According to Harcup and O’Neil (2001), the above mentioned features not only are vague and ambiguous but also do not suit the contemporary social conditions. As a matter of fact, they suggest another set of current news values.

## **1.6.2 Harcup and O’Neil (2001) List of News Values**

### **1.6.2.1 The Power Elite**

The stories that are related to powerful persons (high in rank), organizations, or institutions are among the selected news. Compared to Galtung and Ruge factors( 1.5.1.9, and 1.5.1.10) , this category now contains organizations such as OPEC ( Organization of the Petroleum Exporting Countries), AU (African Union).

### **1.6.2.2 Celebrity**

This factor has to do with famous people such as football players, or TV stars. This type of stories does not inevitably subsume elite persons in the traditional sense. i.e. world leaders or politicians.

### **1.6.2.3 Entertainment**

If an event offers an opportunity for an entertainment rather than information, it will be selected for publication. For example, stories connected to humour, and animals will be selected. Generally, this type of stories favours “*the news of the bizzare*” as Harcup and O’Neil are often referred to it.

### **1.6.2.4 Surprise**

If an event involves an element of surprise or contrast, it will be selected as a news story. In fact, it corresponds to the above mentioned feature in (1.6.1.6).



### **1.6.2.5 Bad News**

Stories which are connected with bad happenings such as conflict or tragedy, they will be selected for publication. It is the same factor discussed in (1.6.1.12). In this respect, Gans (1979: 37) asserts:

*“If a news story deals with activities which are generally considered undesirable and whose description contain a negative connotations, then the story implicitly expresses a value about what is desirable”.*

### **1.6.2.6 Good News**

If an event includes good happenings such as the arresting of a gang specialized in money forgery, it will be a published news story.

### **1.6.2.7 Magnitude**

Harcup and O’Neil consider that if an event includes a significant number of people, or has a potential impact on the readers, it will be selected as news.

### **1.6.2.8 Relevance**

An event will be news if it involves issues about groups or nations that seem to be important to the readership.

### **1.6.2.9 Follow-Up**

If an event has already covered, it will be also selected as news. This is ,infact, what Allen Bell in the ‘Language of News Media’ refers to as ‘prefabrication’.

### **1.6.2.10 Newspaper Agenda**

The stories will be selected if they fit the news organisation's agenda.

Commenting on the above two lists of news values; one can come up with the following remarks:

- (i) The news list proposed by Hacun and O'Neil (2001), it is just an expansion of the traditional list of Galtung and Ruge (1965). The new list includes some factors have already identified in the first list; they are just relabeled with new names; or they are extended in the meaning. For example 'Negativity' which is renamed 'Bad news; or 'the Power Elite' which is accorded new meaning to incorporate 'organisations'.
- (ii) The new established list is also marked by adding new news values which are not identified in the Galtung and Ruge list. For example, 'Entertainment' is a new news value which incorporates many type of stories. These stories are not really worthy to be selected but they are marked by the feature of the 'bizzare'.
- (iii) The news values which are discussed in both lists are not simply a set of criteria which help to determine whether an event will be covered or not, but they are subjective. In this respect, Fowler (1991:17) argues that news values are not merely feature of selection but they are mental categories which are socially oriented.

*"News values are to be regarded as inter- subjective mental categories."*

He goes on to say that:

*"An item can only be selected if it can  
be seen in a certain light of representation,  
so selection involves an ideological of  
interpretation".*

Fowler (ibid)

These quotes suggest among other things that a news story is determined by the news makers' intentions that have to do with the society conditions and the readers' schemata.

In order to go along with this view, let us glance at ‘the Inverted Pyramid’, one of the news writing methods, which helps the journalists to translate the news values into published news stories. This technique of constructing news draws on the news writer’s schema.

### **1.7 The Inverted Pyramid**

It goes without saying that obtaining background information about the news values is of a great importance to the news story structures. However, it has been reviewed that the news stories exhibit narrative forms with different chronological order compared to personal narratives. This is due to the so-called ‘*inverted pyramid*’, one of the most traditional story forms.

It allows the journalists to order the information from the most important to the least important. Therefore, the readers get to the nub and the crux of the story reported at the outset. It is worth mentioning that the news writers do not focus on the type of the story reported; whether it is about the floods, fires, sports, plane accidents, or obituaries. But they put a great importance on the features that render the news more worthy. To achieve this end, they ask so **what?** , or **who cares?**

*"The inverted pyramid requires you to identify  
and rank the most news worthy elements in each story".*

*The Missouri Group (1999:124)*

So what if there is a crime? It is one of the daily events heard and happened in all over the world. It makes news only if it includes one of the news values mentioned above. As for example, if the crime is committed in a grisly way in area which is not acquainted with such crimes. So, it fits the news values of the *bizarre, unexpectedness, and negativity*. Since it is uncommon to the area in which it is happened. Or, it is deemed to be news not because it involves one of these news values, but it brings the issue of citizens’ security into the prominence which in turn has to do with the nation as a symbol of protection and unit. As it is pointed by Gans (1979: 19)

*“Since specific stories often judge individual happenings  
in terms of their consequences for the country as a whole.”*

Another way to evaluate the relevance of the news to be reported is to ask what the American schools of journalism refer to as ‘**The Fives W+1H**’. They are the following six basic questions: **who, what, where, when, why, and how?**

The practical significance of these answers is so clear. Since, they set the scene of the story to be reported. Besides they serve as a tool to assess the **so what**. Put simply, what does the news mean to the readers? The answer to this question is an evaluation of the worthiness of the news.

To illustrate this claim, consider the following concrete event taken from the Algerian national daily edited in Arabic-*Echorouk El Yaoumi* as an example:

After getting the information that a corpse of a drowning person has been found, the reporter who is in charge of this event starts gathering facts to collect much more information about the event’s circumstances. He may raise questions concerning: the names, ages, addresses, the causes of the drowning, when the drowning occurred, where it occurred, and why and how it happened. So, a whole host of possible questions to be asked are:

Who is s/he?

Who discover(s) the body?

How old is s/he?

How long did the corpse stay in the water?

How long did it take the coastguards/gendarmeries to respond?

Where is the body found? I.e. is it discovered in the shore? Or, is it pulled out of the water? If it is yes for the latter question, how long did it take to pull it out?

When is it discovered?

What is the corpse state when it is discovered? I.e. is it rotten, or in a good state?

What is its sex?

What is his/her marital status? , if known.

What are the causes of drowning? , if known.

Where is s/he from?

Was there anything unusual about this event? i.e. Was murder involved?

Were there any other drowning bodies discovered before this one at hand?

Who cares?

The list of such questions is endless. So, by applying the inverted pyramid structure, the reporter will not use all answers to the above questions. He will only report the basic information about the ‘drowning event’, and then provide some details if it is possible. As St. Clair, a staff writer at the Daily Herald in the Chicago suburbs points:

*‘The inverted pyramid forces you to prioritize*

*and ask yourself what’s important here?*

*What the story really about? ’*

Quoted in The Missouri Group (1999: 133)

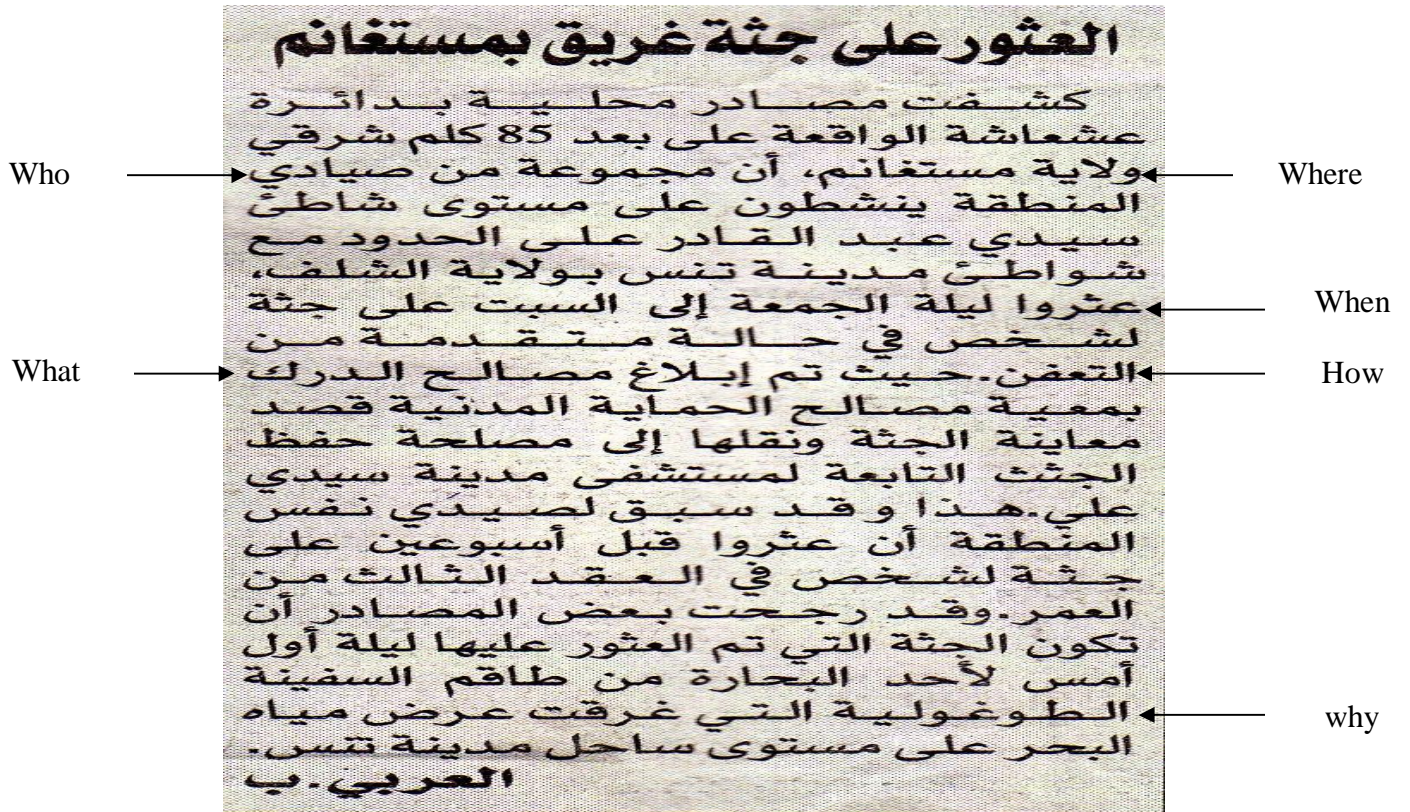
By doing so, the reporter displays the key findings about the drowning event. Besides, the results form the background information of his story.

It might be interesting to recall here, that the most important information is written in the lead and the less essential details are classified towards the end. Thus, the answers to the six basic questions are to be found in the lead. As Stanly Walker, a city editor, states:

*‘The lead should be a promise of great things*

*to come, and the promise should be fulfilled.’*

(ibid: 136)



**Figure 4:** A Sample of Using the ‘Inverted Pyramid’s Technique on a News Story.  
 Source: The Algerian National Newspaper *Echorouk El Yaoumi* N0 2812: 4/ 1/ 2010.

From this article, a reader can learn some essential information about the drowning body found in Mostaganem.

**What:** a drowning body is found.

**Where:** Mostaganem, more precisely, Daira ‘Achaacha’ which is 85km from east Mostaganem.

**Who:** a group of local fishermen.

**When:** Friday night-Saturday.

**How:** the corpse is found decayed.

**Why:** It is possible that the corpse belongs to Togolian ship's crew, the ship which was plunged into the water, near 'T'nes' coast.

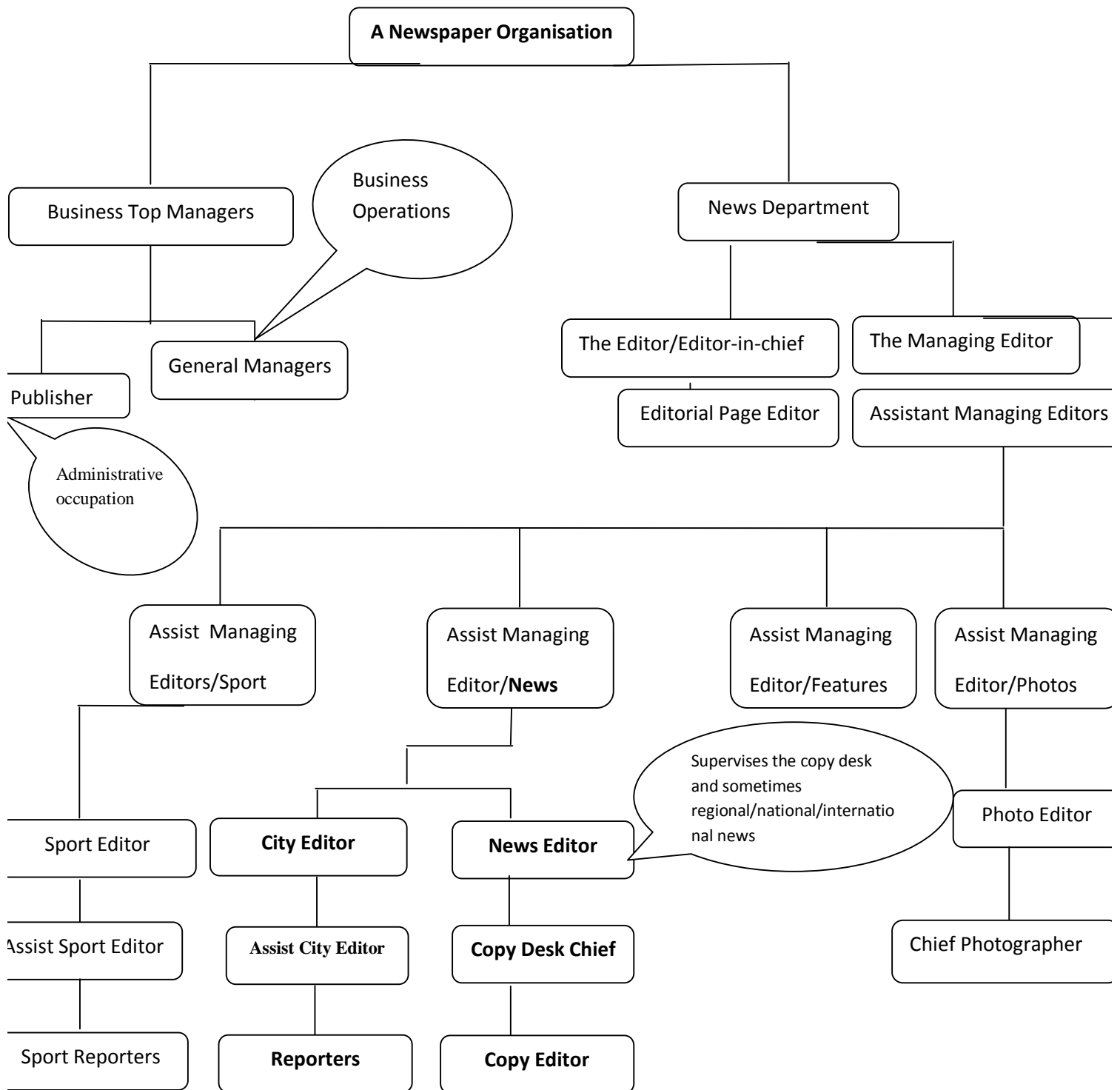
At this level of analysis, the questions that one should like to ask are the following:

Who has the right to structure the news story? , and who decide(s) on the actions which merit attention in the lead?

Attempts to answer these questions lead us to cast light on the newspaper organization, and on the editorial staff work.

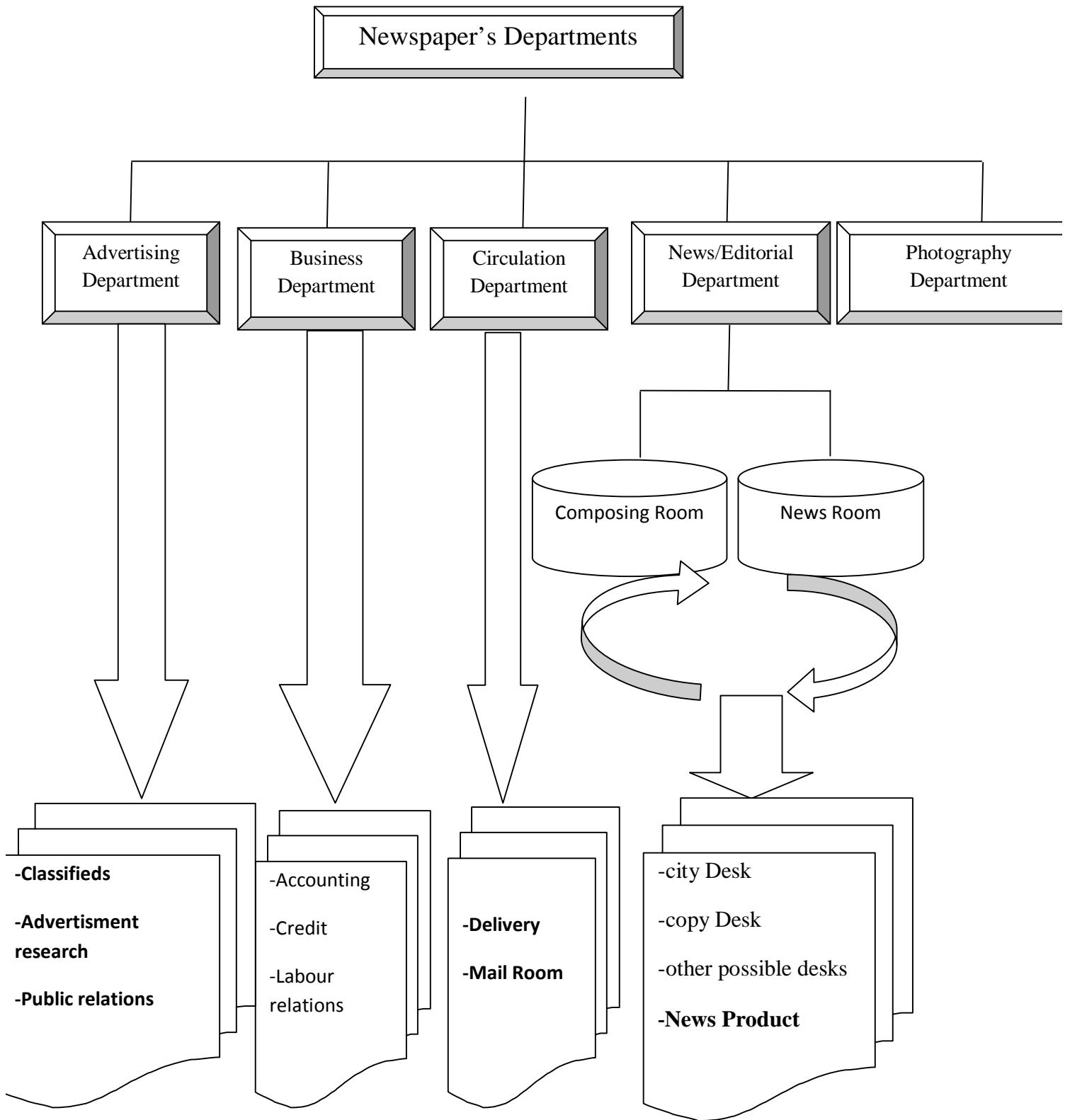
### **1.8 News Room Organisation:**

It is a well known fact that newspapers organizations constitute service manufacturing industries. Since, they provide services as communications and entertainment. That is why, it is difficult to decide on one fixed internal image of how a newspaper organization is structured. So, each newspaper corporation is operated according to its industry size. But it remains the possibility to present a chart of how a medium –sized newspaper organization is planned (See figure N° 05, and figure N° 06).



**Figure 05:** ‘A Middle-Sized Newspaper Organization’.





**Figure 06:** 'A Middle-Sized Newspaper Departments with their possible desks and functions'.

If we look more closely at the chart suggested in figure N0 05, we easily notice that the newspaper organization follows a hierarchy. In which each member of the journalism network has assigned a specific job to do. It also indicates that the news department is one of its basic components. It is the sector where the newspaper's products are manufactured. See figure n° 06.

Hence, it is only by knowing the position sphere and the role of each member, we could be able to understand how news stories are edited. Let us summarize the main functions of some newspaper's staff members in the following table:

<b>Title's Job</b>	<b>Position Sphere</b>	<b>Function</b>	<b>department</b>
Publisher	Top-ranking administrative head of executive branch of the paper i.e. First-Premier individual in the newspaper.	He publishes the paper in charge.	Administration Department
General Manager	Executive seat for business affairs.	He accounts for the following business operations: (i) Advertising (ii) Circulation (iii) production	
The Editor/ Editor in chief	Top-Editorial executive position.	He is in charge of the Editorial content.	News Department
Editorial Page Editor	Sub- headed by the editor.	He supervises the editorial page.	

Table /continued

The Managing Editor	Production Manager	He has the following duties: (i) Supervises the news-gathering operations. (ii) Makes major decisions of what should be covered, and what should not be covered. (iii) Arranges the stories' positions in the page. (iv) Administers the news-room budget.	News Department
Assistant Managing Editors	Editorial Assistants	They are supervised by the Managing Editor. They assist him in controlling other editors. Who are, in turn, assigned certain functions to do.	
Assistant Managing Editor for news	Foreman of news.	He supervises both the News Editor and City Editor.	
News Editor	Superintendent of copy Desk.	He oversees the Copy Desk where the final steps about the newspaper's products are made. Among his tasks: He decides on the story length, position, and mode of presentation send to the Copy Desk Chief.	
Copy Desk Chief/ Sub-Page Editor	He presides over the Copy Desk	He implements the News Editor's instructions by preparing 'dummy pages' which determines the story length, and headline size. Then, they are assigned to the copy Editor.	

Table /continued

<b>Copy Editor/ copy sub-Editor.</b>	Sub-headed by Copy Desk Chief	He is the individual in charge of <b>language</b> . He checks, polishes and corrects the stories which are written by the reporters. He cuts the story that it fits the length proposed by the sub-Page Editor. He also writes the headline's story. Then, he returns it to the Copy Desk Chief for the final check.	<b>News Department</b>
City Editor/ Desk City Editor/ Metropolitan	Supervisor of City Desk	He presides over the City Desk in which the local news gathering operations are coordinated.	
Assistant City Editor	He oversees the reporters	He assists the City Editor in his functions. He is in charge of reporters' products.	
Reporters/Cubs*	Investigators	Their main tasks are to gather the information, and to write up the different stories for publication.	
Photo Editor	Overseer of the photo staff	He presides over the department of photography. If the newspaper organization is large in size. Besides, he advises the editors on the use of photos.	
Graphics Editor	/	He is in charge of all non-photographic illustrations in a newspaper.	<b>News Department</b>
Sport Editor	/	He is in charge of the sport news coverage.	

**Table 01: Job's Titles of News Makers.**

The table above elucidates a range of functions that can be assigned to newspaper staff members' (To the communicators).

There are two top managers namely: the Publisher and General Manager; whose functions are to make recommendations relating to the business sphere. Whereas the editorial sphere, is allotted to editors. The very important editors are three types: the Editor in chief, the Editorial Page Editor, the Managing Editor, and if we include the assistant editors, it comes to four.

The Editor in chief takes the executive seat. He is in charge of all editorial content. In his function is helped by the Editorial Page Editor, who looks after the editorial page. But the Managing Editor supervises other editors. If it is a small- sized paper, he will oversee them directly. Otherwise, He will be assisted by assistants. Who are, in turn, assigned different jobs to perform under the Managing Editor's supervision.

Finally, one should be attempted to argue that the very hierarchical character of the newspaper's organization dictates certain jobs to each member inside the network. But the media practitioners have to a consensus over the fact that news media outcome is the product of many hands as Crystal (1995:382) ascertains:

*“But the average news report, whether printed or broadcast, is the product of many hands.”*

### **1.9 News Story Making Stages**

Such a point of view is a short cut way of saying that news discourse is not merely a specific outcome of an event, but rather a *process*. Thus, reckoning news discourse as a process; helps us to understand how news story is 'manufactured'.

So the central task now is to investigate two issues viz : how the news story makes its way through the news department, and how it is shaped. i.e what factors are taken into account when it is produced.

The optimum way of broaching the first topic is to break down the story telling into its different stages to delve into its making. This can only possible if we piece together the information about both the chart and the table suggested above. Hence, one may state that the very hierarchical character of the newspaper organization suggests ways in which the

functions are distributed among the journalists. Moreover, the most important phases of news making are taken place in the news room.

So, we find convenient to divide the news production into the following stages:

*Stage1:* First of all, it begins when a reporter is assigned the job of investigating an event. So, he starts to gather the necessary information about his story. Then, he writes up a report which is really ‘a package’ to be presented to the City Editor. Whose job, in turn, is to check this account. Then, he draws up a list of questions that he feels the readers wait the answers to. Another type of questions he raises is the ones concerned with the newspaper’s perspective. That is to say, is the information provided in the article fits the newspaper’s frame in which it adheres?

If the City Editor is not satisfied with the story , he will return it to the reporter for the alteration.

*Stage2:* The reporter makes necessary changes according to the City Editor’s instructions. Then, he sends it again to the City Editor. If he satisfied with the story version, he will pass it to the Copy Editor.

*Stage3:* Copy Editor’s task is to check the **language** of the story. When we say language, it means its different levels of analysis: phonology, morphology, grammar, lexis, style, and even the pragmatic effects of such use of language. It is plain that by doing so, he wants to know if the story conveys the meaning intended. It is worth mentioning, the Copy Editor raises the same kind of questions asked before by the City Editor. At this phase, if the story needs more clarification, he calls the News Editor’s attention.

*Stage4:* If the News Editor is satisfied with the Copy Editor’s point view about the changes to be made in the story, he will transfer it to the City Editor for the alteration.

*Stage5:* If the Copy Editor is satisfied with the story alteration, he will start by writing a headline. The headline’s size is assigned by the Copy Desk Chief.

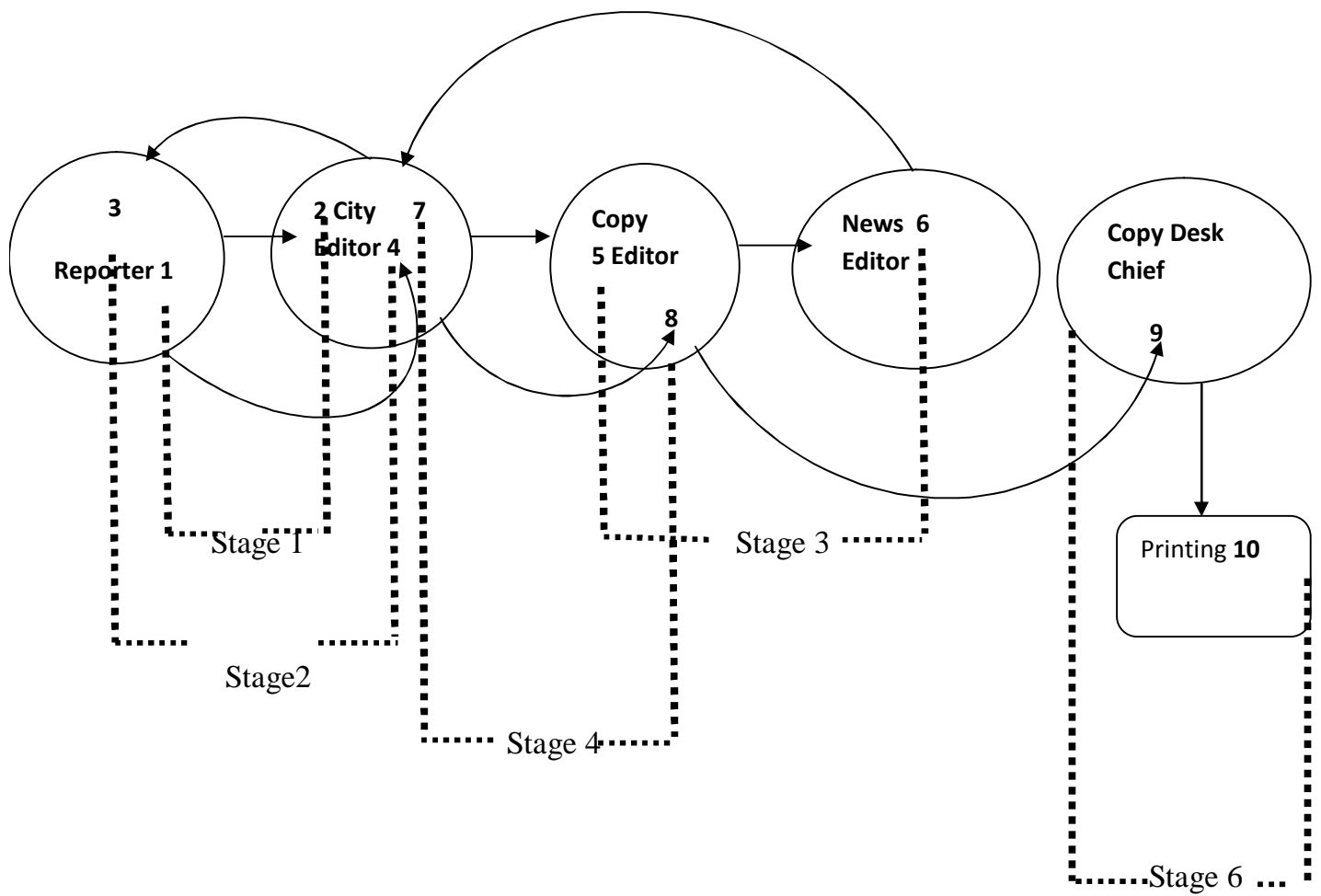
Before continuing our stages, let us concentrate on the headline itself for a moment, to pick up some of its salient features.

Although it is limited in size, it provides a magnifying glass through which the news story is highlighted. That is why, it is recommended to be written in a scannable style. It must contain vivid words that get the readers' interest to the story itself. Even if the content is a 'dry' subject. So, the Copy Editor's role is of utmost importance.

*Stage 6:* Copy Desk Chief proposes the headline's size and the story length in the 'dummy pages'. Who himself is instructed by the News Editor. If the Copy Desk Chief is satisfied with the story, he will send it for printing.

By way of generalization, one can conclude that the news story can have more stages than it is presented or less. Because it depends on the newspaper's organization size, and on the number of checks the story is submitted to. That is to say, in each phase, the story can be returned to the earlier editor for an alteration. An equally important conclusion is that the editors work as 'gatekeepers'. In the sense that, each gatekeeper wards the news story off to take a step forward in the news production process. If it does not fit to the standards by which he is determined. So, it is meaningful to say that news story is always called back to an earlier editor for the modification to be made.

Diagrammatically, the news story making stages can be represented as follows:



**Figure 07 : Staged Model of the News Story Making in the Middle –Sized Newspaper Organization.**

—————> This arrow presents to whom the news story is assigned for the first time.

—————> This arrow presents the returning of the news story to an earlier editor.



One key finding of the above account is that editors write in the way to answer the questions that may be asked by the readers. Thus, it will be erroneous to deny the impact of the readers in the news making process. This line of thought leads us to accord much attention to the features which shape the news making. In fact, this is the subject matter of the next issue. Our question now becomes *what forces affect the gatekeepers' decision?*

As an approach to this question, one requires to throw more light on the notion of a 'process' in relation to the communication field.

### **1.10 News Discourse as a Communicative Process**

So far we have been discussed, in quite general terms, that media discourse and more particularly news discourse as one facet of mass communication. This implies that it is a process.

As a communicative process, the information is obtained from the source, and then moves to the target through a medium. It should be mentioned that this movement is unidirectional in nature, one of the mass communication criterion. According to Leitner, this unidirectionality results from the technical constraints. These latter, in turn, inhibit the recipients from the direct interaction in the process of communication. He adds that the degree of inhibition depends on the type of the medium to which the message moves through.

*“The press, with its production delay  
between events and publication, imposes  
the severest constraints while electronic  
media are more accessible to direct or  
mediated participation of selected or  
self selecting audiences.”*

Quoted in Coulmas (1997:188)

If one decides to take a more profound view on news discourse from this angle. It would be useful to ask: *what is the communicative situation of the news story?* This question is in truth a short hand way of asking other types of questions concerning: the sender, the receiver, the medium, the message, and its effects. In fact, the aim behind is to clarify the ingredients of mass communication. Therefore, it is plausible to consider the following questions:

*Who is the Sender?*

In written news discourse, the sender ‘the encoder’ is a group of editors who select events purposely from the source. These events are written up in forms of the news stories, and then transmitted through the medium to the receiver.

*Who is the receiver?*

The main target of the communicative process is the receivers. They are ‘decoders’ of the messages transmitted by the encoders. As far as the written news discourse is concerned, the recipients are the readers. On one hand ‘Who are’, is characterized by two common features. First, they are passive interpreters since they do not take part in the process of communication. Second, they are literate since they decode the messages through reading, one of the communicative activities. On the other hand, they differ in terms of income, age, job responsibility, and level of education. This heterogeneous character of the readers can give evidence why the same message can be attributed different meanings. Hence, two types of feedback can be recognized:

- (i) Positive Feedback: the meaning intended by the sender is achieved.
- (ii) Negative Feedback: the meaning intended by the sender is not grasped.

In order to avoid the haziness in the meaning intended, the gatekeepers have to take into account all readers forces that may hinder what they try to get across.

### *What is the Medium?*

It is the physical /sensory vehicle which translates the message from the source to the recipient.

As far as the news story is concerned, the channel can either be based on the traditional newspapers' pages or on the web pages. See (1.4).

It is pertinent to recall that it is to the channel, the technical constraints are belonged to. This means that the comprehension of the message, in part, depends on the technical features of the medium in which it appears. That is to say, the interpretation of the news stories is attributed to the space accorded to each story, and to the number of the characters allotted to each headline's story. Which are, in turn, dictated either by the newspapers' characteristics, or by the computer screen's features.

In the same line of thought, Hartley (1985: 5) states:

*“The news whether heard on the radio,  
read in newspaper or seen on TV,  
gains much of its shape from the  
characteristics of the medium in  
which it appears .”*

Technically speaking, the misinterpretation of the message when it is related to the medium is called 'Channel Noise', 'Channel Nuance', or 'Technical Disturbance'.

### *What is the Message?*

It is the code through which the ideas, purposes, and intentions of sender expressed. And as a code, it is translated in a systematic way through language.

At this point, the gatekeepers have to choose right words, and to write in a lofty style if they want to avoid the misunderstanding of the news stories' purposes.

Again technically speaking, any disturbance in meaning related to the language use is referred to as 'Semantic Noise'.

*What are the Effects of Language Use?*

When we try to answer this question, we attempt to shed more light on the readers' attitudes towards what they read. Therefore, two subsequent questions must be raised:

How does the language use shape the readers ideas? , and are the patterns of language use in effect? i.e. are the patterns adopted in practice?

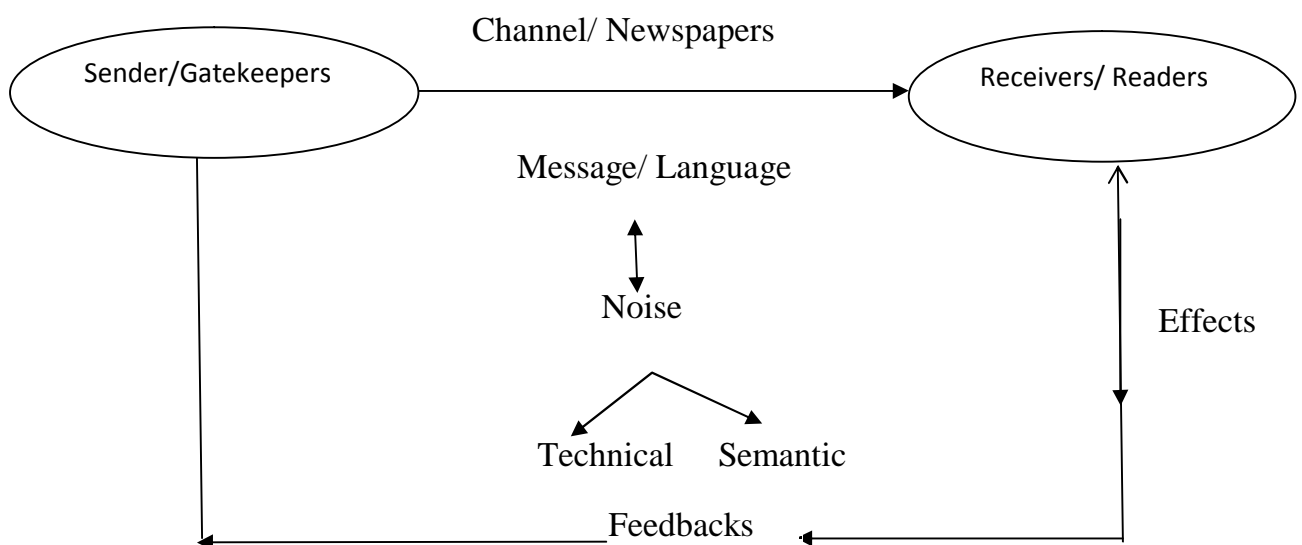
Theoretically speaking, two levels of effect can be recognized as follows: 'the Inner Change ', and 'Overt Action'

Related to our topic, it is the second type of effect we seek to examine. Since we try to assess to what extent is Arabic language is effective when used for practical purposes in the Algerian national daily newspapers.

As a summary, one may venture to say that News discourse, by excellence, all the six basic components of the communicative process.

Therefore to lubricate the communicative process, the news makers have to take into consideration these factors and more particularly the language use and to whom it is addressed.

The following is a flow chart of news discourse as a communicative process. It is based on Jackobson's (1960) Model of communicative process, and on Fiske's (1990) Model.



**Figure 08:** News discourse as a Communicative Process.

## **1.11 Conclusion**

The above investigation brings out some interesting conclusions that can be useful for discussing the news discourse as it is practised in the Algerian national daily newspapers.

This chapter suggests, among other things, that variables such as the size of the news organization, its financial status, and its editorial policy have the impact on the news discourse language.

It also puts forward that to understand these variables, one must highlight the historical development of the press and the Information policy adopted in this domain in Algeria. See chapter 3.

Another interesting conclusion is that a news discourse not only has its textual organization but also its particular language use. In fact, the distinctive features of the newspaper's language are the object of the next chapter.

## Notes to Chapter

**1 News worthy** : it means important enough to be written about in newspapers or talked about on television or radio news programmed.

**2** According to Beaugrande and Dressler (1981: 31) Q quoted in Philipp Stranzny (2005: 542), **cohesion, coherence, and intertextuality** are among the 7 standards which function as the constitutive principles to create communication in the text.

It is worth mentioning that the term '**Intertextuality**' was introduced by the French critic Julia Kristeva. It is used to refer to 'connection between texts'. "The general idea is that a text does not exist in isolation and cannot be fully appreciated in isolation; instead a full understanding of its origins, purposes and form may depend in important ways on a knowledge of other texts.[...] a newspaper story may depend upon various new stories." Trask (1999: 132)

**3 'Transitivity'**: it refers to the "manner in which a **verb** is related to the **noun phrase** in its clause. In a prototypical transitive construction, the (transitive) verb has both the subject and object. Within Systemic Linguistics, transitivity is understood as denoting the kind of activity or process expressed by a sentence, the number of participants involved and the manner in which they are involved". Trask (ibid: 323)

**4 Cohesive devices**: they refer to "linguistic markers that cue the comprehender on how to build coherence in the text". Stranzny (ibid: 217)

**5 Coherence**: it is defined in various ways. But generally, it can be reserved for the conceptual relationships that the comprehenders use to construct a coherent mental representation accommodated by what is said in the discourse". Stranzny (ibid: 544)

Thus, compared to what is mentioned in note 4, cohesive devices are constitutive of the text at syntactic level. But, coherence is a constitutive for the construction of meaning at semantic level.

CHAPTER TWO:

**CHAPTER TWO:**

AN ANALYSIS OF NEWSPAPER DISCOURSE LANGUAGE  
**AN ANALYSIS OF NEWSPAPER DISCOURSE LANGUAGE**

## **2.1 Introduction**

So far, the discussion of news discourse has revealed, among other things; that the primary objective of the news discourse is to provide the news worthy information for the public masses. Therefore, for professional goals, the news writers are compelled to display clarity and readability in their news stories. This in turn invokes the use of certain discourse strategies to achieve these communicative objectives. Accordingly, the aims of the present chapter are to highlight the distinctive features of the newspaper's language together with the focus on the discourse strategies that pave a way for such a practice.

## **2.2 The Language of the Newspaper Discourse**

The kind of the process we have just presented in 1.10, suggests that the audience is of utmost importance in the news writing. Thus, the news stories have to be written in a language that reaches all the types of the readers, young/ old; lay/ specialized; or low educated/high educated. Besides it has been showed in 1.4 that the news discourse as a proper genre cuts across many fields as politics, sport, and life....etc. Accordingly, many styles are employed with different aims as for example to inform, to entertain, to share the experience, to influence, to stimulate, to persuade, to bring a change, or to provoke emotional response. In this context, Hartley (1985:392) gives the following comment:

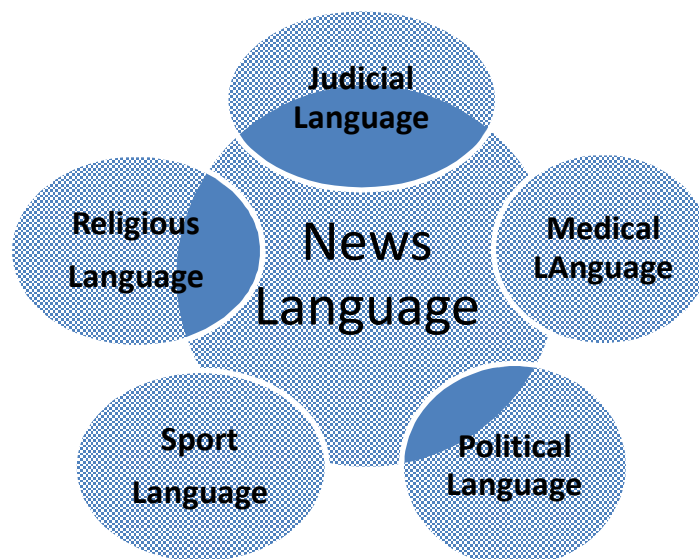
*“The world of modern newspapers...publishing presents a wide range of linguistically distinctive varieties than any other domain of language study, within the pages of a daily paper there will be juxtaposed such diverse categories as news reports, editorial comments, headlines, lists of sports results.... With such a range of content, there is no likelihood of finding a single style of writing used throughout a paper”.*



In line with Hartley's view, Crystal (1995:380) points out:

*“But there is nothing as ‘a variety of newspaper language’. The media reflect all aspects of the human condition, and make available to the public many varieties of language already known elsewhere, such as those associated with religion, politics, science, and literature”.*

If we compare the views of such writers as Hartley (1985), Crystal (1995), and others<sup>1</sup>, we find that they agree on the point that there is no single style of writing in newspapers. This is due to the content, and to whom they are addressed. See figure N0 9.



**Figure n° 9: The Language of the Newspaper Discourse**

A key point to notice is that despite the diversity of the language style used in composing press articles, the communicators are essentially concerned about how to convey the meaning intended, and to achieve the purpose wanted towards the wider unknown audience.

To accomplish these goals, it would perhaps useful to mention some of the language features used in writing news articles.

## **2.3 The Language Features of the Newspaper Discourse**

### **2.3.1 Precision**

The news writer has to choose words that mean what he / she wants to say exactly. Therefore, s/he must avoid both using the biased language and carelessness word choice.

#### **2.3.1.1 Avoiding biased Language**

The journalist has to be careful when using language especially when s/he wants to write about topics such as: sex, race, religion, and disability; because such subjects can offend some readers. To clarify, for example, to write about jobs, the writer must avoid referring to a taxi driver by 'he', and to the teacher by 'she'. Since a taxi driver is not always 'he', nor is teacher always 'she'. These occupations can held either by man or woman.<sup>2</sup>

The writer has also to be accurate when s/he reports about race. S/he has, for instance, to keep away from using lexemes such as 'Berbers' to designate 'Kabylians' because these latter are restricted in the Great Kabylia and Little Kabylia of Algeria whereas the former 'Berbers' include a lot of races found in many areas. See Bouamrane (1986:26-28).

The writer also should avoid using words that upset some people in religious field.

For instance, avoid using the word 'Arabs' to write about Muslims; because not all the Arabs are Muslims.

In this context, The Missouri Group (1999:154) comments:

*“We would deal with people, not stereotypes.*

*Words are powerful weapons, they define*

*Cultures, create second –class citizens*

*and reveals stereotypical thinking. They*

*also change the way people think about*

*and treat others”.*

Precision also means to use words exactly to what they refer to in their areas of knowledge.

To cite the judicial field, the journalists have to know the basics of the criminal law of the country in which the crime event is reported. For example, they have to make at least a distinction between *jail / prison*, or *contraventions / infractions*.

Each pair of words has the same range of meanings but the lexemes are not synonymous.

In Algerian law, the distinction between jail and prison lies in the type of inmates they house and to the kind of punishment they have. The jail is local for the persons who have been confined for less than five years. Whereas prison is house for individuals who have been sentenced punishment which exceeds five years of imprisonment.<sup>3</sup>

The same holds true for the couple of words *contraventions* and *infractions*. The former include minor crimes. They include for example, outrage, assault, and injuring or beating. In this type of offences, a punishment of confinement is sentenced from one day to two months. Or, a fine is levied of less than 2000 Algerian dinars. Although offences include minor crimes but they are less serious compared to the infractions. The punishment is generally two months till five years of imprisonment. Or a fine is levied more than 2000 Algerian dinars according to **Art. 328** of Algerian code Penal 2008-2009<sup>4</sup>.

However, it is revealed from our data that the aforementioned pairs of words are sometimes used interchangeably within the same news article. Let us consider two concrete examples taken from the Algerian national daily *Echorouk Al Youami* N0 2903 13/04/ 2010.

In the headline's use, example (1), the journalist employs the underlined word / *si 3 nan* / 'prison' to refer to the prison; Whereas in the lead's use, example (2), the news writer uses the underlined term / *ħabsen* / 'jail' to designate prison.

(1) / xams sanawa:t si 3 nan li ĩgaba ʔafa:riqa/

Five years prison to band African

**“5 YEARS OF PRISON TO AN AFRICAN BAND”.**

In the lead's use, example (2):

/ʔæda:net mæ hkamet ʔal harrɑ:ʃ ʔæms raʃi jatajn ʔifriqijatajn bi  
Condemn tribunal the 'Harrache' yesterday citizens African with  
xams sanawa:t ħabsen na:fiden wa xams miʔa alf dina:r ʒaza:ʔiri  
five years jail efficacious and five hundred thousand dinar Algerian  
ʃen tuhmet ʔa nagb wa ʔal ʔiħtija:l wa ʔa tezwi:r wa ʔistiʃma:lihi  
of accusation the swindle and the deceitfulness and the forgery and used it  
ðida ʔita:r bi maɣnaʃ ʔæl ħaʒar bi ʃænaba/  
against cadre in factory the 'Hajjar' in 'Annaba'

**"Yesterday, the tribunal of El-Harrache charged two African citizens with 5yeas in jail, and levied them with a fine of 500 thousand of Algerian dinars; for committing deceiving and forgery against one cadre of Al-Hajjar factory in Annaba."**

It is interesting to note that the lexeme / ħabsen/ 'Jail' is not appropriately used since the punishment sentence is five years.

Precision also signifies the careful use of proper names and abbreviations. Asked about the precision feature in Algerian national dailies edited in Arabic, a veteran journalist from *EL-Djamhouria* newspaper argues that the news writers avoid using the letter / ɣa/ to abbreviate any proper name starts with this letter as in the names Sarah, Salim...etc despite the fact that abbreviation is recommended in newspaper language. She justifies her answer to the fact that the word processor converts this specific abbreviation /ɣa/ to the phrase /**ɣala**:ʔallahu ʃalæjhi wa sallam / 'Peace Be Upon Him'<sup>5</sup> (PBUH).

### **2.3.1.2 Word Choice**

By word choice, we refer to the writer's freedom in choosing words. He may choose between formal / informal, standard/ colloquial, or abstract/concrete. His choice is determined by factors such as: the content, the writer's aim, and to whom the article is addressed.

#### **2.3.1.2.1 Word Choice with Particular Audience in the Mind**

The news writer chooses words according to whom he writes to. What Fairclough (1991) and Bell (1991) term 'niche audience' and 'audience design' respectively. According to these scholars, if the communicator is written to professional readers, he must use formal standard words which exhibit a level of formality. The aim is to be worthy of their attention. However, if he addresses young people, he will employ informal standard lexemes which include slang, non-standard vernacular.

*“Slang is a particular kind of colloquial language.*

*It refers to words and expressions which are extremely informal. It helps to make speech vivid, colourful and interesting but it can easily be used inappropriately”.*

McCarthy and O'Dell (1994:190)

In the same context, Robert and Turgeon (1992:197) state that:

*“One of the main purposes of using slang is to solidify one's identification with a group.*

*Slang is most prevalent among the young [...]. often slang is a code language to fortify the group and to exclude the outsiders”.*

Aligned with the above, it is probably fair to say that one of the aims of using slang is to accommodate to the group to whom the communicator is written to, i.e. 'young'.

Fairclough (1995) is noteworthy. According to him, the use of colloquial vocabulary does not only claim the co-membership with the audience, but also serves to change the narrative style of news stories into a conversational one. As if the addresser has a private conversation with his receivers. Fairclough (1995:20) refers to such use as ‘the conversationalisation of the public language’. He comments:

*“Conversationalisation is also realized in a variety of linguistic features. Most obvious are items of colloquial vocabulary”.*

In addition, the same scholar adds that the tendency of using ‘conversationalisation’ is not only to inform but also to move closer to entertainment.

### **2.3.2 Clearness and Clarity**

In journalism writing, clearness as well as clarity refers to simplicity, proper grammar correct punctuation, and coherence.

#### **2.3.2.1 Simplicity**

By simplicity, the news writers mean the use of short sentences in order to simplify the message and to spark the reader’s attention to the news story.

*“Short is beautiful. Short and simple is more beautiful. Short, simple, and interesting is most beautiful”.*

The Missouri Group (Ibid: 157)

As far as the Algerian press is concerned, Salah Belaid (2007: 92) gives the following cases of shortness:

In Arabic, the statement ‘We talk’ in example (3) can be expressed either by:

- (i) / nataʒa:ðeb ʔat̪ra:f ʔalħadi:θ /
- (ii) /nataħadeθ/

The news writer generally is in favour of the second option which is shorter than the first one. The same holds true for the expression ‘to fight against’ in example (4) which can be referred to by:

- (i) /qa:tala/
- (ii) /xa:ða yima:r ?al qita:l/

In this case, the journalist tends to choose the first alternative because of its shortness.

### **2.3.2.2 Proper Grammar and Punctuation**

It is a common knowledge that meaning clearness depends heavily on the good use of grammar and punctuation rules. Thus, grammar mastering and knowing punctuation conventions are two pre-conditions towards clarifying messages implied in news articles. Besides they help to discard the readers from meaning ambiguity<sup>6</sup>.

For instance, at syntactic level the word order influences the perception of information. The use of SVO pattern has different meanings compared to its counterpart VSO in Arabic.

In this context, Hirzalla (2008) quoted in Atlas (2008:96) points out that:

*“In Arabic both SV(O) and VS(O) exist. The first one is governed by a speech constraint which concerns the status of the information. Actually, a new referent cannot be presented in the head of the utterance. On the contrary, specified referent or non specified referent can be presented in the head of SV”.*

In the same line of thought, Salah Belaid (Ibid: 45) states that:

*(In Arabic both patterns of sentences namely SV(O) and VS(O) are used compared to French or English which*

*are satisfied by the use of SVO pattern. This latter is more useful in sparking either the audience's or the watcher's attention to the news content. It also helps to instill it in the receiver's mind compared to its counterpart VSO pattern. Yet, this latter has other functions which cannot be achieved by SVO patterns)<sup>(7)</sup>.*

My translation

### **2.3.2.3 Coherence**

Coherence is one of the news writing principles. It is the term to describe the logical connection of the news story ideas. News practitioners develop different ways to ensure the coherence of their stories. They use a range of cohesive devices such as:

#### **2.3.2.3.1 Transitions**

Journalist uses transitions to transfer the readers' attention from one sentence to another or from one paragraph to the next. They include the following devices:

##### **2.3.2.3.1.1 Conjunctions**

Conjunctions are words or phrases which link sentences together. These links are linguistic tools by which the relationship between the sentences is revealed. They can express addition, contrast, consequences, reason...etc.

The most common conjunctions in Algerian newspapers written in Arabic language are summed in the below table.



Area of Meaning	Conjunction	English Gloss	Samples	Names of the Algerian Newspapers
<ul style="list-style-type: none"> <li>Addition</li> </ul>	/wa/	'and'	<p>(5) /ʃakwa ðida mimuni <u>wa</u> zija :r <u>wa</u> ruwrawa <u>wa</u>  Complaint against 'Mimouni' and 'Jiar' and 'Rouaraoua' and  ʔarbaʃ ʒuħf min bejniha ʔal xabar/  four papers amongst the El-Khabar</p> <p><b>“Complaint against ‘Mimouni’, ‘Jiar’, ‘Rouaraoua’, and four papers amongst ‘El-Khabar’”.</b></p>	El-Khabar N° 5829: 25/11/2009
<ul style="list-style-type: none"> <li>Cause</li> </ul>	/liʔana/	'because'	<p>(6) /ħurimtu min tadrib fari :q purto <u>liʔannani</u> : ʃarabi /  Prevented I from training team 'Porto' because Arabic</p> <p><b>“I am prevented from training Porto team bcause Iam Arabic.”</b></p>	EChorouk El-Yaoumi N0 2812:04/01/2010

	/bisabeb/	‘because’	(7)/ maʃariʃ fi yurfet ʔal ʔinʃaʃ <u>bisabeb</u> nudret ʔal ʔisment/ projects in room the revival because scarcity the cement <b>“ Projects are in the revived room because of the scarcity of cement”</b> (Literary Language) <b>“projects are quasi- stopped because of the scarcity of cement”</b>	Echorouk El-Yaoumi N0 2902:12/05/2010
• Choice	/ʔaw/	‘or’	(8) / naqa :bet ʔal tarbijja bi wihra:n mutaradida fi ʔilya :ʔ Syndicates the education in ‘Oran’ hesitated in abolishing ʔal ʔidraab <u>ʔaw</u> muwa:ʕalet..../ the strike or continuing <b>“The Syndicates of Education in Oran are hesitated whether to abolish,  or to go on the strike ....”</b>	Echorouk El- Yaoumi N° 2789: 26 / 09 / 2009
	/ʔam/	‘or’	(9) /muʕa :laħa <u>ʔam</u> xaħaʔ fi l barmaza/ Conciliation or mistake in the programming <b>“Conciliation or a mistake in programming”.</b>	El-Khabar N° 5954: 02/05/2010.

<ul style="list-style-type: none"> <li>• Comparison</li> </ul>	/ka/	'as'	<p>(10) / ʔum ʔa dunja tuʃa :mil ʔal mayrib ʔal ʃarabi <u>ka</u> tifi  'Oum –El Dounia' treat the Maghreb the Arabic as child  yajr ʃarʃi lil wiħda ʔal ʃarabijja /  not lawful for union the Arabic</p> <p><b>“Oum –El Dounia’ deals with Arab Maghreb as a bastard child of the Arab Union.”(Literary Language)</b></p> <p><b>“Egypt treats Arab Maghreb as if it is a love child of the Arab Union”.</b></p>	<p>Echorouk El- Youmi  N0 2779:  25/ 11 / 2009</p>
	/ʃala tariqat/	'compared to'	<p>(11) / ka :na ʔal hadef ʔallaði saʒzalahu ʃantar ʔal zaza :ʔiri fi  It was the goal that scored 'Antar' the Algerian in  marma: ʔifri:qija: ra:ʔiʃen wa <u>ʃala tariqat</u> ʔal kiba:r.../  net Africain wonderful and compared to the greatest</p> <p><b>“The goal scored by the Algerian foot ball player ‘Antar ‘was great compared to the one scored by the great players”.</b></p>	<p>Echorouk El- Yaoumi  2776: 22/11/2009</p>

<ul style="list-style-type: none"> <li>• Condition</li> </ul>	<p>/lew /, /ʔima/</p>	<p>‘if’</p>	<p>(12) /lew lam takun wazi:ren ʔajna ka :na l ibn ʕi:sa ʔan          If you were not minister where would to‘ Ibn Aissa to          Jaku:n ʔal ʔa:n/          be the now  <b>“If you were not a minister, where would be ‘Ben Aissa’ (an Algerian minister) now”.</b></p>	<p>Echorouk El- Yaoumi          N0 2896: 06/05/2010</p>
<ul style="list-style-type: none"> <li>• Consequences</li> </ul>	<p>/fa/</p>	<p>‘so’</p>	<p>(13) /taradathu firansa fa ʔaħraqa ʔibnahu ʔima :d wa          Expelled France so burned his son ‘Imad’ and          ʕaðaba ʔibnatajh bi ʃafraṭ hila:qa/          tortured his daughter with razor blade  <b>“ He was expelled from France, so he burned his son ‘Imad’ and tortured his two daughters by the razor blade”</b></p>	<p>Echorouk El- Yaoumi          N0 2902: 12/ 05 /2010</p>

<ul style="list-style-type: none"> <li>• Contrast</li> </ul>	/lakin/	‘but’	<p>(14) / ʃawdat aħmad matar <u>wa lakin</u> li l ʃaħafa /</p> <p>Coming back ‘Ahmed Matar but for the press</p> <p><b>“The coming back of Ahmed Matar ...but for the press.”</b></p>	<p>El-Chourouk El-Yaoumi N° 2896 :</p> <p>05 / 06 /2010</p>
<ul style="list-style-type: none"> <li>• Purpose</li> </ul>	/li/	‘for’	<p>(15) / melju :n dina :r zaza :ʔirijan <u>li</u> taḡli:h ʔal ʔiʃa :ra :t</p> <p>Million dinar Algerian for repairing the signals</p> <p>ʔa dawʔijja/</p> <p>the lights</p> <p><b>“One million Algerian dinars for repairing the traffic light signals.”</b></p> <p>(16) /xamsi:n fana:n zaza:ʔirijan juʃa:riku:n fi ʔaḏxam ʃamel</p> <p>Fifty artists Algerian participate in greatest work</p> <p>fanni: <u>li</u> nuçrat filisti:n/</p> <p>artistic for helping Palestine“</p> <p><b>“Fifty Algerian artists take part in the greatest work for helping Palestine”.</b></p>	<p>l-El-Djamhouria</p> <p>N°3437 : 11 / /06 /</p> <p>2008.</p> <p>Echorouk El-Youmi</p> <p>N°2896 :06/05/ 2010.</p>

**Table No2: “The Common Conjunctions in the Algerian Papers written in Arabic Language”**

### 2.3.2.3.2 Repetition

It is another way to assure the meaningfulness of the news story. It is through this strategy, the journalist avoids the reader from the double meanings that a word can have. In addition, s/he uses it to simplify and clarify the significance of what s/he wants to achieve.

The repetition devices can be applied on a single word or on whole structure. This latter is referred to as ‘parallelism’.

In an attempt to study the Arabic language use in Algerian newspapers, Salah Belaid (2004:10) notes that the outstanding features of this language are:

*(Repetition, recurrence, assertive, and favour shortness)*<sup>8</sup>.

My translation

The above quotation suggests that repetition is the first tactic which the communicator relies on compared to the remaining ones. According to the same scholar, the aim behind is to clarify and disambiguate the meaning. Such is the impression that prevails if we consider example like:

(17) / fa:zet ?a qana:t ?a θa:nija bi za:ʔizet ?afđđal b3:na:mez θaqa:fi

win the chanel the two with prize the best programme cultural

wa za:ʔizet ?afđđal nafra ?axba:r wa za:ʔizet ?afđđal taqdi:m nafra /

and prize the best bulletin news and prize the best presentation bulletin.

**“The channel ‘Two’ wins a prize of the best cultural programme, a prize of the best news bulletin, and a prize of the best presentation of a bulletin”.**( from the Algerian newspaper *Echorouk El-Yaoumi* N0 2886: 27/ 03/ 2010) See the appendix for the whole article.

As it is obvious in the example (17), the underlined word / za:ʔizet / ‘prize’ is repeated three times, and the same holds true for the underlined item /?afđđal/ ‘the best’.

### 2.3.2.3.2.1 Parallelism

Parallelism is among the devices which creates the cohesion in the news text. This technique suggests connection simply because the pattern of one structure is repeated in another one. Let us consider the following example (18) from the Algerian newspaper *El-Khabar* NO 5968: 16/ 05/ 2010.

The parallel structure is attested in 18.a, and 18.b patterns of this example as follow:

a. /lam jakun ja:sin jaʕlam ʔanna nihajata ʕumrih i sataku:n ʕala jadi Sadiqi:h i/  
not is Yacine knows truly end life his will be upon hand friend his  
**“Yacine did not know that his life would be ended by his friend...”**

b. /wa lam jakun jadri ʔanna tilka ʔa llajla ʔallati qadḏa:ha maʕa Sadiqi:hi  
and not is knows truly that the night that spent with friend his  
satku:n ʔal ʔaxi:ra/  
will be the last

**“,..and he did not know that the night he spent with his friend would be the last one”.**

A closer look at the above example (18) reveals that the structure in (18.a) is repeated in (18.b). Both structures (18.a), and (18.b) are started by the linguistic tool /lam/ ‘not’ which is used to express decisiveness /ʔalʒazm / and negation in Arabic grammar.

In (18.a), the writer refers to the victim by his proper name ‘Yacine’ whereas in the (18.b) by /i/ ‘he’ which is a suffix pronoun denotes Yacine. See (Dependent Pronouns in 2.3.2.3.5.2).

Another way to create parallelism is through the use of synonyms as it is illustrated in the above example (18).

The verb /jadri/ in (18.b) is synonymous to the verb / jaʕlam / in (18.a) which both mean ‘knows’.

Therefore, the structure pattern in (18.a) can be represented as:

/lam +jakun+ jasi:n+ jaʕlam /

This pattern is repeated in (18.b) as:

/lam +jakun+ jadri / in which ‘Yacine’ is substituted by the dependent pronoun /i/ and the verb / jaʕlam/ by its synonym /jadri/ ‘knows.’

The ideas contained within the above parallel sentences in (18.a; 18.b) seem equivalent because they share the same order of sentence elements as the verb form. This is the next point to be discussed.

### **2.3.2.3.3 The Verb Form**

It is an instructive device since it allows the news writers to predict the forms of verbs in the news story. This is simply because the verb form of one sentence can determine the form of the verb in the next pattern. Let us consider the previous example in (18.a), repeated here as (19):

(19) /lam jakun ja:sin jaʕlam ʔanna nihajata ʕumrihi sataku:n ʕala jadi Sadi:qih i /  
 not is Yacine knows truly end life his will be upon hand friend his  
**“Yacine did not know that his life would be ended by his friend.”**

In this structure, the form /sataku:n/ ‘will be’ is determined by the verb form / jaʕlam/ ‘knows’ which is preceded by the grammatical tool /lam/ ‘not’.

According to the Arabic grammar, the introduction of the sentence with the linguistic element /lam/ ‘not’ which expresses decisiveness and negation, renders the first verb which is originally in the affirmative present form into the negative past form; whereas the tense of the second verb of the sentence is used to express the present results of the past actual event. See (El-Hachemi, A, A, 2006:272 ). Thus, the use of the particle prefix /sa/ in /sataku:n/ ‘will be’ is assigned the function of showing the fact that if ‘Yacine’ had known the intention of his friend, he would still be alive. Compare this particular use of /lam/ in Arabic grammar to what Michael Vince (2008: 51) refers to as ‘mixed conditions’ in Macmillan English grammar<sup>9</sup>.

### **2.3.2.3.4 Substitutions**

Substitutions are among other useful devices in the news writing. They allow the news writer to keep a news story coherent. By virtue of this technique, the words which are appeared in earlier phrases or sentences are substituted. To illustrate, consider the following example (20) from *Echorouk El-Yaoumi* newspaper N0 2812: 04/ 01/ 2010. See Appendix for the whole news article.

The article is entitled:

/ma : qa:lahu ma:zar bixtiSa : r /  
 What said Madjer in brief



**“What Madjer has said in brief”.**

(20)

a. /ʔaxbara ma:zar ʔanna /  
informed Madjer that

**“Madjer has informed that”**

b. /qa:la ʔa nazm ʔal zaza:ʔiri ʔa sa:biq biʔanna /  
said the star the Algerian the previous that

**“The previous Algerian star said that”**

c. /kaʃafa ɗajf ʔa furu:q biʔanna/  
revealed guest the *Echorouk* that

**“The guest of *Echorouk* has revealed”.**

d. /lam jahddim mudarib ʔal xudār ʔa sa:biq xaraza:t /  
not digests coach ‘El- khudar’ the previous outcomings

**“The previous coach of ‘El-khudar’ did not grasp the behaviour”**

By applying substitution strategy, the name of the Algerian coach and player ‘Madjer’ appeared in (20.a) is substituted differently as it is shown by the underlined expressions in (20.b, 20.c, and 20.d).

### **2.3.2.3.5 Referring Expressions**

Referring expressions are among the tools which used to keep the news story coherent. They are those words whose meanings can only be grasped by referring to the aforementioned words or elements in the news story context. They subsume many types of pronouns namely: Demonstrative, Dependent, and Relative to name just a few as far as Arabic is concerned. These pronouns are highly effective since they share some properties of verbs in the sense that they are inflected for gender, number, and person (see Annajjar, 2000). We shall examine each of these pronouns.

#### **2.3.2.3.5.1 Demonstrative Pronouns**

Demonstrative pronouns are those words whose function is to tie the news story ideas together. In addition they participate in its readability<sup>10</sup>. They are subdivided according to the number, gender, and remoteness. See (Benali, 1993)

The most common of these words in news writing are mainly:

/ha ða:/ ‘this’, / haðihi / ‘this’, /ha ða:ni /’these’, /hata:ni/ ‘these’, /haʔula:ʔi/ ‘those’,  
/ ðalika / ‘that’, /tilka/ ‘that’.

Below are some instances of identification taken from *Echorouk El-Yaoumi* newspaper N0 2776:22/ 11/ 2009.

(21)/kaʃafa ka:tib ʔaddawla ʔal mukallaf bil ʔitiSa:l ʃazdi:n mihi:bi  
revealed writer the government the responsible of communication Azzedine Mihoubi

biʔanna maʃru:ʃ qana:t rija:ðijja ʒaza:ʔirija fi tawr ʔa dira:sa muʃi:ran ʔila ʔanna  
that project channel sport Algerian in phase the learning alluded to that

ʔa sulṭa:t tasʃa: li ʔinʒa:z haða: ʔal maʃru:ʃ fi ʔaqrab waqt mumkin /.  
the authorities want to establish this the project in nearest time possible

**“The state secretary for communication , Azzedine Mihoubi has revealed that the project of establishing an Algerian sport channel is in the making , alluded that the authorities aim at establishing this project as soon as possible ”.**

The previous example in (18.b), repeated here as (22)

(22) / lam jakun **jadri** ʔanna tilka ʔa llajla ʔallati qadḏa:ha maʃa Sadiqihi satku:n

and not is knows truly that the night that spent with friend his will be

ʔal ʔaxi:ra/

the last

**“He did not know that the night he spent with his friend would be the last one”.**

As it is clearly shown in (21) and (22), the underlined demonstrative pronouns agree with the nouns they refer to. In (21), / haða: / ‘this’ refers to / maʃru:ʃ / ‘project’ which is singular masculine. Whereas in (22), /tilka/ ‘this’ designates /ʔallajla / ‘the night’ which is singular feminine.

### 2.3.2.3.5.2 Dependent Pronouns

In Arabic grammar, among the phenomena that are likely to ensure the cohesion and that come under the heading of ‘Referring Expressions’, it is important to mention here the so-called ‘Dependent Pronouns’ /ʔa dđama:ʔir ʔal mutaSilla / (الضمائر المتصلة) . In this context, (Annajar 2000) Quoted in Atlas (2007:99) states that:

*(There is no Arabic verb without dependent pronoun in a sentence)<sup>11</sup>.*

My translation

These pronouns are functional words which are affixed to the verb initially, finally, or in both positions in accordance to the types of the verbs they tied to and to the tense in which they are conjugated. Thus, dependent pronouns can be divided into three major groups according to the verb type and tense. Representative of this view is Annajar (2000) See note 12.

Let us consider the following example from the Algerian newspaper *El-Djamhouria* N0 3438: 12/6/ 2008.

(23) / kaʃafat maSlahat ʔal wiqa:ja ʔa ta:biʃa li mudirijjat ʔa sihati  
Revealed office the protection the following to direction the health  
biʔanna huna:ka akθar min maʔatej wa ʃiʃri:n t̄t̄ifl jatara:wah  
that there is more than one-hundred and twenty children around  
sinu hum mabajna xamsa wa ʃaʃra sanawa:t jamtahin u:n mihnan  
ages their in between five and ten years work they careers  
muxtalifa wa jalhaθ u:n wara:ʔa qu:ti jawmi him/  
various and pant they after living day they

**“The Protection Office of Health Direction has revealed that there are more than one- hundred and twenty children, aged between five and ten work in different careers and pant for their everyday livings”.**

The three underlined verbs in the above extract (23) are tied to dependent pronouns as is illustrated in the table below.

Sample verb	Affixation	Base form	Type of the verb	Tense	Dependent Pronoun	Meanings
a. /kaʃafat/	/kaʃafa+t/	/kaʃafa/	Sound verb <sup>13</sup>	Past	/-t/	'It revealed'
b. /jamtahinu:n/	/Ja+mtahinu:+n/	/imtahana/	Hamzated verb <sup>14</sup>	present	/ja-----u:n/	'They work'
c. /jalhaθu:n/	/ja+lhaθu:+ n/	/lahaθa /	Sound verb	Present	/ja-----u:n/	'They pant'

**Table 3: Dependent Pronouns in Relation to Verb Type and Tense**

In (23.a), the dependent pronoun /t/ is suffixed to the base form /kaʃafa/ 'reveal'. This pronoun stands for 'The Protection Office of Health Direction' which is third person singular feminine. Whereas the affix /ja-----u:n/, which is third person plural, is affixed to the verbs /imtahana/ 'work', and /lahaθa / 'pant' respectively in (23b, and 23c). It stands for / maʔatej wa ʃifri:n ʔʔifl / 'Two hundred and twenty children' .

It should be noted that this dependent pronoun is made up of two particles. /ja/ is a present tense prefix whereas /u:n/ is a suffix particle, referring to the third person plural masculine. Furthermore the present particle /ja/ in (23.b), not only shows the present tense but also it comes as a result of changing the hamzated verb /imtahana/ 'work' from the past into the present tense. This confirms the definition of this type of verbs as cited by Abu'Libdeh in Atlas (2007).

(23.b)

1. / imtahana / (i.e. He worked) past
2. / jamtahinu / (i.e. He works) present
3. / jamtahinu:n / (i.e. They work)

The glottal catch /i/ ‘hamza’ of the verb in (23b.1) is changed into /ja/ when the verb is rendered to the present tense as in (23b.2, and 23b.3).

For more illustration, let us recall the example in (22), repeated here as (24).

(24) /lam jakun jadri ʔanna tilka ʔa llajla ʔallati qaḏḏa:ha maʕa Sadiqihi satku:n

and not is knows truly that the night that spent with friend his will be

ʔal ʔaxi:ra/

the last

**“He did not know that the night he spent with his friend would be the last one”.**

The verb /jadri/ ‘knows’ is classified as a vocalic verb because its base form contains the vowel letter known as /ʔalif maqSura / at its end as it is shown in the Arabic orthography of (سعى) ‘to want’.

The verbs of this category as for example /haka:/ ‘to tell’, /zara:/ ‘to run’, /rama:/ ‘to throw’, /naha:/ ‘to end’.....to name just a few exhibit something in common. The fact that when they are changed from the past into the present, they are prefixed to the particle present /ja/, and the letter vowel is deleted and substituted by /i:/.

Compare the following forms in (24a, 24b) to the ones in (23b1, 23b2).

(24)

a. /dara: / (i.e. He knew) past

b. /jadri: / (i.e. He knows) present

### **2.3.2.3.5.3 Relative Pronouns**

Relative pronouns are also among the linguistic tools that are used to achieve coherence in the news writing.

In Arabic language, one may encounter many forms of this type of pronouns compared to the ones in English language because they agree with the nouns they refer to in gender and number. Some of the examples below show some of the ways in which the news writers employ these pronouns. The extracts are from *Echorouk El-Yaoumi* newspaper N0 2776: 22 / 11 / 2009, N0 2833: 27/ 01/ 2010, and *El-Djamhouria* N0 3438: 12/ 06/ 2008 respectively.

(25) /ka:na ?al hadaf ?allaði ssazala hu ?antar /  
 Was the goal which scored he Antar  
**“It was the goal which was scored by Antar”.**

(26) /?al qa:ʕida muʒarad ʃi ʕa:r lixaʎ ?al fawða: ?allati tastafi:du  
 The ‘Qaeda’ just slogan to create the anarchy which benefit  
 min ha: ?amri:ka wa ?isra:ʕi:l /  
 from it America and Israel

**“El- Qaeda is just a slogan to create disorder from which America and Israel benefit”.**

(27) /ju?akkid ?al mudarib xanʕar ?anna haða: ?al ?inʒa:z ʒa:ʔa nati:ʒata  
 Assures the coach ‘Khantar’ that this the achievement comes outcome  
 zuhu:d ?a laʕibi:n ?alaði:na ?ablu bala:ʔan ḥasanan fil ?a muna:fasa/  
 diligence the players who do grief well in the competition

**“The coach ‘Khantar’ assures that what has been achieved comes as a result of the players’ diligence by which they prove themselves in the competition”.**

The underlined relative pronoun in (25) /?allaði/ ‘which’ refers to /?al hadaf/ ‘the goal’ is a singular masculine word. Whereas in (26), the relative pronoun /?allati / ‘which’ refers to ‘El-Qaeda’ is a singular feminine item. Finally, the relative pronoun /?alaði:na/ ‘who’ refers to /?a laʕibi:n / ‘the players’ which is a plural masculine noun.

The above referring expressions serve to demonstrate the different ways of keeping the news text ideas coherent in terms of pronouns. However it does exist other expressions which serve the same function but referring to time and place.

#### **2.3.2.3.6. Referring Expressions Related to Time and Place.**

The referring expressions that refer to time and place are also among the linguistic means that firm up the connection in the news writing. They serve to keep the news story coherent. Some of these terms are illustrated in the following passage from the Algerian newspaper *Echorouk El-Yaoumi* N0 2833: 27 / 01/ 2010. See the Appendix.

(28)

/ fujjiſa                                  zawa:la        ʔams     ʔa θulaθa:ʔ     zuθma:n ʔa    ḍa hijja  
put in his final resting place    afternoon    yesterday    Tuesday        cadaver    the    victim  
ʔal zaza:ʔiri    nabil    naya:f     ʔallaḍi    qada:    fi zilza:l    hajti    baſda ʔan  
the Algerian ‘Nabil Naghache’ who    died    in earthquake    Haiti after    that  
tamma        naql        zuθma:ni hi    Saba:ħa    ʔams        fi riħlati    ba:ris  
completed    transport        body    he    morning    yesterday    in flight    Paris  
qasanti:na    ʕabra    ʔal xuṭu:t    ʔal zawijja    ʔal    zaza:ʔirijja    ʔallati waSalat  
Constantine    trough    the lines    the air        the    Algerian        which arrived  
ʕala:    ʔasa:ʕa    ʔa    ta:siʕa    wa    niSf    Saba:ħan    wa    dufina    fil maqbara  
upon    time        The    nine    and    half    morning        and buried    in    Cemetery  
ʔal markazijja    bi qasanti:na  
the    Central        in    Constantine

**“The body of the Algerian victim ‘Nabil Naghache’ was buried yesterday, Tuesday afternoon. He died in Haiti’s Earthquake. After this incident, his cadaver was transported through the Algerian Airlines Route Paris- Constantine which was arrived at a half past nine morning, and then the deceased was buried in the Central Cemetery of Constantine.”**

The lead paragraph of this article looks like an obituary news story. The six basic questions are answered. Who (Nabil Naghache), what (died/ burial), Where (Haiti/ Constantine), When (Tuesday), Why (earthquake), and How (he dies while being in Haiti). The answers as one can attest provide the readers with the most important information about the deceased ‘Nabile Naghache’. This is due to the application of the inverted pyramid technique. Among these answers are the ones that are related to time and place.

The above underlined expressions illustrate this point as follow:

a/ Time

1. / zawa:la ʔams ʔa θulaθa:ʔ / 'yesterday, Tuesday afternoon'.
2. / Saba:ħa ʔams / 'yesterday morning'.
3. / ʔata:siħa wa niSf Saba:ħan / 'half past nine morning'

b/ Place

1. / fi zilza:l hajti / 'In Haiti Earthquake'
2. /fi ri ħlati ba:ris qasanti:na / 'through the Algerian Airlines Route Paris-Constantine'
3. / fil maqbara ʔal markazijja bi qasanti:na / 'in the Central Cemetery of Constantine'

A glance at (a) and (b) reveals, among other things, that the most important of these expressions are those concerning the time and the place of burial as shown in (a1) and (b1). Another interesting point to notice is that the place expressions as exemplified in (b) are preceded by the prepositions /fi / 'in', and /bi/ 'at'. These prepositions serve to designate the location.

It seems there is no need to recall that the above discussed cohesive devices are used to create coherence in the news story's ideas together.

In this context, Nunan (1993), and Cook (1989) consider cohesion insufficient in creating coherence.

Cook (1989) argues that the reason for such assumption is that coherence is perceived as a quality by which the communication's message is deciphered. He goes on to say that relying only on formal links of the text cannot achieve this end.

*'The quality of being meaningful and unified...  
it is a quality which is clearly necessary for  
communication... but which cannot be explained  
by concentrating on the internal grammar of  
sentences'*

Cook (ibid: 4) in Neddar (2004:46)



However, Halliday (1989) sees cohesion as a pre- condition for coherence. The justification behind his claim is that cohesion can be attested on two levels of analysis: grammatical and lexical. Therefore, one must not only pay attention to the internal relationship between the words, clauses, and sentences within the text; but also he must integrate:

*“Certain specifically text-forming relations  
which cannot be accounted for in terms  
of constituents structure”.*

Halliday & Hassan (1975:7) Quoted in Neddard (Ibid: 48)

At this level of analysis, one may recall the example (28), repeated here as (29)

(29) / fujjiŝa                      zawa:la      ʔams      ʔa θulaθa:ʔ      zuθma:n    ʔa      ɗa hijja  
put in his final resting place    afternoon    yesterday      Tuesday      cadaver    the      victim  
ʔal    zaza:ʔiri    nabil    naya:f      ʔallaði    qada: fi zilza:l      hajti    baŝda    ʔan  
the Algerian ‘Nabil Naghache’ who      died      in earthquake    Haiti after that  
tamma      naql      zuθma:ni h      Saba: ha      ʔams      fi riħlati    ba:ris  
completed    transport      body    he      morning    yesterday    in flight    Paris  
qasanti:na    ŝabra      ʔal xuṭu:t    ʔal zawijja    ʔal      zaza:ʔirijja    ʔallati waSalat  
Constantine    trough    the lines    the    air      the      Algerian      which arrived  
ŝala:    ʔasa:ŝa    ʔa ta:siŝa wa niSf    Saba:ħan    wa    dufina    fil    maqbara  
upon    time      The    nine    and    half    morning      and    buried    in    Cemetery  
ʔal    markazijja    bi    qasanti:na  
the    Central      in    Constantine

**“The body of the Algerian victim ‘Nabil Naghache’ was buried yesterday, Tuesday afternoon. He died in Haiti’s Earthquake. After this incident, his cadaver was transported through the Algerian Airlines Route Paris- Constantine which was arrived**

**at a half past nine, morning; and then the deceased was buried in the Central Cemetery of Constantine.”**

A glance at the above example (29), reveals that although it is not stated that the cadaver of the deceased ‘Naghache’ was transported first from Haiti to Paris then from Paris to Constantine, one may deduce this meaning only by inferring to the meanings implicated in the two underlined expressions / qada: fi zilza:l hajti / ‘died in Haiti Earthquake ’and /naql zu θma:nihī Saba: ha ?ams fi ri hlati ba:ris qasanti:na

ʕabra ?al xu tu: t ?al ʒawijja ?al ʒaza:ʔirijja / ‘his body was transported through the Algerian Airlines Route Paris- Constantine ,yesterday morning’.

In brief, it is through recognizing the relationships that exist between the different elements of the text that one can arrive at such deduction.

Halliday & Hassan (Ibid: 4) are well summarized this point, who underline the fact that cohesion is a semantic unit.

*‘That refers to relations of meaning that exist  
Within the text and define it as a text’.*

Quoted in Neddar (Ibid: 47)

Yule (1996: 84) has also pointed out the reason why cohesion is insufficient to create coherence by saying:

*“What language users have most in mind is an  
assumption of coherence, that what is said or  
written will make sense in terms of their normal  
experience of things. That normal experience will  
be locally interpreted by each individual and  
hence will be tied to familiar and the expected”.*

In fact, Yule’s perception of coherence is based on familiarity and knowledge of the subject matter. Put it differently, the coherence does not come from the grouping of the individual words in context of the text but it comes from the combination of these items with the person’s knowledge of the situation in which they are used.

The practical significance of this point can be illustrated in example (29). Thus, one can get the information about the time of departure of the flight from Paris only by relying on his/ her knowledge about such flights since the time of arrival is stated ‘at half past nine’.

From what has been said above, one can come to the conclusion that although the definition provided by Cook (1989), Halliday (1989), Halliday & Hassan (1975), and Yule (1996) differ from one another in certain aspects but they agree on the fact the social approach to coherence have to be integrated to linguistic one. The aim behind is to achieve the coherence at textual level. This point will be developed under many headings as figures of speech and proverbs.

### **2.3.3 Concrete Language**

It is among the strategies of news writing. The communicator avoids using the abstract language. By contrast, he/she is in favour of employing the concrete words which are perceived through senses. According to Jacque Mouriquant (1997:91), he points out that:

*(The word choice in the press systematically prefers  
the concrete, the practical, and the visual. By doing  
so, the copy editor seeks to refer to the familiar  
vocabulary in the reader’s mind)<sup>15</sup>.*

My translation

#### **2.3.3. 1 Use of Specific Words and Numbers**

By specific words, the news writer aims at providing details and specifying rather than generalizing. To accomplish this goal, he refers to people, places, and things by their proper names. It is worth mentioning that ‘things’ here subsume names of objects, subject matters, and the related terms that have to do with each area of knowledge. Talking about medicine as a specific field for example, it includes names of illnesses, medicines, and tools for work. To write about this field, the journalist has to use accurate words that are mainly technical.

As far as Arabic language is concerned, it exhibits gaps in technical and scientific spheres. The ones used in the press are adopted and Arabicized. But despite this fact, the Academics of Arabic language all over the Arab world do not agree on the unification use of

these terms which are submitted to the process of Arabicization. This point invites the question 'to what extent the Arabic language use in press does participate in unifying their employment among the users?'

The use of numbers in the press is another form of concrete language. For example, it is better to say "There is around 3millions of handicapped people in Algeria"<sup>15</sup> rather than saying "There is a great number of handicapped people in Algeria". Since the first quotation demonstrates the exact number of handicapped Algerian citizens. But it should be mentioned that in some cases, the use of numbers can suit only a limited number of readers if they are not used in a careful way. This means that the employment of numbers can lead to confusion rather than precision. That is to say, the journalist is required to translate the numbers used into clear, simple words to reach all the types of readers. To attain this aim, the news writer may rely on comparison with concrete examples brought from the background knowledge of his receivers.

### **2.3.3.2 Insertion of Background Knowledge and Information**

One of the most important features of concrete language is its relying on background knowledge of the readers. In doing so, it appeals to their senses.

In describing media language, Report (1977:285) quoted in Hartley (1985:98) argues that:

*"The language is always concrete and punchy  
with an assumption of and a reference to always  
pre- existing 'knowledge'. This populist vocabulary  
is the language of common sense".*

If one rivets his/ her eyes on the above quotation, he/ she will find two key words which describe the nature of this language: pre- existing knowledge and common sense language.

### **2.3.3.2.1 The Pre- existing Knowledge**

Since the news writer addresses unknown audiences with different levels of information, he/ she resorts to the pre- existing knowledge of these readers. Due to this strategy, the communicator tries to accommodate variability in the readers' knowledge as El-Sakran (2004) puts it.

The pre- existing knowledge is realized either through the use of parenthetical insertions or full sentences. The former aim at furnishing the audience with just an aspect of the event reported. For example, the insertions of specific names, ages, religions, or locations are some tools to achieve this end. These types of explanations are put between brackets, dashes, inverted commas, or quotations marks. But the use of sentences aims at purveying the readers with much more detailed explanations. They are in form of quotes between quotation marks.

In addition the employment of quotations serves many ends. First, it adds colour and credibility to the news articles. Second, it puts the readers with direct touch with the persons reported. Third, it allows the news writer not only to report the way people talk but to capture the colloquial expressions if they are used as well.

In this context, Crystal and Davy (1969: 179) state that:

*“In newspaper language, quotations are used conventionally an allusion of authentic spoken language with the features, among others, to add verisimilitude to the writer’s report of what has been said”.*

In accordance with Crystal’s and Davy’s views, Bell (1991:207-209) argues that:

*“...and to free the writer of the responsibility for inappropriate views or wordings”.*

### **2.3.3.2.2 Common Sense Language**

As it is defined above by Report (Ibid), it is the language which deals with populist vocabulary. This language can exhibit itself in two ways.

First, it can be the proper sayings of the prominent figures translated into a very common language of the society they present as Hartley (Ibid: 99) points out:

*“The staple diet of news is the saying and doings of the ‘elite persons, who not only wield institutional power but also act as ‘representatives’ of large social groups... Common sense language serves to translate the sayings and doings of these people and institution into a familiar idiom.”*

In doing so, the news writer aims at clarifying and simplifying the language of the news discourse, ‘naturalising’ in order to be understood by all the readers.

Hall et al (1978:61) quoted in Hartley (ibid: 99) state that:

*“The translation of official viewpoints into a public idiom not only makes the former more ‘available’ to the uninitiated, it invests them with popular force and reasonance, naturalizing them within the horizon of understandings of the various publics”.*

Second, common sense language can be in a form of quotations which do not need to be interpreted into a public speech since they are themselves said in everyday language.

What is important from what has been said is how to render the quotations into a common sense language? This in turn invites the question ‘what are the discourse strategies which the news writers use to affect a large number of the heterogeneous audiences? But before answering these questions, let us to define briefly the concept of ‘discourse strategy’.

### **2.3.3.3 Discourse Strategies**

The notion of discourse strategy as presented by Stranzny (2005:271) is seen as a social activity. It relies heavily on linguistic resources which consist of sounds, words, grammatical structures as well as on extra-linguistic factors which incorporate gestures, dress, and proximity.

As far as the linguistic resources are concerned, they subsume two types of aspects:

- (a) Aspects related to forms i.e. how to say something through the use of punctuation, grammar, wording, and textual organization.
- (b) Aspects have to do with content i.e. what to say. They include the introductions of topics and functions that are related to what the writer wants to achieve.

The definition above assumes that there are many strategies and tactics the news writers can rely on to accomplish their goals. Among them are the following:

#### **2.3.3.3.1 Figures of Speech in the News Discourse Language**

When the focus is the message, the news writers have to do with the imaginative function of the news discourse language. And since “*there is an imperious necessity for newspaper language to display clarity and facilitate the readability of its text*” White (1997:242) (quoted in Koller, 2003: 6), “*media have forced...the reporters to search out fresh and dramatic ways to keep their audience or readership attentive*”. (Malszecki 1995:199-200). Among the ways to achieve this end, the news practitioners rely heavily on the use of figures of speech such as: metaphors, euphemisms, and the like.

##### **2.3.3.3.1.1 Metaphor in the news writing**

Metaphor is considered as one among the best figures of speech since one of “*its serious purpose is to describe an entity, event or quality more comprehensively and concisely and in a more complex way, than is possibly by using in literal language*”. Newmark in (babel, 1980:93).

This quotation reveals among other things some aspects of metaphor. Firstly, metaphor is considered as a linguistic tool by which two objects or concepts are put together in terms of their resemblances. As the following examples (30), (31) will illustrate. The

examples are extracted from *El-Djamhouria* N0 3459: 7/7/2008, and *Echorouk El- Yaoumi* N0 2797: 25/11/2009 respectively.

(30) / ?al zafa:f jaðrib řa:řimata ?al yarbi /

The drought hits capital the west

**“The drought hits the capital of the west”.** (Literary language)

**“Drought bestows upon the capital of the west”.**

In this example, the human feature / jaðrib / ‘hits’ is attributed to the concept of ‘drought’. Thus the journalist resembles the drought effects to human hitting and beating.

By doing so, he wants to show the dramiticity of this natural disaster. In other words, the news writer wants to say that the physical pain of beating on the human body is as wounding as the drought on the capital of the west.

31) / mařr tahdi řa:za ha li řisra:řil wa řurasku:m taħlib ?al řa:z ?al

Egypt presents gas her to Israel and ‘Orascom’ milks the gas the

zaza:řiri bi siřr řibh mařa:ni /

Algeria with price quasi free

**“Egypt presents its gas to Israel and ‘Orascom’ milks the Algerian gas”.** (Literary language)

**“Egypt provides its gas to Israel and ‘Orascom’ takes profits from the Algerian gas with lower price”.**

In this example, the news writer brings the image of a milkmaid drawing milk from a cow or ewe. In this respect, he metaphorically conceptualized the Algeria as a female mammal to be milked. In doing so, he aims at showing to what extent Egypt which is exemplified in one of its enterprises ‘Orascom’ gains advantages from the Algerian gas at prices far below its true worth.

Secondly, the fact of reifying the Algerian gas in this image not only renders the style more expressive, but also adds colour and vividness. Eubanks (2000: 46) advances the view that:

*“Vividness is undoubtedly a virtue in newspaper writing”.*



In the same line of thought, Newmark in (babel1980:93) states that:

*“The purpose of metaphor is merely to liven up other types of texts, to make them more colourful , dramatic and witty, notoriously in journalism”.*

Thirdly, by virtue of the non-natural aspect of metaphor, it can be considered as a hedging technique by which the journalist remains not responsible for what has been interpreted. In this context, El- Sakran (2004) who is in sharp agreement with Lakoff (1972), Hyland (1994), and Crompton (1997) defines a hedge as:

*“An item of language or a certain language structure that a speaker or writer uses to explicitly qualify or reduce the strength of commitment to the truth of a proposition uttered or written [...] Hedge refers to a number of words and phrases whose job is to make things more or less fuzzy”.*

In the same line of thought, Black (1979) quoted in Stranzy (2005: 352) states that:

*“Metaphors can highlight certain aspects of a phenomenon while hiding others”.*

In this respect, the message entailed in example (31) can be understood in different ways and the journalist keeps away from the following possible interpretations:

- Stop providing Egypt with gas because it is not the one which profits from the gas but Israel.
- The privation of Egypt of gas can lessen the pressure upon the Palestinians.
- It is high time to act differently with such companies .i.e. new policy should be adopted in this field. This field is in need of reform.

These interpretations seem to agree with Goatly (1997: 155) who states that:

*“Metaphor...is not a mere reflection of pre-existing objective reality but a construction of reality, through a categorization entailing the selection of some features as critical and others as non-critical...metaphors can consciously be used to construct reality”.*

By virtue of the above cited aspects of metaphor, this figure of speech can serve many functions in the news writing. This point is the topic of the next discussion.

#### **2.3.3.3.1.1.1 Functions of metaphor in the news writing**

Metaphor as a linguistic feature of news writing language is used among other things to clarify the message, and to keep it coherent. Thus it serves three determined functions namely: ideational, interpersonal, and textual.

##### **2.3.3.3.1.1.1-1 Ideational Function**

First, metaphor is said to serve the so-called ‘ideational function’. It is the means by which the content is expressed and represented. Fowler (1991:69) argues that:

*“It is through this function that the speaker or writer embodies in language his experience of the phenomenon of the real world, and this includes his experience of the internal world of his own consciousness, his reactions, cognitions and perceptions , and also his linguistic acts of speaking and understanding”*

As it has been shown from this quotation, it is through this function that the news writer can express his point of view about the subject, including his experience about the phenomenon. In doing so, he tries to persuade the readers to share his experience in his metaphor. The following example from *Echorouk El-Yaoumi* N0 2776: 22/ 11/ 2009 is a case in point.

(32) / ʔal zaza:ʔir magnaʃ ʔal riʒa:l wa saʕda:n ʔagi:l zadi:r bi

The Algeria factory the men and ‘Saadane’ noble worthy of

tamθi:l ʔal ʕarab fil maħa:fil ʔal ʕa:lamijja/

act on behalf the Arabs in meetings the world

**“Algeria is a factory of men and ‘Saadane’ is a worthy noble person to represent the Arabs in the world meetings”.** (Literary language)

**“Presented by one of its men ‘Saadane’, Algeria is a worthy country to represent the world Arab.”**

In this image, Algeria is conceptualized as a factory and the men as the products of this manufacture. ‘Saadane’ stands as a sample of this product. Therefore, he is the representative of these men. It is worth noting that ‘men’ is used here in the sense of what men as traditionally expected to do and not as adults’ male human.

In fact, they connote bravery, strength, problem- solvers, and pro-active persons. With these qualities, the news writer wants to affirm that the Algerian coach ‘Saadane’ is worthy and noble to represent the Arabs in the world meetings. This confirmation stems from the writer’s experience and his perception of the subject, and notably about this specific coach in such events.

#### **2.3.3.3.1.1.1-2 Interpersonal Function**

Second, metaphor is also said to serve the so-called ‘interpersonal function’. Therefore, metaphor is used as a label to establish a relationship between the news writer and the readers. In doing so, the writer involves in the process of communication by evaluating the subject and persuading the readers as Fowler (ibid) goes on to say:

*“Language serves what we may call an interpersonal function.*

*Here, the speaker is using language as the means of his attitudes,  
and evaluation, and also of the relationship that he sets up between  
himself and his listener”.*

Fowler (1985:66), states that metaphor:

*“Maintain the inner coherence of a group with its boundary  
clearly defined”.*

To illustrate this function with an example, consider the following example from *El-Khabar* N0:5286: 03/04/2008.

(33) / ħub ʔa nabi jataħadda fitna wal garni juqa:đi: wilderz/

**“Love of the prophet defendes ‘Fitna’ and ‘Garni’ judges ‘Wilderz’ ”.**

In this example, the love of the prophet ‘Mohamed’ (PBUH) is reifying as a weapon by which we defend a Dutch movie called ‘Fitna’ by ‘Guirt Wilders’; the movie which depicts our prophet Mohamed (PBUH) in bad images. In doing so, the writer wants to share with the readers the fact that by our love to the prophet ‘Mohamed’ (PBUH), we can criticize what was stated in this movie.

### **2.3.3.3.1.1.1-3 Textual Function**

Third, metaphor is used as a device to clarify the news texts in the same way as do

*“Charts and maps, graphs and pictorial diagrams, photographs and realistic paintings, and above all models”* Black (1997:41) in Stranzy (2005: 352). Metaphor is also employed to keep the news texts coherent. This claim is summarized in the words of White (1997:242):

*“Contribute to cohesion of the text while at the same time,  
the tightness and consistency of the argumentation which  
results from the structural logic provided by the metaphor.  
[...] contributes to such an essential textual feature as in  
coherence”.*

As a comment on the quotation just given, metaphor is presented as an overriding feature at textual level since it assures the coherence. This point of view matches quite well with what Fowler (1991:69) refers to as ‘textual function’.

*“It is concerned with the creation of text. It is through this function that language makes links with itself and with the situation, and discourse becomes possible, because the speaker or writer can produce a text and the listener or reader can recognize one”.*

It is worth mentioning that the starting point of the above scholars’ definitions about textual function is inspired by Halliday (1975: 17) when he says:

*“It is through the options in this component that the speaker is enabled to make what he says operational in context, as distinct from being merely citational, like lists of words in a dictionary, or sentences in a grammar book”.*

#### **2.3.3.3.1.2 Euphemisms**

When looking at any newspaper language with figurative speeches in mind, one cannot deny the fact that euphemism is another crucial feature in news writing. Strazny (Ibid: 306) sets out that:

*“If either the denotation or connotation of a word or phrase is offensive to social sensibility, a ‘soften’, more polite form may be used. Such forms are euphemisms”.*

It is clearly shown in this definition that euphemisms are substituted forms used when a possible offense is attested in a replaced word or expression. An example of this feature would be this sentence from *Echorouk El- Yaoumi* newspaper N0 2316: 25 /06 / 2008.

(34) /mağraḥ ʃaxṣa jn fi ha:diθ muru:r /

Killed person two in accident passing

**“Two persons are killed in the road accident”.**

The underlined word /mağraḥ / ‘killed’ is an euphemism. It is used instead of the item /maqtal/ which is loaded with cruelty.

The obvious conclusion on these figures of speech is that they are not the only devices used to render the news text more discernible, but still other strategies which are of utmost importance in the news language. This paves the way to the discussion that follows: proverbs and proverbial like sayings.

### **2.3.3.3.2. Proverbs and Proverbial Like Sayings**

Proverbs and proverbial like sayings as aphorisms are among the means which clarify the message and make the language more concrete. In addition, they appeal directly to the readers’ senses since they are part of culture. Therefore, their use is redolent in any news story as Hajjar (1983) states in one of his introductions about this issue.

*(In brief, it is the language which appeals clearly  
to the spirit, touches the hearts, and instills easily  
in the memory compared to the use of abstract  
language which tires and it is quickly forgotten.)<sup>(16)</sup>*

My translation

A glance at the above quotation, invites us to investigate this point a bit in detail.

### **2.3.2.1 Proverbs vs. Aphorisms**

It is a common place observation that there is no general agreement about the notion of ‘proverbs’. But no definition can escape the fact that proverbs have some salient characteristics. To illustrate this point, let us consider the two following definitions:

*“A proverb is a short, generally known sentence of the folk which contains wisdom, truth, morals, and traditional views in a metaphorical, fixed and memorizable form, and which handed down from one generation to generation.”*

Mieder (1993:24)

*“A proverb is a succinct and memorable statement that contains advice, a warning, or prediction, or an analytical observation. Its form is usually terse, figurative, rich in metaphor and most often poetic”.*

Fergusson (1983) in Madumulla (1998:2)

If one focuses upon the two above cited quotations, he/ she will find that both Mieder (1985, 1993), a prominent proverb scholar in the U.S.A, and the sociolinguist Fergusson (1983) agree on some salient features that characterize a proverb in general.

They both concur that a proverb is a short memorable statement which is used for giving instructions or warnings either for the present or the future. This can be justified by the fact that a proverb includes wisdom, truth, and also it implies the experience of its users. Concerning the form, both (Mieder and Fergusson) stress the metaphorical nature of the proverbs. However, Mieder (1983, 1993) backs the idea of ‘folk’ which implies that a proverb is a popular saying. Therefore, it is a common fact expressed in a common language.

Hence, it is undeniably true to state that proverbs are used for ‘mundane reason’, ‘narrative mind, or ‘dialogic mind’ as Melvin Pollner (1990), Mark Tunner (1996), and Golwyn Trevarthen (1993) put them respectively. It is worth mentioning that the item ‘mundane’ in Pollner’s sense has to do with ordinariness and everyday life. Whereas the Tunner’s word ‘narrative’ suggests that proverbs are expressions which are loaded with experiences, using to give advice, opinions, and even judgments. This can be stemmed from the wise observation on life. This later point suits much the Benjamin’s Franklin’s Poor Richard’s definition of the ‘Aphorisms’.

*“Aphorism is a brief statement which expresses  
an observation on life, usually intended as a  
wise observation ”.*<sup>17</sup>

In addition the Trevarthen’s item ‘dialogic’ offers us the opportunity to discuss proverbs from communicative perspective. In this context, Bakhtin (1981:672-3) asserts that:

*“All true communication must involve a dialogue  
between a speaker ( or author) and a listener  
(or reader) that creates a relationship between  
them that will lead the one addressed to their  
utterance.”*

Quoted in Lauhakangas (2004:14)

This means that the ability to understand the message implied in the news story is achieved only if the story is written either in the existing words of the readers or in their different forms of the language they have already known. This claim is also sustained by Wray and Perkins (2000: 18) in Becker (2006) when they argue that:

*“A hearer is more likely to understand a message  
if it is in a form he/ she can process without  
recourse to full analytic decoding”.*

To illustrate this argument, let us mention these examples from *El-Djamhouria* NO 3459: 07/ 07/ 2008 and *Echorouk El-Yaoumi* NO 2776 : 22/ 11/ 2009 to elucidate the proverb and aphorism respectively.

(35) / wa ?ana: ?adxulu **ḏa:kirata** ?a sabSi:n ?annani ?ahfaḏu **munḏu**

And I reach memory t he seventy that I take by heart since  
?aḡiyari Wa huwa ka naqfi ṣala: ?al ḥazari ?anna ?a nabijja **ṣalla** ?allahu  
childhood and that like engraving on the stone that the prophet peace be



ʕalajhi wasalam qa:la ʔannahu sajatiʔti qawmun juʔi:lu:na ʔa lxuʔba wa  
 upon Him says that will come people lengthen the speech and  
juqqaʕiru:na ʔa ʕʕala:ta wa haḏa: ma: ttama fiʕlan /  
 shorten the praying and this what is happened really.

**“... and I reach the age of seventy, I have taken by heart since childhood which is like engraving on the stone that the prophet (PBUH) says:**

**“*They will come people lengthen the discourse and shorten the praying*’ and this is really what is happened”.**

The above underlined expression in (35) is used as a confirmation to sustain the speaker’s argument that although he reaches the age of seventy, he still has a good memory to recollect what he learnt during his childhood because learning in this stage of life is like leading the ducks to the water. Thus, what he learnt during his childhood is intrinsically engraved in his memory. By doing so, he wants to show his irritation and contempt towards what happens in the mosques today. He also wants to address the persons in charge of this field that he is physically unable of staying so long in the mosque for praying because he is so old. Therefore the ‘Imams’ have to take into consideration such category of people i.e. elderly persons.

(36) / ʔa razal jadiha ʕla qawtah wal mra taxuḏha ʕla lsa:nha /

The man take it on power his and the woman take it on tongue her

**“The man relies on his power and the woman relies on her tongue”.** (Literary language)

**That is to say: ‘The man is proved by his actions whereas the woman relies on her words’.**

As it can be seen, the expression in (36) is based on the wise observation that man is judged by his doings and not by his sayings as the woman does. Therefore, this aphorism is used to criticize the Egyptian media about its campaign against Algeria and the Algerian football team. The journalist metaphorically wants to pass the message that the Algerian football team deserves its qualification to the world cup competitions in accordance to its actions and not on its words as the Egyptian media tries to allege about the competence of the

Algerian team. This popular aphorism is approximated to the English wise sayings ‘Actions speak louder than words’, ‘talking pays no tolls’, or ‘the proof of the pudding is in the eating’.

It would be meaningless to sum up this section without reiterating the fact that proverbs and aphorisms are fixed statements. This observation is also applied to the so-called ‘idioms’, the subject of the next point.

### **2.3.3.3.2 Idioms**

Idioms are among the ready-made expressions which cannot be understood by looking at the very individual items of each idiom as it is defined by Michael Mc Carthy & Felicity O’Dell (1994):

*“Idioms are fixed expressions with meanings that are usually not clear or obvious. The individual words often give you no help in deciding the message[...].*

*The words do not tell us what it means, but the context usually helps.”*

Michael Mc Carthy & Felicity O’Dell (1994:148)

As it is clearly explained by the co-authors (Michael Mc Carthy & Felicity O’Dell ) that one cannot either grasp the meaning of a prefabricated expression because it has an ‘opaque’ meaning or can he / she rely on the meaning of its individual components for the reason that they are helpless. However, the context can provide the hearer / reader with the meaning intended since *“conjures up in the mind of the reader or hearer all the aspects of experience which are associated with the typical contexts in which the expression is used”*. Baker (2004: 64) Quoted in Becker (2006). Let us consider this example from *Echorouk El-Yaoumi* N0: 2898 28/04/ 2010.

(37) / xu d̄ra            fu:q        ʃa: /

Vegetables        on        dinner

**“Vegetables on dinner”.**

Needless to say that the meanings of the elements / xuḍra/ ‘vegetables’, /fu:q / ‘on’, and / ʕʃa: / ‘dinner’ which constitute the idiom in (37) don’t lead to the meaning intended by the whole statement. This Algerian idiom is used to show that someone is of a very little or no value i.e. s/he is residue and redundant as the vegetables to the dinner. It is approximated to the English idiom ‘be peanuts’.

It is undeniably true to say that idioms can be considered as conclusive tools in rendering the news stories coherent. Therefore, they facilitate the communication between the readers and the journalists. Besides, they are employed to reveal the news writer’s evaluation about the issue at stake. These functions can be justified by the very nature of the idioms since *“Idiomatic constructions that are listed in dictionaries as approved by the entire society and those others , like slang, jargon, and familiar euphemisms that have a private meaning accessible only to small social groups”*. Strazny (Ibid:493)

## **2.4 Conclusion**

This chapter has highlighted the distinctive features of the newspaper discourse language. It is concluded that the newspaper language is generally characterized by simplicity, shortness, precision, and contains many samples of informal language. The aim is to assure communication across the different target groups. Another interesting finding is that the news practitioners are prompted to use a range of newspaper discourse strategies, aiming at displaying clarity and ensuring the comprehension of the messages intended for public consumption. Other results of this chapter include that the language devices are not only linguistic (formal links) but also they are based on the cognitive and social contexts of the readers addressed to.

In the light of these findings, it is undeniably true to state that code switching is an interesting language device that enables the news practitioners to access to mundane speech in order to appeal to the readers’ common sense. This is, in fact, the object of the chapter four. Whereas the next chapter will deal with the evolution of the Algerian newspapers in order to discuss the repercussions of the different Algerian governments on their language use, taking into account their historical development and their present structure. In brief, the general thrust of chapter Three is to portray the interdependent relationship between the society and the language of the newspaper discourse.

## Notes to chapter

1-In this context, the French journalist Jacques Mouriquand (1997:3) said:

“L’écriture journalistique est différente des autres. C’est son efficacité à véhiculer un message qui prime. Elle n’a de justification que par rapport à son public...L’écriture journalistique doit se trouver à la convergence d’une lecture de plaisir et d’une information exacte.”

He goes on to say :

“...le français apparaît au reporter comme une somme. Elle résulte d’une addition de « Jargons » : celui de médecin, de chimiste, de l’information, etc.” (ibid :88)

2-Neddar (2004 :45) explains the fact of referring to some jobs by ‘he’ and other ‘she’ , to the assumption of relying on the schema and to what is familiar and normal in a culture of the society.

He offers us the example of ‘the teacher asked the pupils to keep quiet’. According to his investigation he elaborated about the sex of the ‘teacher’ in the sentence, he found that almost all the answers favour the female. The justification behind is that the answers are motivated by the word ‘pupils’. The reason is that at primary level women are expected to teach.

3- In accordance to Article 5of Penal Code, Ibtissem Garram (1998:234) defines ‘jail’ as:

‘Peine principale privative de liberté, elle varie selon la nature de l’infraction. En matière délictuelle : l’emprisonnement est de 2 mois à 5 ans. En matière contraventionnelle il est de 1jour au moins à 2mois au plus’.

Whereas ‘prison’ as :

‘Peine principale consistant dans la privation de liberté, on distingue de réclusion perpétuelle et la réclusion à temps pour une durée de cinq à vingt ans.’

4-According to The Algerian Penal Code 2008-2009 Art.328, **infractions** are defined as:

“Sont des délits les infractions que la loi punit d’une peine de plus de deux mois à cinq ans d’emprisonnement ou de plus de 2000 DA d’amende, sauf dérogations résultant de lois spéciales ».

But ‘**contraventions**’ are defined as :

Sont les contraventions , les infractions que la loi punit d’une peine de deux mois d’emprisonnement ou au-dessous, ou de 2000 DA d’amende ou au-dessous, qu’il y ait ou non confiscation des choses saisies et quelle qu’en soit la valeur.

5-Personal interview with the chief editor of the Algerian national daily El- Djamhouria. 2 February, 2010.

6- Ambiguity is defined by Trask (1999: 11) as:

‘...two or more sharply distinct meanings for a single string of words. The simplest type of ambiguity is a **lexical ambiguity**, which results merely from existing two different meanings for a single word...More interesting are **structural ambiguities**, in which the words have the same meanings, but quite different structures can be assigned to the entire string of words, producing different meanings...Complex cases are possible, involving both lexical and structural ambiguities.’

7-Salah Belaid (2007: 45) said:

/ falluya ʔal ʕarabijja tasta ʕmil ʔal zumlatajn bixilaaf maa naziduhu fi ʔalluya ʔal firansijja ʔaw ʔal ʔinglizijja ʔallatajni taktafijaani bisti ʕmaal ʔal zumla ʔal ʔismijja faha ʔihhi ʔalʔaxiira ʔa ʔlab ʔintibaah ʔal mustamiʕ ʔaw ʔal muʕaahid wa ʔaqdar

ʕala tarsiiʕ muhtawa ʔal xabar fi ʔihnihi mina ʔal zumlati ʔal fiʕlijja faʔinna lilzumla ʔal fiʕlijja mawaadʕihaa ʔallati laa jumkin lilzumla ʔal ʔismijja ʔan taquum maqaamihaa fihaa fi ʔal ixbaar/

8- Salah Belaid (2007: 110) said that:

/ ʔa tikrar wa ʔi ʕa:da wa ʔataʔki: id wa tami:l ʔila ʔiʕa:z/

9- Michael Vince (2008:51) in ‘Macmillan English Grammar In Context’ advocates the idea that the ‘the mixed condition’ of the English pattern if+ past perfect + would (do) is used for an imagined or actual event in the past with a result in the present. He gives the example: If she had worn her self-belt, she would still be alive.

10- According to two American brothers Gunning and Flesch, “Readability is a measurement of such things as the number of words in a sentence, the number of syllables in a word and the number of ideas in a sentence. In general, the more of them, the harder the sentence is to understand”. To achieve the readability in news texts, Gunning and Flesch invent two techniques for measurement which are “Index of Fog”, and “Flesch Reading Ease Formula” respectively.

11- Annajjar (2000) in Atlas(2007: 99) assures that:

/ la ju:ʕad fiʕl ʕarabi jadhar fi zumla du:na ʔan jahmila ʔami:r muttaʕilan /

12- Tables of the use of Dependent Pronouns with different tenses. The tables are extracted from Al-Najjar (2000) in Atlas (2007) p 99-100.

### 1/ Dependent Pronouns Tied to Arabic Verbs in the Past Tense.

Gender \ Number	Singular Masculine	Singular Feminine	Dual Masculine	Dual Feminine	Plural Masculine	Plural Feminine
1 <sup>st</sup> Person	/ - tu /	/ - tu/	/ -na: /	/ -na: /	/ -na: /	/ -na: /
2 <sup>nd</sup> Person	/ - ta /	/ - ti /	/tuna:/	/tuna:/	/tum /	/-tunna/
3 <sup>rd</sup> Person	-----	/-t/	/ʔa:/	/ta:/	/ʔu:/	/-nna/

The dash before the dependent pronoun shows that pronouns are suffixes. They come after the verbs in the past tense.

### 2/ Dependent Pronouns Tied to Arabic Verbs in the Present Tense.

Gender \ Number	Singular Masculine	Singular Feminine	Dual Masculine	Dual Feminine	Plural Masculine	Plural Feminine
1 <sup>st</sup> Person	/ʔa-/ /ʔu-/	/ʔa-/ /ʔu-/	/ na- / /nu-/	/ na- / /nu-/	/ na- / /nu-/	/ na- / /nu-/
2 <sup>nd</sup> Person	/ta-/ /tu-/	/ta- tim/ /tu- tim/	/ ta- an/ /tu- an/	/ ta- an/ /tu- an/	/ta- um/ /tu- um/	/ta- n/ /ja- n/
3 <sup>rd</sup> Person	/ja-/	/ta-/	/ ja- an/	/ ta- an/	/ ja- un/	/ja- n/

	/ju-/	/ tu-/	/ju- an/	/tu- an/	/ju- un/	/ju- n/
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The dash after the dependent pronoun shows that pronouns are prefixes. They come before the verbs in the present tense.

In the above table, the dependent pronoun /ʔu-/ or /nu-/ is prefixed to the quadrilateral verbs such as : /ʔuʃaskir/

'I form a camp' and to the verbs which follow the Arabic pattern known as / fa:ʃala/ فاعل as in /qa:tala/ 'to fight',

/ʔuqa:til/ 'I fight', and /nuqa:til/ 'we fight'; or to the Arabic pattern known as فعل like: /ʔuʃʃalim/ 'I teach', /juʃʃalim/ 'He teaches', or to the pattern /ʔaʃʃala / أفعل as in / ʔantaʒa/ 'He produces', /ʔuntizʊ/ 'I produce', /nuntizʊ/ 'we produce'. Whereas the remaining patterns of Arabic verbs take /ʔa-/ regardless if the verbs are trilateral or quadrilateral ones as in: / ʔaktubu/ 'I write', or / ʔastaʃmilu/ 'I use'.

### 3/ Dependent Pronouns Tied to Arabic Verbs in Imperative.

Gender Number	Singular Masculine	Singular Feminine	Dual Masculine	Dual Feminine	Plural Masculine	Plural Feminine
1 <sup>st</sup> Person	/ʔi-/ /ʔu-/	/ʔi- i:/	/ʔi- a:/	/ʔi- a:/	/ʔi- u:/	/ʔi- na/
2 <sup>nd</sup> Person	-----	/ʔu- a:/	/ʔu- a:/	/ʔu- a:/	/ʔu- u:/	/ʔu- na/

In the above table, the dependent pronoun /i:/ stands for long /i:/ with the singular. The dependent pronoun /ʔu-/ is tied to the trilateral verbs as in: /ʔuktub/ 'write', /ʔudrus/ 'learn'. But it disappears with other types which contain more than three radicals as in : / ʃallim/ 'teach'.

**13-** Altoma (1969) in Ben Ali (1993: 78-79) states that “ ‘sound verbs’ are verbs which constitute of consonants other than: / ʔ, w, j/ and they are divided into trilateral verbs and quadrilateral ones. These types of verbs are also referred to as ‘consonantal verbs’.

**14-** Altoma (1969:60) in Ben Ali (ibid) defines ‘Hamzated verbs’ as the ones which have the glottal stop as a radical.

**15-** Jacques Mouriquand (1997:91) states that:

“le choix des mots dans la presse privilege systematiquement le concret, le pratique,  
le vivant, le visuel. Le rédacteur cherche à faire référence chez son lecteur à un  
capital de vocabulaire familier”.

**16-** « en bref, une langue qui parle clairement à l’esprit, touche les cœurs et se fixe aisément dans la mémoire, alors que les raisonnements abstraits fatiguent et s’oublent vite ».

**17-** See website [www.tnellen.com/cybereng/lit\\_terms/terms/Literary.Terms.html](http://www.tnellen.com/cybereng/lit_terms/terms/Literary.Terms.html)

CHAPTER THREE:

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AN INVESTIGATION OF THE ALGERIAN PRESS SYSTEM

**AN INVESTIGATION OF THE ALGERIAN PRESS SYSTEM**

### **3.1 Introduction**

The present scene of the Algerian press was not born overnight. It was the outcome of a long process of development. A review of literature on the historical development of Algerian press shows that media and more particularly press is the product of at least two historical constituents: colonialism and post-independence conditions. Among the representatives of such a view, one may cite the non-western scholars as: Azzi (1998), Daliliou (2003), Ihaddaden (1989), Kirat (1993), Sayf Al-Islam (1977, 1982, 1984); and the western writers as: Entelis (1983,1986 ), Merril (1995), Rugh (1979), and Soriau (1969). These authors agree on the fact that the Algerian journalism can be determined by a set of different periods which extends from the colonial era onwards.<sup>1</sup>

As the main objective of this chapter is the contemporary press from which our data are derived, the historical development of the Algerian press will not be considered in details since it needs a whole thesis in its own. However, we will limit ourselves to some indications which serve our objectives. In fact, it constitutes the background against which this chapter is set.

Another focus of this chapter is to bring into the light the reasons which justify the selection of the papers at stake. Therefore, this third chapter is divided into three sections. First of all, we try to provide a historical overview of the Algerian press from its earlier stages: from 1830 till independence (1962), i.e. the colonial era. Then, we will present another historical synopsis of the Algerian press from 1962 onwards, i.e. the post-independence era. It should be mentioned the results present in this section are up dated in accordance to the latest surveys of the French Institute Immar (International Media and Market Research). Finally, we will highlight the language policy of Arabization in one of its domain of application: Press.



### **3.2 An Overview of the Print Media: A Historical Account from 1830-1962.**

Print media was established in Algeria as early as 1830 with the first newspaper '*L'Estafette d'Alger*'. However, the first paper in Arabic language was appeared in 1874 under the name of '*Al-Mubashir*'- the first Arabic newspaper in Algeria and the third in the Arab world<sup>2</sup>.

Kirat (1993) cites that the number of newspapers accounted from 1830-1962 was approximately 220 titles, a great of them reflected different types of press affiliations. In this context, Ihaddaden (1989) recognizes the following five categories of press:

- a) *The Official Press* .It was also termed '*Governmental Press*. It was exclusively in the hand of the colony. It was first addressed to the French soldiers, settlers and later on to the Algerian 'Indigenes'. It reflected the political French policy in Algeria. Therefore, it was the vehicle through which the laws and the regulations were promulgated to the indigenous population. Besides, it promoted the interests of the French settlers. In order to achieve its ends, both French and Arabic languages are used. The representative paper of this type of press was the bilingual weekly newspaper '*El-Morchid*' which was issued in 1832;
- b) *The Colonial Press* '*Settlers Press*'. This category was directed to the French colons in Algeria. It aimed at showing the importance of the colonization. It was also characterized by ignoring the local people's problems. "*The colonial press defended very well the interests of the settlers and manifested a strong opposition to any change that concerned the 'indigenes'*". Kirat (Ibid: 28);
- c) *The 'Indigenophile Press*. Contrary to the colonial press, this type gave the indigenous population the chance to discuss their minor problems but never initiated them to journalism. "*the 'indigenophile' press showed its sympathy toward the local population and tried to achieve some equality and rights for the 'indigenes' but never attempted to question colonialism*" Kirat (ibid);

d) *The 'Indigenous' Press*. This type as its name suggests was directed to the indigenous people. Its main objective was to seek equality and justice for the 'indigenes'. Therefore, it tried to bridge a gap between the French government and the Algerian masses. However, it never raised questions concerning either the nationalism or self-determination as Ihaddaden argues:

*“This press wanted to play a mediating role between the french government and the Algerian masses. [...] this press failed to address the real problem of the indigenous: nationalism and self-determination.”*

Ihaddaden (Ibid)in Kirat (Ibid: 21)

It seems worth mentioning that this type of press was fashioned by many aspects. It was marked by the creation of many newspapers which reflected many trends and showed a wide range of editorial policies since it was launched on the basis of two ideological tendencies- associationism and assimilation. In addition, it was affected by the 'indigenous'oriental press of Egypt, Syria, and Tunisia. Within this background '*El-Hack*' – the first indigenous paper was established in 1893. It was to the benefit of social –economic emancipation. Whereas '*L'Islam*' was in favour of the 'Frenchicized' assimilationalist policy; '*El-Farouk*' and '*Dhou-l-Fikar*' represented Islamic, Puritan and Reformist views.

Another interesting aspect of this press is that it was fared well in the period of 1907-1913. Many papers were created and lasted compared to the period of 1893-1907 in which most of papers were ephemeral. In that period (1893-1907), the press was modest despite the fact that it was supported by the French government which wanted to communicate with the 'indigenes'. By 1914 this press was submitted to persecution and shut downs especially those papers which were published in Arabic language as '*L'Ikdam*'. This paper was banned in Algeria but thanks to the help of the French Communist party in France, it was reappeared under the name '*L'Ikdam deParis*'.

One remains to point out that this press by the end of the nineteenth century and the beginning of twentieth century was characterized by contradictions. On one hand, it raised the question of Algerian nation in relation to French existence. On the other hand, it identified with the French policy as Ihaddaden puts it:

*“It was one of the most delicate moments ever experienced by the ‘indigenous’ press. To affirm a national identity, and all together deny its sovereignty. [...] Promote nationalism and in the meantime recognize the sovereignty of another nation- a score of contradictions that the ‘indigenous’ press, whether the French language or the Arabic language, had to live with”.*

Ihaddaden(Ibid:399-400) Quoted in Kirat (Ibid: 30)

Commenting on this quotation, Kirat (1993) refers these contradictions to the fact that this press at that particular time, was mainly reflected the political life that the Algerian society witnessed. In fact, that reality was only mirrored and not challenged by this press, to say the least; and

E) *The Nationalist Press*. It was also dubbed ‘Muslim press’. The emergence of this category was paralleled with the appearance of the Algerian nationalist movement in twenties. Many factors helped its emergence such as: (i) the appearance of the Islamic reformism in the eastern Arabic led by Mohamed Abdou and Djamel Eddine Al-Afghani; (ii) the impact of the first world war; and (iii) the returning back of many Algerian intellectuals who were either graduated from France, or from the prominent religious institutions as Al-Azhar (Egypt), and Al-Zaytouna (Tunisia). Therefore, they acquired robust knowledge which allowed them to claim their nationalism and patriotism by serving press. Consequently, this press had many aspects and took many paths. It is important at this point to highlight some of the characteristics that characterized the period which follow the First World War to the outbreak of the guerilla war of Liberation 1954 by which Algeria gained independence in 1962.

This press was grouped many tendencies and political orientations as the religious reformism tendency which was represented by ‘Ulama’ association under the leadership of Abdel Hamid Ben Badis ; the radical anti-colonial nationalist tendency under the guidance of Messali Hadj; and the liberal assimilationist of Ferhat Abbas. As a result, this press was shaped by a sharp conflict between the different tendencies especially between the reformism trend of ‘Ulama’ presented by its press: *al-Chihab* (1924), *al-Montaqed* (1925), *al-Tabet*, *Ach-chariaa*, *Le Jeune Musulman* *La Voix du Peuple*, *La Defense*, and *El-Bassair* (1931) and the assimilationist press: *La Tribune Indigene Algerienne* (1927), *al-Wifaq* (1938) . In addition, the Ulama press also condemned the press of the North African Revolutionary Movement which was presented by its papers as: *El-Umma*, *ach-chab*<sup>3</sup>, and *Le Parlement Algeriens*.

But with the results of the Second World War and the experience of the Algerians in it, especially after the extermination of 45 000 Algerians who participated with the French army, had worked as a valuable asset on the awakening of the national consciousness of the Algerians with different inclinations as Entelis (1986) asserts:

*“These killings were a warning to the political parties and national leaders who started explicitly to call for independence and self-determination”*

Entelis (1986:40)in Kirat (Ibid: 33)

Such national awareness led the French administration to suppress and prohibited several papers as *El-Bassair*.

The period stretched between the Second World War to 1954 –the date of Liberation war was marked by the development of the nationalist press which was written in French language. This increase is due to the fact that many Algerian intellectuals who were formed in French language were devoted themselves to journalism through which they raised the nationalist questions. In this context, *L’Egalité*, *La Republique Algerienne*, and *Al-Watan*<sup>4</sup> were among the papers which claimed the French occupation in Algeria in French language. In addition, this specific period was remarked by two prominent newspapers of the communists which were *Liberté*<sup>5</sup>, and *al-Jazair al-Djadida*. According to Soriau (1969), the circulation of these two papers reached the number of 132 000 in 1950.<sup>6</sup>

As far as the colonial press is concerned, the settlers also devoted much more attention to their press in order to defend their interests and to oppose the nationalist press claims. They relied heavily on the *L'Echo d'Alger*, *L'Echo d'Oran*, and *La Dépêche Quotidienne*.

In this subject, Ainslie (1966) asserts that by 1950s there were eight daily newspapers in the country. The two biggest were *La Dépêche Quotidienne* owned by the great landowner and the politician Henry Borgeaud, and *L'Echo d'Alger* was controlled by Vicomte de Sergny, a landowner and businessman. These two papers were in favor of assimilationist view.

It should be noted that this press- colonial press- was granted specific privileges compared to the nationalist press which was subjected to prohibition. But despite the fact of the appalling conditions of the press Muslim, it was improved both in quality and style as Mortad (1976) confirms:

*“The writing style and the quality of the language used by this press were of high quality and were even better than one could find in the Algerian Press of the post independence era”.*

Mortad (1976:46) in (Kirat: 32)

Commenting on this quotation, Mortad refers to both languages of use- French and Arabic. These languages rendered the style highly eloquent compared to the era of the post-independence. This implies that the languages were not ‘adulterated’ by foreign elements. This invites the following question: Does code-switching as a premeditated strategy in news writing harm the style of Arabic language instead of promote it? The answer to this question will be dealt in the next chapter when analyzing code switching in newspapers language.

However the nationalist press during 1954- 1962 was remarked by stagnation.

By 1954, all the parties with different inclinations were unified under one party National Liberation Front (FLN) with one objective in mind which was the independence.

In the face of this state of affairs, the FLN leaders were occupied by the military operations. This explains why the press in the first two years of the revolution was not flourished. But the need to communicate with indigenous people and to popularize the revolution at international level, led the FLN leaders to schedule these points in the agenda of the Soumam Congress which was held in 20<sup>th</sup> August 1956. As a result, two papers were launched namely, *Le Patriote* and *La Resistance Algerienne* . Because these papers published two versions of the same story, the FLN unified its press in one newspaper *El-Moudjahid* in 1956. The aim behind was to spare the readers any confusion. This paper was perceived as a backbone of the Liberation war. That is why the French administration obliged *El-Moudjahid* to move its activities to Tunisia where it was issued weekly. But by 1962, this paper was brought to Algeria.

To sum up this section, we may notice that press in the colonial era- 1830 till 1962- was unstable. In fact, it reflected the prevailing conditions of the political life that surrounded the society in that time. Moreover, the press since its inauguration by the colonizers as early as 1830 was characterized by diversity. In the sense that many types and affiliations were recognized. The most significant of these categories were the colonial press and the local press. As the colonial press was in the hands of the landlords and the businessmen, it was granted both by their funds and their political strength. In such situation, it was benefited by the 1881 press law which called for freedom of press. Whereas the local press which was presented by the indigenous people was subjected to the so called 'Indigenat Act'. This act was applied on it from 1920 onward. That's why, many newspapers were banned or obliged to move their activities in another country rather than Algeria as *Al-Hack*, *El-Iqdam*, and *El-Bassair*, to say the least.

Linguistically speaking, French and Arabic were used despite the fact that French was ranked as an official language from 1830 till 1962; Whereas, Arabic was subjected to oppressive laws such as the 1881 press law which deemed it as a foreign language in Algeria. It should be noted that during the period which extends from 1918-1940, i.e, the

period between the two wars, the language use in press either French or Arabic was flourished in the style and quality. As far as the style is concerned, it was qualified high and lofty. Another interesting point to mention is that the French language was not restricted to French press: governmental and colonial but it was also used by the Algerian writers with their different inclinations in their press. It was even served by nationalist press to achieve its objectives which were self- determination and independence; although it worked around the following motto: “Islam is our religion and Arabic is our language”.

### **3.3 Post- independence Era of the Print Media: A Historical Synopsis from 1962-onwards.**

The Algerian press marked a turning point in its history development after independence in 1962. In fact the conditions of the post independence era shed light on the most changes that affected press since independence onwards. Thus, the study of its conditions not only provided us with the available core that could be expanded to deal with more relevant issues such as language management, legal matters, and linguistic imperialism, but also to understand the repercussions of the seven different governments that Algeria have experienced since independence on press<sup>7</sup>. Particularly important was the need to bridge the gap between the conditions of the two components -pre-independence and post – independence eras – This in turn, opens the way for a fruitful discussion based on concrete figures, regarding the top newspapers in terms of circulation, language use, and their distribution ....etc. Most of the statistics are extracted from the latest survey of the French institute ‘IMMAR (International Media and Market Research)’, S.I.O (Société d’Impression d’Oran), and S.I.A (Société d’Impression d’Alger).

But before getting involved into the details of the statistics, let us first present the most important events for each phase of analysis in relation to the political regime in which it operates.

### **3.3.1 The Different Phases of the Algerian Press Development since 1962.**

The Algerian post independence era constitutes an interesting subject of study. This is due to unique history compared to other Arab countries as Gordon confirms:

*“Algeria’s future will remain a fascinating case-study for Orientalists and for the one interested in ‘development’ and ‘modernisation’*

Gordon (1966:246) in Kapla & Baldarf (2007:7)

Concerning its uniqueness, Rugh (1979) classifies Algerian press system as a **mobilizing system**. It means that it is highly controlled by the government as he suggests:

*“The press went through the process of nationalization during the early years of independence and then became an instrument for government policies”.*

Rugh (1979) in Azzi (1998:19)

In the same vein of thought, Azzi (Ibid:13) asserts that “ *The system involves direct control over the management of media institutions and censorship of communication content*”.

In the following lines, we shall give some details of this system by highlighting the different stages of the Algerian press development. Following Daliliou (2003), six phases of Algerian press evolution can be recognized from 1962 to 2003 and one dealing with press from 2003 to the present will be added which will be based on the contemporary survey of 2010.

#### **3.3.1.1 From 1962-1965**

In 1962, Algeria as a newly independent nation was faced with an amalgam of problems, here are some:

- (i) Lack of experience and professionalism. This is due as we have shown in 3.2, to the fact that media and more particularly press was inaugurated by French and it was virtually controlled by its authorities.
- (ii) Lack of equipment and infrastructure.



- (iii) Equally important, this period was fraught with conflicts. On one hand, Algeria was followed the populist socialist path when proclaiming herself as 'Democratic Popular Republic of Algeria'. Therefore, institutions such as press supposed to be a means for socio-economic and cultural developments. Moreover, it should be used as a vehicle for inculcating socialist principles into citizens' minds. On the other hand, no clear legal framework was attested to define its responsibility. Hence, no legislative text, no code of information, or press law was existed in that period.

Caught in such situation of contradictions and paradoxes, FLN-the single party- in the country, created papers to strengthen its position as *Ech-chaab*, and *Le Peuple* in 1962. Likewise, the Algerian government started a process of nationalization of the settlers' papers which could survive after independence and replaced them by Algerian papers written in the same language of the colonizers-French- Following this policy *La Dépêche de Constantine*, and *Oran Républicain* were among the papers which are 'Algernalized' and substituted by *Annasr*, and *La République* respectively on September 1963.

### **3.3.1.2 From 1965-1978**

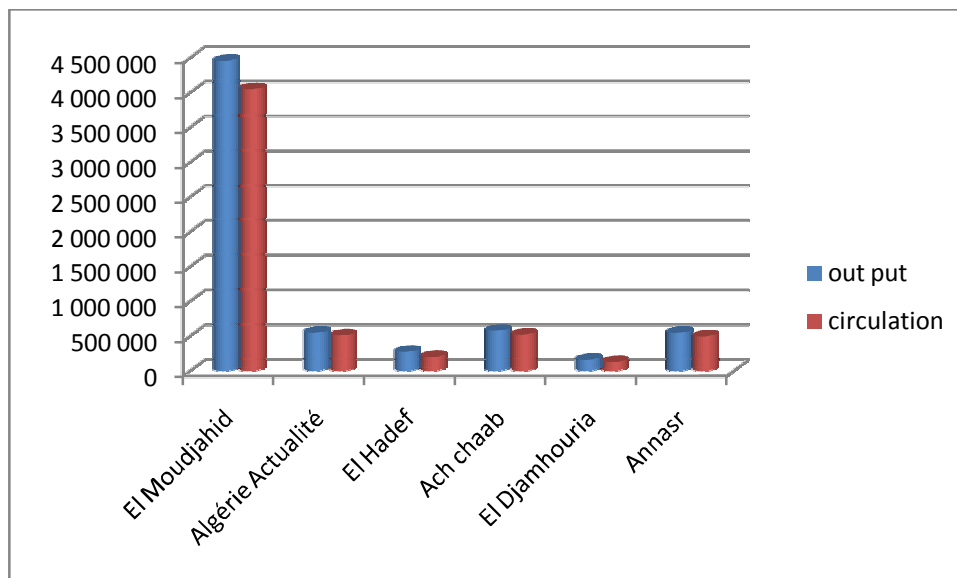
This period is also of utmost importance, regarding the Algerian press development. Many events took place during this period. First of all, the single party 'FLN' was marginalized. It was left only with two weekly papers *El-Moudjahid* and *Révolution Africain* which were under its aegis whereas the other Algerian papers were under the Ministry of Information.

Another significant event of this period was the organization of the 4<sup>th</sup> Non-Aligned Summit Conference in Algiers 1973 in which an introduction of the so-called a 'new programme' in information field was suggested. The Article 14 of this programme calls the non-aligned countries to the necessity of creating an adequate national information system and encourages the exchange between these countries in all the fields by using different means of communication as press, television, and radio. In line with this programme, in January 1975, 12 national news agencies creates the so-called 'pool' agency<sup>8</sup> for exchanging information directly in order not to rely on 'Big Four' agencies of the developed countries.

In such condition, one may come to the conclusion that the Algerian officials began to recognize the importance of press as an effective instrument for social, economic, and cultural developments.

This period also witnessed the increase of the whole printings of the dailies newspapers which grew from 13.000 to 227.000 during ten years (1965 to 1975). For example, the printing of the French speaking newspaper *El-Moudjahid* grew from 66.400 in 1965 to 140.000 in 1975<sup>9</sup>. This supported by Bouamrane (1986) who shows the circulation of different newspapers which have political circuit in relation to language use. He obtains the following results:

*El-Moudjahid* sells 4.049.313 out of 4.454.298; *Algérie Actualité* (508.100) out of 547.331; *El-Hadef* (201.425) out of 272.798; *Ech-chaab* (519.762) out of 577.770; *El-Djamhouria* (126.405) out of 159.492; and *Annasr* (494.584) out of 547.331. On the basis of these figures, we draw the graph (1) which shows clearly the top spot of *El-Moudjahid* as the best selling newspaper.



**Graph 1:** The Algerian French Speaking National Daily *El-Moujahid* as the best selling Newspaper.

This period was also singled out by Arabization process. Under the presidency of Boumediene who considers French language as a “*foreign language which benefits from a special situation because of objective historical considerations*”<sup>10</sup>, a number of papers were submitted to such process during his regime. The two dailies *Annasr* of east Algeria and *La République / El-Djamhouria* of west Algeria were arabized in 1972 and 1977 respectively. Concerning *El-Djamhouria*, Laib and Bouzina (1980: 109) in Bouamrane (Ibid: 95) asserts that it was a national paper until it was arabized . moreover the co-authors notice that its output dropped by 75%..

### **3.3.1.3 From 1979-1989**

The next major turning point for the Algerian press occurred during this period 1979-1989. Several events concurred to the transformations of the Algerian press scene. Probably the most salient features of this period are the establishment of a Code of Information of 1982. In addition, two daily evening newspapers were come out on the 2<sup>nd</sup> October 1985, *ElMassa* in Arabic language and *Horizons* in the French language. it is worth mentioning that despite the fact, the principle press policy is to purvey the citizens with two evenings one in Arabic and come in French as Bouamrane (Ibid: 93) explains; however Kirat (Ibid: 50) asserts that all the existed daily papers are almost the same if one considers the content and format. He goes on to say that they contain 12 pages for each in which 4 pages are allotted to government advertising. This explains why readers turns to the French newspapers as *Le Monde* which was consumed daily over 20.000 copies in 1985.<sup>11</sup>

It is generally accepted that the reshaping of Algerian press can be attributable to two major factors, including at international level, the end of communism which opened up new vistas for Algerian press. This means that it paved a way for a significant process of change in terms of content control. And at national level the well established events of 1988 precipitated the process of evolution in its history.

It was in these conditions that the president Chaddli Bendjedid, by a referendum of February 1989, postulated a law of political association that permits the formation of other political parties other than FLN. By virtue of this law which legally referred to as ‘the Law of Political Association’, 60 political parties were recognized<sup>12</sup>. In fact, each political party created its specific papers through which it advocates its ideology and its points of view.

Therefore, this era brought to the scene a dozen types of partisan papers such as: ‘*EL-Monqid*’ of the Islamic Salvation Front (FIS) party; ‘*Asalu*’ of the Rally for Culture and Democracy; ‘*EL-Taqadum*’ and ‘*El-Khatwa*’ of Social Democracy party...etc.

It is undeniably true that this period press witnessed some relaxation as the country moved towards a multi-party system; because this system brought a slow process of liberalization to press. Before the enactment of such law, journalists were not allowed to investigate matters related to government activities. However, the most important changes which significantly affected the press occurred during the next period with the enactment Information Code of 1990.

#### **3.3.1.4 From 1989-1991**

The Algerian press seems to be on the upswing during this short time. This is due to the democratic movement which the country witnessed in the beginning of 1990 as Merrill (1995) argues:

*“The Algerian press has attracted a lot of attention  
out of a democratic movement in the country beginning  
of 1990. ”*

Merril (1995: 195) in Azzi (Ibid: 7)

Indeed this period was stamped with the enactment of the Information Code of 1990. In respect to the law NO 90-4 dated 3<sup>rd</sup> April 1990, two years of salary were guaranteed to journalists in case they established, or worked either for independent or partisan papers.

In addition, this law phased out over a five- year period free location to editors who wanted to create private news organizations. Moreover, printing facilities were also provided. As a result, around 140 titles of state, partisan, and independent papers were accounted<sup>13</sup>. The most respected papers of this period are highlighted in the following table:

<b>Title</b>	<b>Date of Foundation</b>	<b>Ownership/ Control</b>	<b>Language</b>
Echorouk Al Arabi	1990	Weekly independent	Arabic
El Khabar	1990	daily independent	Arabic
El Watan	1990	daily independent	French
El Monqid	1989	Partisan paper of the Islamic Salvation Front (FIS) party	Arabic
Asalu	1989	Partisan paper of the Rally for Culture and Democracy	Tamazight / Berber

**Table 4: The Liveliest and Effective Papers of the Period 1989-1991.**

It seems of interest for our study to give some details about the above cited newspapers in the table, especially about *Echorouk Al Arabi* and *El Khabar* as two important sources of our data.

*Echorouk Al Arabi* is the first weekly independent Arabic paper established in Algeria 1990. It pulled the greatest number of copies in that period not only in Algeria but also in Africa, that is to say 350 000 copies<sup>14</sup>. Unfortunately, it was ceased to exist in 1997. This paper was reappeared in the form of a weekly magazine in 1998 and a daily under the name of '*Echorouk El- Yaoumi*' in 2000. This latter, provides some well written reports on national politics and security issues. It puts special focus on the Islamic insurrection. Besides, the usual sports events, and business matters are among its subjects. That is why, this paper is regard to as a paper of 'intellectuals', i.e., 'elite'. However, *Echorouk El- Yaoumi* seems to turn towards more populism and sensationalism; because it turns more towards populist issues, including national and social affairs. For example, the recent world cup competition of 2010 which sparked outrage among the Algerians; the national issue of illegal immigration by sea to Europe, knowing as 'El-Harga' are cases in point. Today, it is taking the lead over all

the Algerian newspapers both Arabic and French languages See (3.3.1.7.1.1) below. Besides, it has a popular daily feature on popular literature written by the well-known journalist **Djamel Laalami** entitled “haq Errad” ‘the Right to reply’. In this daily chief editorial, the journalist uses the language of the most Algerians i.e. the Dialectical Algerian Arabic.

*El Khabar* is the first daily independent Arabic paper founded in Algeria in 1990. It was among the independent papers which the state favored when it came to distributing governmental help. It was provided with 5 2166 0808 Dinars after the two French speaking newspapers *Alger Républicain* (6 58950 96) and *El Watan* (6 284 947 60) Algerian Dinars, and before *Le Soir d’Algerie* (2 565 213 93) Algerian Dinars.<sup>15</sup>

It should be mentioned that despite the fact that *El Khabar* was established as a journalist cooperative with a distribution of 18 000 copies<sup>16</sup>, and it was faced many difficulties in its beginnings as the assassination of its founder Omar Ourtilane; it proves its mettle to be among the major Arab press institutions and the second best selling newspaper in Algeria See (3.3.1.7.1.1) below.

*El Khabar* provides in-depth critical reports on the state of the Algerian economy and political landscape. It purveys stinging comments on corruption cases which are in close relation to influential people, including both businessmen and politicians. In addition, it is among a few newspapers which uses non-verbal information i.e. caricatures, to convey its messages. This is thanks to the exceptionally talented caricaturist **Ayoub**.

As a small capital enterprise, *El Khabar* proves its effectiveness. That is to say, on one hand, it creates a privately owned advertising company to free itself from the state owned company of advertising, represented by the ‘Entreprise Nationale de Publicité’ (ANEP). On the other hand, it establishes a private printing company which contributes in wide distribution of this paper.

*El Watan* is the second independent newspaper edited in French language after the evening *Le Soir d’Algerie*. This paper- *El Watan*- was established by twenty former journalists of *El Moudjahid* newspaper. It provides in-depth reports on national affairs and it concentrates on regional /local news. The latter news is ensured thanks to special regional sections which stretched over Algeria as ‘Oran Info’, and ‘Kabylie Info’, to say the least.

*El Monqid* is among the most important partisan papers of that period. It was established by the Islamic fundamentalists of the Islamic Salvation Front (FIS) party. Despite

the fact that its average distribution reached 500 000 copies per week<sup>17</sup>, it was ceased to appear.

*Asalu* is a partisan paper of the Rally for Culture and Democracy (RCD) party. It was the first recognized paper written in Tamazight/ Berber language in Algeria. It should be mentioned that an oldest Tamazight party ‘the Socialist Forces Front’ (FFS) was existed in Algeria 1963, but it didn’t publish any recognized paper until 1990 under the name of ‘*Amaynout*’ 1990.

Once again, it is important to explain that the steep increased in papers’ production with different inclinations is due to the Law of Political Association of 1989 together with the Information Code of 1990. Perhaps it is better here to quote some of the articles from this latter- the Information Code of 1990 that seem à propos to show these legal privileges.<sup>18</sup>

According to Article 4 , the access to information is ascertained by the

*“The publications and organisms that belong to  
or have been created by politically motivated  
association” and by*

*“The publications and organisms and bodies  
legally constituted under Algerian Law”.*

However, the Article 78 stipulates the protection of the journalists. It shields them against any assault or defamation as one can deduce from the following:

*“(w)hosever offends by gestures, remarks or  
menaces a professional journalist during  
the exercise of his profession is liable to a  
term of imprisonment lasting 10 days  
to 2months and a fine of 1 000 DA,  
or one of the two punishments only”.*

Therefore, by virtue of this article, the journalists are allowable to fully exercise their job. Besides they are permitted to enquire into some sensible issues without fearing to be discarded by any person whatever his/ her rank.

In short, this period is very rich with the creation of both the partisan and independent newspapers. This is thanks to the press legislation of 1990. Accordingly, the Algerian press has gained more space of free expression. In fact, this precipitous increase in papers is continued in the next period as we shall see.

### **3.3.1.5 From 1992-1997**

In spite of declaring a state of emergency on 9<sup>th</sup> February 1992, the Algerian press continues to grow. More than 150 new titles have been appeared (including dailies, weeklies, and magazines)<sup>19</sup>. In 1993, it was accounted 117 publications: 21 dailies, 34 weeklies, and 62 periodicals, of which 75 were edited in Arabic language and 60 in French language.<sup>20</sup>

It is necessary to mention that the Algerian French speaking newspapers are still favored by the Algerian readers despite the fact that the Algerian Arabic speaking papers have gained a larger readership compared to the previous years. The preference of Francophone newspapers is illustrated in the table below, based on Azzi (1998):

<b>Title</b>	<b>Circulation number (,000)</b>	<b>Circulation percent (%)</b>	<b>Language</b>	<b>Ownership/ Control</b>	<b>First published</b>	
El Moudjahid	350,000	[1]	22,58	French	Governmental	1956
El Watan	250,000	[1]	16,12	French	Independent	1990
Liberté	240,000	[2]	15,48	French	Independent	1992
Horizons	240,000	[1]	15,48	French	Governmental	1985
Ech chaab	120,000	[1]	7,74	Arabic	Governmental	1962
An Nasr	100,000	[1]	6,45	Arabic	Governmental	1963
El Djamhouria	90,000	[1]	5,80	Arabic	Governmental	1963
Le Matin	70,000	[2]	4,51	French	Independent	1992
El Khabar	60,000	[2]	3,87	Arabic	Independent	1991
El Massa	30,000	[1]	1,93	Arabic	Governmental	1985

Total circulation of newspapers both in Arabic and in French (1995)

1550000



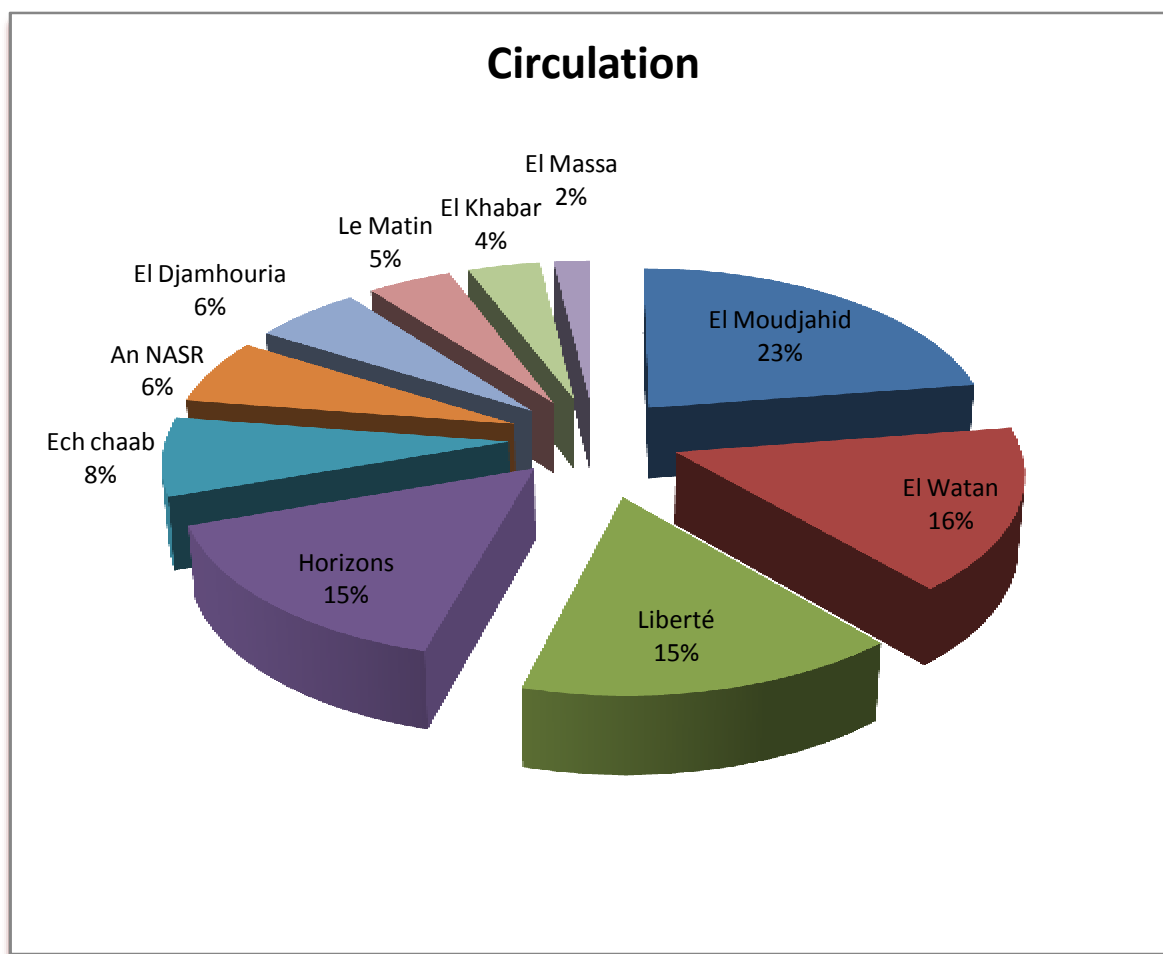
Total circulation of French speaking newspapers	1150000	(74, 19%)
Total circulation of Arabic speaking newspapers	400000	(25, 80%)

[1] Taken from: Mohamed Nasir Jawed, 'Year Book of the Muslim World: A handy Encyclopedia', New Delhi, 1996, pp.406-413.

[2] Estimation of the paper in question

**Table 5: The Circulation of the Algerian Dailies, 1995 (Adapted from Azzi, 1998: 8)**

To get a clear idea of the circulation of the above mentioned dailies in the above table, we make a graph, representing the same results.



**Graph 2: The Rank of the Algerian French Speaking Newspapers in 1995.**

A closer study of the graph above will lead to two important remarks:

- Francophone Algerian newspapers remains important, regardless if they are governmental owned or private. In terms of circulation, they represented 74, 19% out of the total circulation of the Algerian dailies. This rate is distributed as follow: *El Moudjahid* with 23%; *El Watan* (16%); *Liberté*, and *Horizons* (16%); and *Le Matin* (4,51%). The low circulation of ‘*Le Matin*’ can be justified to the fact that it is an anti-governmental newspaper.
- The circulation of the Algerian Arabophone newspapers constitute one third (25,80%) compared to the French speaking newspapers which represent more than a half of total circulation .i.e. (74, 19%). Equally important, the Arabic speaking newspapers have circulations between 120,000 (8%) and 30,000 (2%).

Another significant feature of this period, is the emergence of the so-called ‘gutter press’ despite the fact that the Articles (19, 23, 26) of the Algerian press law

forbids such practice because it prints stories that show no ethical values as the Algerian communications Minister stated in *El Watan* newspaper (12<sup>th</sup> December 2000) . Among the papers which breach this law, one may cite the following tabloids: *Panorama* (1994), *Nisf Eddounia* (1998), Michwar TV (1996), *Déetective* (1993)...etc. Linguistically speaking, these tabloids use profane styles which have to do with slang, vulgar, and taboo language.

It is worth mentioning that this period was shaped by instability, more than one hundred of journalists and media practitioners were assassinated from May 1993 to August 1997<sup>21</sup>. Within these circumstances several partisan and independent newspapers were obliged to shut down, among which one may cite for example: *Essahafa*, *Djazair El Yaoum*, *Echorouk El Arabi*, *Ennour*, *El Monqid*, *El Irchad*...etc. which are edited in Arabic; and *Le Nouveau Hebdo*, *L'Hebdo Liberté*, *Le Jeune Indépendant*, *Alger Républicain*, *Algérie Actualité*, *El Menchar*...etc which are French speaking newspapers. However it should be stressed that in 1996, the number of publications went down to 81: 19 dailies, 44weeklies, and 10 magazines compared to 1993<sup>22</sup>. This decline is in part because of the financial constraints, but also because of sanctions the Algerian press has subjected to.

Legally speaking, a decree on anti-terrorism and subversion was postulated on 30<sup>th</sup> September 1992 which followed the declaration of the state of emergency on 9<sup>th</sup> February 1992. Thanks to this decree, many journalists were arrested and several newspapers were suspended. In February 1995, the issued decree was integrated as a part into the Criminal Code and to the Code of Criminal Procedures. It is worth mentioning that the restrictions imposed on the press are also expressed both in Information and Penal Codes, for example the Article 87of Information Law states clearly that subversive or terrorist act is any “*act against the state security, the territorial integrity, the stability and normal functioning of institutions , with the aim of creating insecurity or endangering lives*” and provides penal sanctions to be imposed on editors and publishers who have to do with “*incitement, by any form of information, to crimes and offences against state security and national unity*”.<sup>23</sup>

In addition, these sanctions are reinforced with amendments of 1995 in Penal Code when it is stated that journalists and editors who show any sign of sympathy or encouragement to subversive or terrorist acts are considered “*liable to prosecution as*

*accomplices to the crimes and offences provoked*'. Moreover, they are subjected to a term sentence of imprisonment from one to five years and a fine of 10.000 to 100.000 Algerian dinars, or simply one of the punishments. This legislation prohibition is continued in the next period as we shall see.<sup>24</sup>

### **3.3.1.6 From 1998-2003**

Legal restraints are also reinforced in this period. On 27<sup>th</sup> June 2001, both Information and Penal Codes were again amended to provide the editors, publishers, and journalists with new measures of restrictions. As a result, the news practitioners with their different ranks are prohibited to print any story that contains information that may threaten the state's security. Besides, the writers, cartoonists, or photographs are subjected to prison term ranging from three months to twenty- four months, or from two years up to ten years ;or a fine of 50.000 to 25.000 Algerian dinars according to the nature of violations they commit. These penalties are applied if the communicators provide defamation towards the Head of the State, Parliament, the Courts, the National Popular Army, or any other public institution through writing, drawings, or images. These sanctions are clearly stated n Article 144 of the Penal Code.

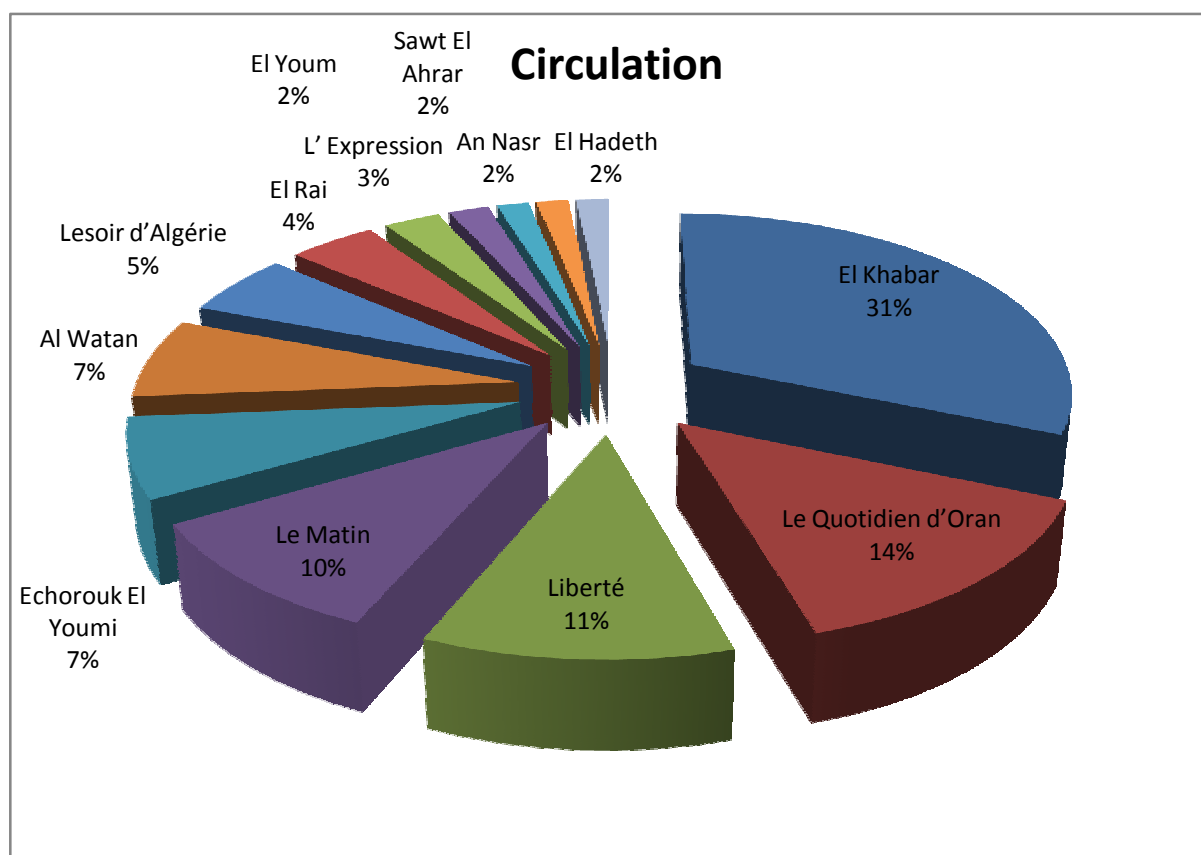
Despite these legislative restrictions, more than 40 dailies were appeared in this period as *Echorouk El- Yaoumi, Sawt El Ahrar, El Youm, Assafir, and El Bilad, ...etc*<sup>25</sup>. The creation of these independent papers was paralleled with the formation of two journalistic organizations in 1998 to assure the freedom of speech, namely: the Association of Algerian Journalists (AJA) and the National Union of Algerian Journalists (SNJA). These organs played vital role when they organized demonstrations asking the government to permit the suspended newspapers to return.

However, highlighting the salient characteristics of this period will remain incomplete without reference to the top newspapers in terms of their circulations. Therefore, top dailies are presented in the table below, based on Daliliou 2003.

<b>Rank</b>	<b>Title</b>	<b>Circulation ( '000s)</b>
01	<i>El- Khabar</i>	400000
02	<i>Le Quotidien d'Oran</i>	180000
03	<i>Liberté</i>	140000
04	<i>Le Matin</i>	130000
05	<i>Echorouk El- Yaoumi</i>	90000
06	<i>Al Watan</i>	90000
07	<i>Lesoir d'Algérie</i>	70000
08	<i>El Rai</i>	55000
09	<i>L' Expression</i>	35000
10	<i>El Youm</i>	25000
11	<i>An Nasr</i>	20000
12	<i>Sawt El Ahrar</i>	20000
13	<i>El Hadeth</i>	20000

**Table 6:** The Top Algerian Newspapers by Circulation in July 2003. (Adapted from Daliliou: 200)

The following graph displays the top newspapers:



**Graph 3: Top Algerian Newspapers, July 2003**

We note that Arabic language newspaper *El Khabar* represents the bulk of the top newspapers, even if the French speaking newspaper remain well represented with 14%. On the other hand, the Arabic speaking newspaper *Echorouk El- Yaoumi* which is the most qualified in 2010 as we shall see in the next period has rather low rate (only 7%). In addition, this chart shows that the state owned newspaper has lost grounds to more independent newspapers.

### **3.3.1.7 From 2004-onwards**

It will be erroneous to deny the fact that the Algerian press has been shaped by the nation's particular political and security conditions. In addition, the social transition to a multi-party system during 1990s, has paved the way to a new era of the Algerian press evolution. In fact, this transition has ushered in major reforms such as the creation of several private newspapers rather than the state-run papers; and the enforcement of press related-legislation (Information Code 1990).

Today, the contemporary press continues both the governmental and independent traditions with almost all newspapers known to reflect different inclinations. However, most of the partisan papers has been ceased to appear since their establishment. See (3.3.1.4)

It is necessary to mention that up-to-the minute figures, regarding the number of Algerian newspapers and circulation are possible thanks to the French Institute IMMAR Maghreb's investigation on the current map of the Algerian press together with the inauguration of the regional show on communication, 'Open Doors on Regional Communication Exhibition', convened in Oran 2010 at the initiative of the State Secretary for Communication Azzedine Mihoubi.

#### **3.3.1.7.1 Recent Vital Statistics on the Algerian Newspapers**

Algeria, with a culturally diverse population of 35, 7 million<sup>26</sup> in 2010, of these 10, 71 million (30%)<sup>27</sup> are under the age of 15, occupying the space of 2,381,740 square kilometers, making it the largest country on the Mediterranean sea, the second largest on the African continent after Sudan, and the eleventh-largest country in the world<sup>28</sup>, and slightly less than 3,5 times size of Texas<sup>29</sup>, has 78 daily newspapers edited both in Arabic and French.<sup>30</sup>

Commenting on the circulation of the Algerian dailies in two main cities of Algeria –Algiers and Oran, SIA (Societe d'Impression d'Alger) claims that the total circulation of 45 domestic dailies in Algies province, reached 126,352,155copies (2005); 164,458,396 (2006); 185,387,801(2007); 225,292,166 (2008); and 268,401,674 in 2009. Similarly, SIO (Societe d'Impression d'Oran) argues that the total circulation of 44domestic dailies addressed to the readerships of west, topped

141,000 copies in 2009. In addition, it confirms that the total circulation of 43 dailies in the first three months of 2010, reached 37, 262, 09 copies, of these, 13,307,465 in January; 11,094,950 in February; and 12,859,675 in March.

Glancing on the above mentioned figures, calls for many remarks, among which:

(1) In Algiers province, (a) the increase in the number of circulation is a steady ratio of 2%, if one compares the figures of two adjacent years. That is to say, the increase in number of copies grew from one year to the successive year with the same constant rate of 2%, if one considers the couples of the years: 2005-2006; 2006-2007; 2007-2008; and 2008-2009. (b) Since 2005, the number of newspapers' copies has been increased from 126,352,155 to 268,401,674 in 2009, which means that the number have more doubled from 6% (2005) to 14% (2009).

(2) Whereas in Oran province, a closer examination of figures reveals that the printing of newspapers shrank by 3%, from 13,307,465 in January to 11,094,950 in February. By contrast in March, it increased by a rate of 2% compared to February.

However, again, the IMMAR Maghreb's surveys are very suitable sources to gain more insights on the current Algerian newspapers landscape, at least in statistical and quantitative terms. Therefore, in interest of a better understanding we thought useful to highlight some of these findings released in the second week of March 2010.

#### **3.3.1.7.1.1 The Algerian Newspapers' Landscape in 2010**

It is revealed that television is arguably the most pervasive medium in Algeria with the daily index penetration of 96%; followed secondly by radio with 54%; thirdly newspapers with 38%; and finally internet with 8%. The current distribution can be linked to the very composite nature of the Algerian society which it is shaped by illiteracy regardless of the governmental efforts in this domain<sup>31</sup>.

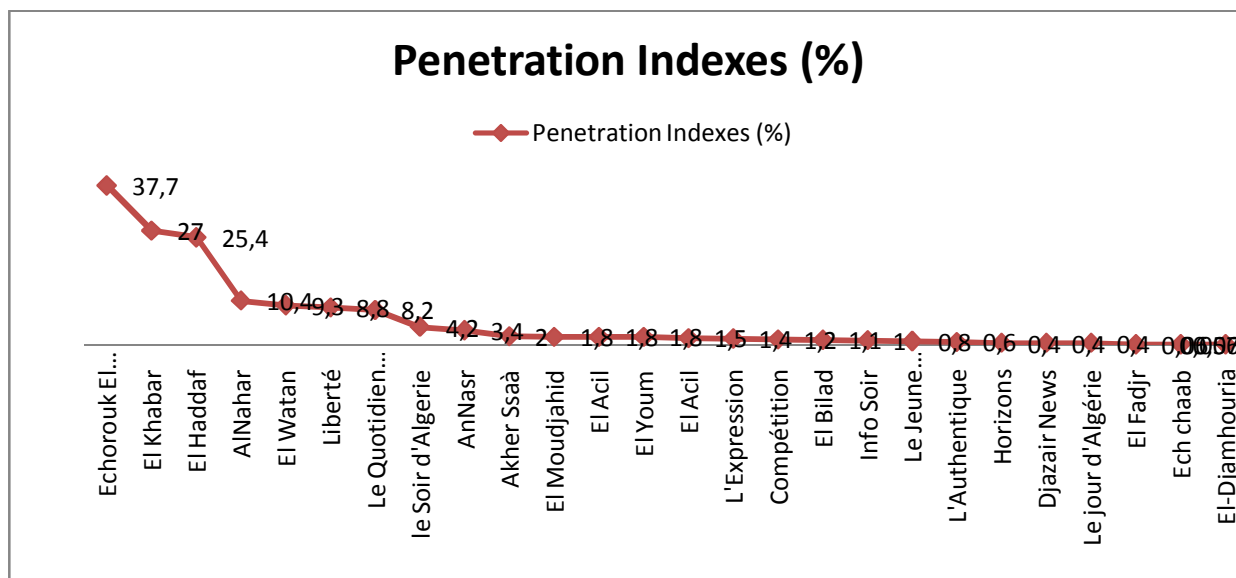
As far as the newspapers are concerned, the Algerian dailies are distributed as illustrated in the following table:



<b>Rank</b>	<b>Title</b>	<b>Index Penetrations (%)</b>	<b>Language</b>	<b>Ownership/ Control</b>	<b>Date of Foundation</b>
1	Echorouk El- Yaoumi	37,7	Arabic	Independent	2000
2	El Khabar	27	Arabic	Independent	1991
3	El Haddaf	25,4	Arabic	Independent	2002
4	AlNahar	10,4	Arabic	Independent	1991
5	El Watan	9,3	French	Independent	1990
6	Liberté	8,8	French	Independent	1992
7	Le Quotidien d'Oran	8,2	French	Independent	1994
8	le Soir d'Algerie	4,2	French	Independent	1990
9	AnNasr	3,4	Arabic	State-run	1963
10	Akher Ssaà	2	Arabic	Independent	2000
11	El Moudjahid	1,8	French	State-run	1956
12	El Acil	1,8	Arabic	Independent	1992
13	El Youm	1,8	Arabic	Independent	2000
14	El Acil	1,5	French	Independent	1992
15	L'Expression	1,4	French	Independent	2000
16	Compétition	1,2	French	Independent	1993
17	El Bilad	1,1	Arabic	Independent	2000
18	Info Soir	1	French	Independent	2003
19	Le Jeune Indépendant	0,8	French	Independent	1990
20	L'Authentique	0,6	French	Independent	1993
21	Horizons	0,4	French	State-run	1985
22	Djazair News	0,4	Arabic	Independent	2004
23	Le jour d'Algérie	0,4	French	Independent	2003
24	El Fadjr	0,06	Arabic	Independent	2000
25	Ech chaab	0,06	Arabic	State-run	1963
26	El-Djamhouria	0,057	Arabic	State-run	1963

**Table 7: The Top 26 Algerian National Dailies by circulation and their Rank, March 2010 (12 Months)**

To get a clearer idea of the top Algerian dailies and their ranks, we made a graph, representing the same results, shown in the above table.



**Graph 4: The Rank and Penetration rates of the Algerian Dailies.**

Through the analysis of the above table together with the graph, we can learn that the Arabic independent Algerian newspapers are occupied the first four positions led by *Echorouk El- Yaoumi* with the highest penetration rate of 37,7%; followed by *El-Khabar*(27%); *El Haddaf* (25,4 %); and *AlNahar* (10,4 %). However, the state-owned Arabic newspapers are ranked in the last positions though they are financially sustained by government. They are presented by *AnNasr* which is ranked in the ninth position for 9, 3% of penetration. While *Ech chaab*, the first governmental newspaper edited in Arabic, is ranked in the twenty-fifth position with the penetration rate of 0,06 % ; followed by *El-Djamhouria* , which is among the first papers subjected to Arabisation process, is occupied the twenty-sixth position for 0,057% of penetration.

Equally important, the independent French speaking newspapers led by *El Watan* is ranked the fifth with the penetration rate of 9,3%; followed consecutively by *Liberté* for 8,8% of penetration; *Le Quotidien d'Oran* with the penetration rate of 8,2%; and *le Soir d'Algerie* with the penetration rate of 4,2%. While the state-run newspaper edited in French language presented by *El Moudjahid* is ranked the eleventh position with the penetration rate of 1,8%. Another significant observation is that the state- owned newspapers, losing the ground to the independent papers. Moreover the Arabic independent newspapers dwarf both the state-owned and private newspapers edited in the French language. These observations give us an explicit invitation to examine their penetration rates in accord to region.

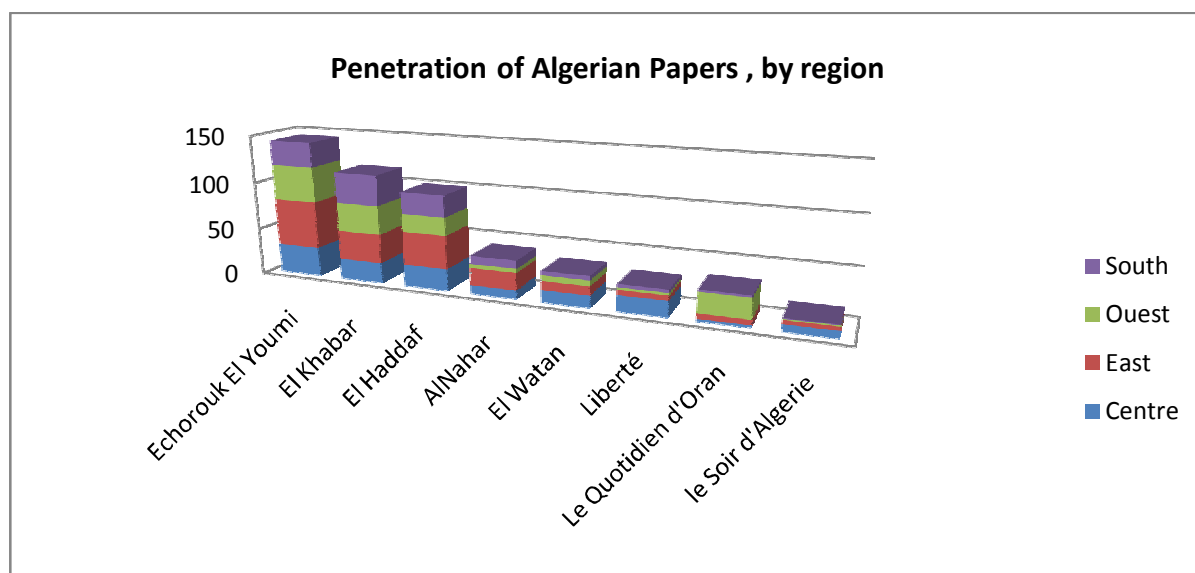
### **3.3.1.7.1.1 The Algerian Newspapers' Distribution by Region**

The penetration of the Algerian newspapers edited both in Arabic and French in the main parts of Algeria namely : centre, east, west, and south which brought together the most important 12 Wilayates: Algiers, Medea, Tizi Ouzou; Annaba, Batna, Constantine; Oran, Tiaret, Tlemcen; Bechar, Ouargla is shown in the following table:

<b>Title</b>	<b>Centre</b>	<b>East</b>	<b>Ouest</b>	<b>South</b>
Echorouk El - Yaoumi	30,3	49,8	37,4	26,1
El Khabar	21	30,7	30,3	32,2
El Haddaf	22,5	35	19	22,5
AlNahar	8,7	18,3	4,2	8,4
El Watan	12,4	9,3	6	4,5
Liberté	16,3	5,3	2,5	3,3
Le Quotidien d'Oran	2,2	5,3	21,1	2,1
le Soir d'Algerie	7,1	4	1,1	0,7

**Table 8: The Algerian newspapers' Penetration Rates by Region, March 2010** (Based on statistics published in *Echorouk El- Yaoumi*, NO 2895 dated on 5<sup>th</sup> April 2010)

We converted the above figures into the following graph:



**Graph 5: The Top 8 Algerian Newspapers by Region, 2010.**

We notice a lack of balance between the Arabic speaking newspapers and their counterparts editing in French when considering their rates of penetration. It seems that the Arabic speaking newspapers found their way to the major readerships of the different parts of the society. As we said earlier, *Echorouk El Yaoumi*, the most prominent Arabic newspaper, has topped the lists of Algerian newspapers by scoring the highest penetration rates of 49,8% in the east; 37,4% in the west; 30,3 % in the centre; and 26,1% in the south. It is followed by *El Khabar* with the highest penetration rate of 32, 2% in the south; 30,7% in the east; 30,3% in the west; and 21% in the centre. In the third position, we find *El Haddaf* 35% in the east; 22,5% in the centre and south; and 19% in the west.

By contrast, the French speaking newspapers have the lowest rates of penetration compared to the Arabic editions. For example, the highest rate of penetration which is scored by *Le Quotidien d'Oran* is less than a half 21,1% compared to that accounted by *Echorouk El Yaoumi* (49,8 %). The same holds true for *El Watan* , though it is the leading speaking French newspapers , its rate of penetration is less than a quarter (12,4 %) compared to that scored by the leading Arabic newspapers - *Echorouk El Yaoumi* – (49,8 %). For more illustrations about *El Watan*'s rates of penetration in the main provinces of Algeria, let us present the table below:

	<b>Provinces</b>	<b>Rates of penetration ,by provinces (%)</b>	<b>Rates of penetration ,by main parts (%)</b>
<b>Centre</b>	Algiers	9,4	<b>12,4</b>
	Medea	9,3	
	Tizi ousou	22,5	
<b>West</b>	Batna	3,2	<b>9,3</b>
	Constantine	15,9	
	Sétif	11,2	
<b>East</b>	Oran	10,6	<b>6</b>
	Tlemcen	2,8	
<b>South</b>	Bechar	3,2	<b>4,5</b>
	Ouargla	5,2	

**Table 9: Penetration Rates of *El Watan* Newspaper by Provinces, based on Statistics published in *Echorouk El-Yaoumi* N0 2895: 5<sup>th</sup> April 2010.**

These results suggest the regression of the French speaking newspapers when taking into account the regions of the readerships. Let us now move to see if this trend will evidence itself when considering the age of the readerships.

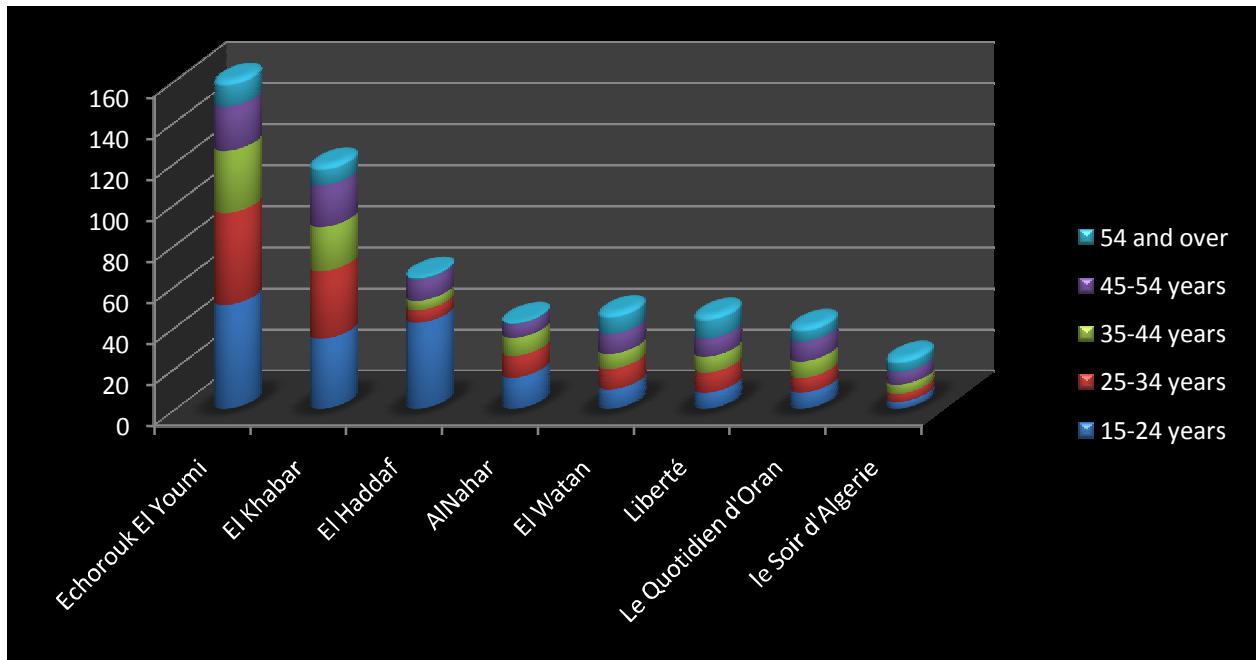
### **3.3.1.7.1.1 .2 The Algerian Newspapers' Distribution by Age**

We detail the distribution of Algerian newspapers edited both in Arabic and French languages in relation to age in the following table:

<b>Title</b>	<b>15-24 years</b>	<b>25-34 years</b>	<b>35-44 years</b>	<b>45-54 years</b>	<b>54 and over</b>
Echorouk El Yaoumi	50,6	44,7	30,3	21,6	12,3
El Khabar	34,1	32,9	21,5	20,3	9,5
El Haddaf	41,9	6,1	4,6	10,4	1,3
AlNahar	15,2	10,5	8,9	6,5	1,1
El Watan	9,4	10	7,3	9,7	10
Liberté	7,8	9,7	7,8	8,9	10,9
Le Quotidien d'Oran	7,9	7,2	8	9,6	7
le Soir d'Algerie	3,3	4	4,5	6	6,4

**Table 10: The Algerian newspapers' Penetration Rates by Region, March 2010** (Based on statistics published in *Echorouk El- Yaoumi*, N0 2895 dated on 5<sup>th</sup> April 2010)

The same results are presented in the following graph:



**Graph 6: The Top 8 Algerian Newspapers by Age, 2010.**

It seems that the Arabic speaking newspapers confirm again their supremacy over the French written papers. If we come closer to the figures illustrated both in the table and chart , we will see that the Arabic speaking papers are favored among the youngsters aged from (15-35) and among the median aged people from 35-54. For example *Echorouk El- Yaoumi*, the best selling Arabic newspaper , has the highest rate of penetration 50,6% among the youngsters aged from (15-24) whereas only less than a fifth among the older people 12,3%. Whereas its remaining penetration rates are ranged as follow: 44, 7 % among the people aged from( 25-34); 30,3 % among the age group of (35-44); 21,6 % among people aged from (45-54). On the same measure *El- Khabar*, the second best Arabic newspaper, has the highest rate of penetration 34, 1% among the age group of (15-24). While 32,9% among the people aged from (25-34); 20,3% (35-45); and 9,5% (54-and more).

By contrast, the French speaking newspapers are preferred by the elders aged from 54and above. Hence, the highest penetration rate 10,9% is scored by *Liberté* , the sixth rank on national scale. It is followed by *El Watan* , the leading French speaking newspapers , with the rate of penetration 10% which is less than 2,3% to that scored by *Echorouk El Yaoumi* , the top Arabic newspaper , when considering the age group 54-over; and less than an eighth when considering its Arabic counterpart *Echorouk El Yaoumi*. 's rate 50,6%.

It is therefore, indisputable to claim that the French speaking newspapers' rates are negligible compared to the ones accounted by Arabic editions. Thus, it is legitimate to say that the trend confirms itself when considering the age factor. In fact , the preference of Arabic papers by youngsters can be considered as an outcome of the educational reforms introduced in the primary and secondary schools when they are entirely converted to Arabic language in the mid of 1980s.

Now it is time to glance at the distribution of Algerian newspapers in view of educational level.

### **3.3.1.7.1.1 .3 The Algerian Newspapers' Distribution by Educational Level**

It is a well known fact that the newspapers remain highest among those with the highest educational level. This is what the following table will seek to demonstrate in regard to Algerian newspapers edited both in Arabic and French languages.

<b>Title</b>	<b>Lay</b>	<b>Elementary</b>	<b>Average</b>	<b>Secondary</b>	<b>Higher</b>
Echorouk El Youmi	11,3	39,2	51,2	55	63,8
El Khabar	9,9	28,1	34,5	38,1	47,1
El Haddaf	7	26,3	36,3	33,5	44,1
AlNahar	3,1	12,5	12,9	15,2	17,8
El Watan	4,3	4,3	9,6	16,8	24,9
Liberté	6,7	5,3	7	14,5	18,6
Le Quotidien d'Oran	2,8	3,1	6	18	26,8
le Soir d'Algérie	1,8	1,4	3,4	8,8	13,3

**Table 11: The Algerian newspapers' Penetration Rates by Educational Level, March 2010** (Based on statistics published in *Echorouk El Youmi*, NO 2895 dated on 5<sup>th</sup> April 2010)

A closer look at the figures reported in the above table, reveals that there is a positive relationship between the readerships' levels of education and the rates of newspapers' penetration. Thus, the eight listed newspapers are recorded higher penetration rates as one moves from one level of education to next higher one. Therefore, the highest best rate of penetration 63,2% is scored by *Echorouk El- Yaoumi* among the high graduated readers ; 55% for secondary school readers; 51,2% for the ones with average level of education ; 39,2% for elementary school readers; and 11,3% for lay readers who are not graduated from any educational institution. This last figure is less than a fifth compared to the university graduated readerships' rate. On the same measure, *El Khabar* has the rate of penetration

47,1% among those with high level; ; 38,1% among the secondary school readers; 34,5% among the readers with average educational level; 28,1 % for the elementary school readers; and 9,9% for non-graduated readerships.

Whereas the highest penetration rate for the French speaking newspapers is scored by *Le Quotidien d'Oran* 26, 8% among the university graduated readerships. Though this figure seems good but it is slightly less than a half compared to the best penetration rate recorded by the written Arabic newspapers leading by *Echorouk El- Yaoumi*. Thus, it is plainly shown that there is a large discrepancy between the rates of penetration scored by the written French newspapers and the ones scored by their counterparts edited in Arabic language.

From the foregoing discussions, one can come to the following conclusions:

- (i) The rates of penetration are grown in spiral rates when the concern is the Algerian newspapers edited in Arabic, leading by *Echorouk El- Yaoumi* in the first position and *El- Khabar* in the second rank. This in turn suggests a change in the reading habits of the Algerian readerships and the transformation of the whole society to molingualism since the majority of the population are made up of youngsters who are increased in Arabic as the results confirmed when considering the age factor.
- (ii) Whereas the written French newspapers are limited in specific regions as for *Le Quotidien d'Oran* (21, 6 %) in Oran; *Liberté* (16, 3%) and *El Watan* (12,4%) in the centre part of the county. Furthermore, they become, par excellence, the elite papers since they scored well only among the high educated readerships. Besides, they remain skewed towards the older people from the age 54 and above as the recapitulative table will sum up:



Title	Age					Education					Region			
	15-24	25-34	35-44	45-54	54& over	Lay	Elementary	Average	Secondary	higher	Centre	East	Ouest	south
<b>Echorouk El- Yaoumi</b>	50,6	44,7	30,3	21,6	12,3	11,3	39,2	51,2	55	63,8	30,3	49,8	37,4	26,1
<b>El Khabar</b>	34,1	32,9	21,5	20,3	9,5	9,9	28,1	34,5	38,1	47,1	21	30,7	30,3	32,2
<b>El Haddaf</b>	41,9	6,1	4,6	10,4	1,3	7	26,3	36,3	33,5	44,1	22,5	35	19	22,5
<b>AlNahar</b>	15,2	10,5	8,9	6,5	1,1	3,1	12,5	12,9	15,2	17,8	8,7	18,3	4,2	8,4
<b>El Watan</b>	9,4	10	7,3	9,7	10	4,3	4,3	9,6	16,8	24,9	12,4	9,3	6	4,5
<b>Liberté</b>	7,8	9,7	7,8	8,9	10,9	6,7	5,3	7	14,5	18,6	16,3	5,3	2,5	3,3
<b>Le Quotidien d'Oran</b>	7,9	7,2	8	9,6	7	2,8	3,1	6	18	26,8	2,2	5,3	21,1	2,1
<b>le Soir d'Algerie</b>	3,3	4	4,5	6	6,4	1,8	1,4	3,4	8,8	13,3	7,1	4	1,1	0,7

**Table 12 : % Penetration of Top Dailies in Algeria, by (Age, Education and Region)**

### **3.4 Effects of the Arabisation Policy on The Algerian Newspapers**

It is only through sketching the evolution of the Algerian newspapers in both colonial and independence eras that one can understand the aim behind the language policy<sup>32</sup> opted in Algeria after independence. It is, therefore, a legitimate reaction to French cultural and linguistic imperialism practiced in Algeria as Penny Cook argues:

*‘One of the lessons we need to draw from their account of colonial language policy is that, in order to make sense of language policies we need to understand both their location historically and their location contextually.’*

Penny Cook (1988: 126) in Baldarf and Kapla (Ibid : 2)

It is due to the heaviest 132 years of French rule which aimed at eradicating the Algerian identity that made Algeria to appear as *‘the most vociferous in proclaiming its Arab Muslim identity’* (Gordon: 1978: 15) in Baldarf and Kapla (Ibid : 7). In fact, its efforts was focused on Arabic language which was deflated during colonialism. Therefore, the goal was to establish the Arabic language as the national<sup>33</sup> and official language by generalizing its use in all the vital public institutions. This is what referred to ‘Arabisation Policy’; or ‘Policy of monolingualism/ Unilingualism’ in favor of Arabic. It is undeniable that the objective of the newly independent Algerian leaders was to recover the national identity and to restore – if not creating- a personality for the new state and population. Hence , their focus on Arabic was legitimated by the fact that language is intricately bound up with the country identity and to Arabic Islamic culture.

In line with this policy, the colonial papers which could not collapse after the independence were nationalized to become Algerian legacies. The colonial paper *‘Républicain Oran ’* which was altered to *‘La République’* in the same language of the colonizer’s -French- is a case in point. Later on the ‘nationalized’ papers were converted into Arabic language under Arabic names as for the ‘Algernalized’ paper *‘La République’* which was Arabized to become *‘El -Djamhouria ’* see (3.3.1.2: p 109).

Despite the above introduced reforms in the Algerian press, the French presence and its impact on Algerians' lives is so strong as to appear undelible in this public field. As a consequence, the French language remains a major exogenous language in newspapers' writing. This is thanks to the bilingual system allocated to this public institution where French language is placed at the same level of importance as Arabic language. therefore, it is not surprisingly, to claim that the French speaking newspapers leading by *El Moudjahid* show their prevalence among the Algerian newspapers edited both in Arabic and French languages. However, the recent findings reverse the prevailing situation. It is the written Arabic newspapers leadin by *Echorouk El- Yaoumi* and *El- Khabar* that spread their supremacy on the Algerian newspapers. These new results also give an indication on the deep transformation of the Algerian print media. They suggest that the readerships are more in line of monolingualism, i. e, 'Arabization'. So, they conform to the objectives of the language policy set up in Algeria.

At this stage of analysis, it is significant to point out that the language policy in Algeria is fraught with conflicts and inconsistencies because it does not take into account the sociolinguistic reality of the society which is characterized by mutilingualism rather than monolingualism. The Algerian Arabic and Tamazight/ Berber, the real mother tongues of the most Algerian inhabitants together with the ex-colonizers language are rejected in favour of Arabic, as the sole language of the state and society. It is in this subject that Ephrai Tabory and Mala Tabory (1987:64) give their comment as follow:

*“The Algerian situation is complex, as it is at a cross road of tensions between French, the colonial language, and Arabic, the new national language ;Classical Arabic versus colloquial Algerian Arabic ;and the various Berber dialects versus Arabic”.*

In in Baldarf and Kapla (Ibid: 7)

The above quotation suggests, among other things, that the language issue in Algeria is so sensitive one. It highlights the different possible tensions that may be arising between the diverse existing languages: French-Arabic, the new national language; Classical Arabic-colloquial Arabic; and Berber-Arabic.

### **3.5 Conclusion**

The present chapter traces the rise, the evolution, and the current map of the Algerian newspapers, based on the recent statistics released in the second week of March 2010 by an international French body 'Immar Maghreb'. The chapter also highlights the language policy of Arabisation in relation to one of its domain of application: press.

It is concluded that the print media scene in Algeria is an outcome of the conditions of the two eras of evolutions- colonial and post independence. On one hand, the historical factors still weigh great on the present scene of the newspapers. In fact, the adaption of a bilingual system on the press is dictated by historical circumstances which indicate the extent and the nature of the French impacts upon political, social, and cultural aspects of the newly independent country.

On the other hand, the post-independence conditions have ultimately shaped the present situation of the Algerian newspapers. Many reforms have been introduced in the domain of press thanks to the different governments that Algeria has experienced after independence and to the 1980s events that ravaged the country. Consequently, private and partisan papers have found their way in Algeria.

Besides, this chapter brings into light the recent investigation on the contemporary situation of Algerian newspapers. In reality, these statistics are of utmost importance for the point of view of comparison. They permit us to investigate the relationship between the Algerian French speaking newspapers and their counterparts edited in Arabic. ; the correlation between the state-run papers and the independent ones. In addition, they allow us to highlight the distribution of penetration rates in accord to three factors: region, age, and educational levels of the readerships.

Moreover these figures constitute a robust scientific basis for justifying our choice of the two newspapers namely, *Echorouk El- Yaoumi* and *El- Khabar*. Whereas the selection of *El- Djamhouria* is legitimated as a point of historical reference since it was subjected to nationalization and Arabisation processes.

Finally, it is worth mentioning that conversely to language makers who ignore the sociolinguistic reality of the society, the news writers attempt to grapple with the complex situation stemmed from the different existing languages by introducing them in their writings. In fact, they rely on sociolinguistic phenomena triggered from the contact situation as code switching, borrowing, to name a few. This will be the subject of the next chapter.

## Notes to chapter

- 1- The most significant studies of this field was that of Ihaddaden . he is an outstanding scholar worked for *La Defence Algerienne* and *El Moudjahid* during the war of liberation. He is also regarded as the only historian of the Algerian press today according to Azzi (1998) and Kirat (1993).
- 2- Though *El Mubashir* was the first written Arabic newspaper in Algeria but it was written in very poor in both language and style as Sayf El Islam (1977) argues:  
“*The Arabic language of this press as well as the style and the design were very poor [...] .Infact, it was not Classical Arabic that was used but rather dialectical and vernacular Arabic that the local illiterate population speaks*”. Sayf El Islam (1977,30-31) in Kirat (1993, 24-25). Moreover, the word ‘El Mubashir ’was a Muslim word, whereas the content of this paper along other colonial papers had little to do with Muslims.
- 3- *Ach-chab*: it is an organ of North –African Revolutionary Movement and not the FLN’s paper which created in 1963 under the same name ‘*Ach-chab*’ and still exists till today.
- 4- *Al-Watan* : It was among the nationalist papers which claimed the French presence in Algeria. It was created in the period stretched from the Second World War (1943-1954) and not the independent newspaper created in 1990 under the same name.
- 5- *Liberté*: It was a communist paper created in the same period as *Al Watan* (1943-1954).
- 6- See Kirat (1993: 35).
- 7- The different governments that Algeria has experienced are BenBella’s Regime (1962-1965); Boumediene’s regime (1965-1978); Chadli Bendjedid (1989-1992); Mohamed Boudiaf (1992- 29<sup>th</sup> June 1992/ Just 6 months); Ali Kafi; Liamine Zaroual (1994-1999); and Bouteflika ( 1999-till now).  
It should be mentioned that governmental regime has its peculiarities that have contributed to the development of the press.
- 8- ‘Pool’ agency is a regional agency which aims at providing the non-aligned Third World countries with news without relying on the ‘Big Four’ western agencies, the big world largest suppliers See glossary.
- 9- See Azzi (1998: 7).
- 10- Quoted in Morsly (1984:25) in Sounia Benghida (2006:37). See: <http://Ibscientific.net/jou-voll-issue2.pdf>
- 11- See Kirat (Ibid:51)
- 12- See Azzi (Ibid:7)
- 13- See Daliliou (2003: 190)
- 14- See Daliliou (Ibid: 192)
- 15- See Daliliou (Ibid: 191)
- 16- See: <http://www.anhri.net/en/reports/2008/pr1105.shtml>
- 17- see Daliliou (Ibid:193)
- 18- See
- 19- See Azzi (Ibid: 7)
- 20- See: <http://www.Pressreference.com/A-Be/Algeria.html>
- 21- See: <http://www.Pressreference.com/A-Be/Algeria.html>
- 22- See: <http://www.Pressreference.com/A-Be/Algeria.html>
- 23- See:
- 24- See
- 25- See Daliliou (Ibid:198)

- 26- Office National des Statistiques, d'Alger, Retrieved 13-03-2010 from <http://www.en.wikipedia.org/wiki/Algeria>
- 27- See : Wikipeddea, the Free Encyclopedea, from <http:en.wikipedea.org/wiki/Algeria>
- 28- See : Wikipeddea, the Free Encyclopedea, from <http:en.wikipedea.org/wiki/Algeria>
- 29- See: The New York Times, Almanac 2008.
- 30- See the Algerian newspaper Echorouk *El Youmi*, NO: 2895, published on 5<sup>th</sup> April 2010.
- 31- See the Algerian newspaper Echorouk *El Youmi*, NO: 2895, published on 5<sup>th</sup> April 2010.
- 32- Language policy is defined as “*official government decision regarding the use of language in the public domain, including courts, school, government offices and health services*”  
Koichiro Matsuura (2005: 418) in Education for all Literacy for life  
National Language is a “*Language spoken by a large part of the population of a country, which may or may not designated an official language (i.e. a language designated by a law to be employed in the public domain)*”. See: Education for all Literacy for life (Box :8-9,p418).





CHAPTER FOUR:

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CODE SWITCHING IN THE LANGUAGE OF NEWSPAPER DISCOURSE  
**CODE SWITCHING IN THE LANGUAGE OF NEWSPAPER DISCOURSE**

## **4.1 Introduction**

So far, we have said that code switching phenomenon is employed by news writers as a premeditated strategy to convey a set of communicative objectives. It is with this important area that the remainder of the research paper will be concerned. In this chapter, the different existing languages in Algeria will be highlighted before discussing code switching to give insights about the sociolinguistic situation of Algeria.

## **4.2 The Language Repertoires of Algeria**

As we have mentioned earlier, the linguistic policy of arabisation pursued in Algeria after independence came as a reaction against 132 years of French colonization as Grandguillaume (1983:412) argues:

*“The loss of the status of Arabic was extreme in Algeria, but less in Tunisia and Morocco. This difference is the result of historical conditions :Algeria became a French colony after its conquest in1830, whereas Tunisia and Morocco became Protectorates in 1881 and 1912, respectively”.*

Quoted in Baldarf & Kapla (Ibid: 2)

In the same context, Djité (1992:16) adds:

*“Nowhere else in Africa has the language issue been so central in the fight against colonialism as in Algeria”*

Quoted in Baldarf & Kapla (Ibid:7)

That is why, less than one year after Algeria regaining independence, the constitution of 1963 proclaimed Arabic as an official and national language of the state at the expense of other prevailing existing languages namely, Tamazight/Berber, Algerian Dialectical Arabic, and French.

## **4.2.1 The Arabic Language**

The officialization of Arabic as a sole language aimed at placing it at the privileged status occupied by French during the colonialism era, and it also means the restoration of the intrinsic features of the national identity (Grandguillaume, 1983). But the term ‘Arabic’ is used as an umbrella concept to cover a range of different varieties of Arabic namely, Classical Arabic, Modern Standard Arabic, and Algerian Dialectical Arabic.

### **4.2.1.1 Classical Arabic vs. Modern Standard Arabic**

Classical Arabic (CA) is also referred to as the Quranic Arabic, or /fuḡḡat-ltura:θ /<sup>1</sup>. It is the literary language of (7<sup>th</sup> to 9<sup>th</sup>) literature. That is why it is deemed as a ‘pure’, uncorrupt form of Arabic. In fact, it is considered a sacred emblem that represents both the Quran and Islamic culture. Therefore, its use is restricted to religious sermons, Quranic recitations, and prayers.

Whereas, Modern Standard Arabic (MSA), or /fuḡḡat -l ʕagr/<sup>2</sup> is the literary standard variety of Arabic. On one hand it is one of the six languages of the United Nations and the official language of many countries across North Africa and Middle East. On the other hand, it is widely taught language among the non-Arab Muslims in all over the world. Besides, this contemporary form of Arabic is used more frequently in writing and in less formal situations compared to CA. In fact, it is a medium of news reporting, administration, education, and official texts. It should be mentioned that its use in such fields is due to the Arabization policy. This in turn leads to its modernization as Ennaji (2009:19) points out:

*“The policy of Arabization has led to its modernization and to its use as a vehicle of modern culture. It is widely made use of in education, administration, and the media. ”*

Thus, compared to CA, Modern Standard Arabic is more opened to modern life. This openness is allowable thanks to the sociolinguistic phenomena such as: code switching, borrowing, and the like. As a matter of fact, MSA differs from CA in syntax, morphology, and lexis. In addition, it is worth noting that MSA in different countries is heterogeneous when considering stylistics and vocabulary. Put simply, when writing in MSA, the writers develop styles in North Africa differ from those existed in Middle East. More particularly, the written styles are also different within North-Africa itself. This difference can be attributed to the fact that the writers rely on their local varieties. In addition, the influence of the foreign language presented by the ex-colonizer language remains obvious in their writings. For example, French in North Africa and English in the Middle East. Moreover, the local varieties which are adulterated by the lexemes of the ex-colonizer language have contributed in such dissimilarity. For example: French in Algeria, and Italy in Libya.

Given the connection between the CA and MSA, reveals that they are two forms of one language which is referred to as a standard variety of Arabic SA. They (CA &MSA) are used in complementary distribution to fulfill certain social functions. In addition, it is shown that MSA is simpler than CA. however, it still another form which is simplest of the two forms with some colloquial dialect. This type of Arabic is called 'Inter-Arabic, Middle Arabic, Spoken Modern Arabic, or Formal Spoken Arabic '. In some literature, it is referred to as / ʕa:mijatu – lmuθaqafi:n/. It is used by educated speakers in formal situations<sup>3</sup>.

#### **4 .2.1.2Oolloquial/ Dialectical Algerian Arabic**

Algerian Arabic (AA) is a real mother tongue of the vast majority of Algerians. It is spoken by over 78% of Algerian inhabitants<sup>4</sup>. This Algerian vernacular is made up of different regional varieties which are mutually intelligible unless they are geographically distant. For example, the Algerian Arabic spoken in the west part of Algeria, more precisely in Oran is different from that of the east part of the country as in Annaba and Constantine. This is due to the fact that the composite nature of the vernacular spoken in Oran is infiltrated by Spanish elements which make it sound different from those found in the eastern regions of the country. It is worth mentioning that this vernacular Algerian Arabic is stigmatized as “*degraded systems devoid of grammatical rules*” (Morsly, 1991: 81) (Quoted in Sonia Benghida, 2006:36). Along the same line of thought, Salem Chaker (1981:415) in Sonia Benghida(ibid) characterizes it as “*unscientific languages, small languages, and even dialects along with Berber when compared to Standard Arabic*”.

Though it is a spoken form of Arabic reserved to informal situations, instances of its use are attested in formal domains as in newspaper's language writing and in some written publication .

#### **4 .2.2Berber/ Tamazight**

Compared to Arabic language, it is a minority spoken language spoken by 20% <sup>5</sup> of the Algerian population designed historically as Imazighens. This language covers many varieties as ( Kabyle, Chaouia, Cheneoua, M'zab, Touareg) within Algerian boundaries. Despite the fact that this language is existed over 5000 years ago (Boukous 1995: 18) (Quoted in Sonia Bengida, 2006: 36) , it is never recognized as an official language but only as a national language by constitution amendment of 8<sup>th</sup> May 2008.

#### **4 .2.3 The French Language**

Despite its regulation in the second position, French remains a prestigious language together with Standard Arabic. It maintains a strong position in some vital public domains as in a high education, mainly in scientific streams (Medicine, Finance, Science and Technology). Besides, it competes with Arabic in media (newspapers).

It can be seen from the above that Algeria is a multilingual society with a diverse languages which stand in competition. Besides, these languages are not equally distributed when considering their domain of application. CA and MSA, and French are deemed prestigious languages. Therefore, they are used in formal contexts. However, Algerian Dialectal Arabic and Tamazight are stigmatized as non-standard and corrupted languages. They are employed in informal situation. In fact, this complementary distribution in social functions conforms to Fergusson's definition (1959) of diglossia. In the sense that, one language stands as a (H)igh variety and the other as (L)ow one, as in the case of CA,MSA/AA which are heritably related. Yet, this Fergusson definition is extended to incorporate the non-genetically related languages as in between CA, MSA/ French, or AA/ French. Besides, the above Algerian situation is proved to be an excellent environment for triggering sociolinguistic phenomena such as: code switching, and borrowing which are rampant in the society to the extent they manifest themselves in non-oral contexts as we shall see.

### **4.3 Code Switching Phenomenon**

Code switching (CS) is a common sociolinguistic phenomenon in bilingual or multilingual societies where speakers alternate between two or more languages, dialects, languages, or registers in the course of the same interaction. This does not mean that all the speakers involved in the interaction are equally adept at all varieties at their disposal. Moreover, one (or more) language interaction is designated as a dominant language and the other one (or more) as a dominated language. To borrow Myers-Scotton's concepts, the former is referred to as a "matrix language" and the latter as an "embedded one".

In fact, the concept of code switching is not a new one, but it has developed since the early twentieth when Ronjet 1913 and Leopard (1930:40) had first recorded observations on the linguistic behaviours of bilinguals<sup>6</sup>. In its earlier times, code switching was stigmatized and it was negatively assessed. That is to say, it was viewed as a deficiency which occurred in a random and in unpredictable ways. However, the study conducted by Blom and Gumperz (1972) on the two spoken dialects of a Norwegian village had turned the attentions to the systematic study of CS. The co- authors come up with the conclusion that CS is employed to fulfill a set of social functions. Accordingly, three types of code switching have been emerged, namely: "situational", "conversational", and "metaphorical" code switching.

#### **4.3.1 Situational Code Switching**

It is a type of code switching which is controlled by a set of non-linguistic factors such as (participants, topic, and setting...etc). In this spirit, Blom and Gumperz (1972:126) assume that "*the notion of situational switching assumes a direct relationship between language and the social situation*". That is the relationship between the language and social situation is inevitable. It is in fact a category which bears some similarities with the Ferguson's concept (1959) of diglossia. Indeed, Bouamrane (1986: 112) equates situational CS to intralingual when the varieties are genetically related as for CA / AA; and to interlingual diglossia when the varieties are not as in the case of CA, or AA / French.

#### 4.3.2 Conversational Code Switching

It corresponds to what Mc Clure and Mc Clure(1975) and Wentz and Mc Clure(1977) (Quoted in Pfaff, 1979: 298) in Bouamrane (1986: ibid) called “code mixing”, or “intrasentential CS”. In fact, it is a type of code switching obtained within situational CS (see Bouamrane, ibid: 113). In the same line of thought, Mesthrie (2001:443) (Quoted in Smedley, 2006: 08) describes it as a ‘ragged’, involving code changes within the clause. It may also be referred to what Myers-Scotton (1993:114) in (Smedley, ibid: 18) considers “CS as unmarked choice”<sup>7</sup> which occurs when bilingual speakers switch codes to maximize the communicative resources of their linguistic repertoire. Thus, it appears that this kind of switching is more individual and does not maintain structurally different codes. In this respect, Myers-Scotton (1993) in Smedley (ibid) goes on to suggest that this type of code switching can be: (a) intrasentential often occurring within a word; (b) symbolizes dual and collective identities; (c) requires reasonable proficiency in the two languages unless most of the switching simply involves single insertions into the morph-syntactic framework. Let us consider the following example which seems to the above mentioned points mainly (b, and c).

(38) / ma ʕrakatu ʔal yad sataku:n bil qulu:b wel karʕi:n/

Battle the tomorrow will be with hearts and feet

“**Tomorrow battle will be with hearts and feet**”. (Echorouk El- Yaoumi N0 2833: 27/01/2010).

Linguistically speaking, the underlined word in (38) comes from the Algerian Arabic. Then, it is integrated in the system of SA. Thus by using Myers-Scotton’s labels of the Matrix Language Frame Model, SA provides the so-called “system morphemes”<sup>8</sup> which is a matrix language<sup>9</sup>. Whereas, AA is an embedded language<sup>10</sup> since it supplies the so-called “content morpheme”<sup>11</sup> / karʕi:n/ ‘feet’. This free morpheme - /karʕi:n /- assures a semantic and pragmatic functions. Besides, it receives a thematic role the message cannot be conveyed unless this inserted noun /karʕi:n/ is presented in the frame of SA.

In addition, Myers-Scotton (1993) stresses the fact that macro-sociolinguistic factors are of utmost importance in promoting code switching as an unmarked choice. In fact, she speaks about the role of the former colonial language (or French in the case of Algeria) which gains grounds and becomes the de facto working language in the key domains of the society

see (4.2.3). Indeed, the type of switch included in the following example (39) is a case in the point.

(39) / ma:fija: ?a samak tuhadid ?a sawa: hil ?al ʒaza: ?ir bi di:na:mi:t /

Mafia the fish threatens the coasts the Algeria with dynamite

“**The Mafia of the fish threatens the Coastal Algeria with dynamite**”. (El –Khabar N0 5349: 17/ 06/ 2008).

Thus, the underlined words / ma:fija:/ ‘Mafia’ and / di:na:mi:t / ‘dynamite’ are two originated French lexemes which are integrated in the system of SA by virtue of the morpho-syntactic framework.

Code mixing is also used to refer to what Muysken (2000) terms “insertion”. It means that a lexical item or ‘entire’ constituent from one language is inserted into the syntactical structure of the other language. Within this perspective, lexemes and grammatical features from two languages occur in one sentence. Furthermore, if we consider Mc Clauglin’s view (1984) in (Euhem Kim, 2006:45) on code mixing, one will refer to this phenomenon as “borrowing”. While Pffaf (1979) (Euhem Kim: ibid) employs ‘mixing’ as a neutral word to designate both code mixing and borrowing.

#### **4.3.3 Metaphorical Code Switching**

It is the third recognized category of code switching by Blom and Gumperz (1972). In such a type, the switches are not determined by the situation as for the situational CS but rather by the speaker’s intentions as Gumperz (1982:61) (Quoted in Smedley, 2006: 08) argues: “*Metaphoric information about how they (speakers) intend their words to be understood*”. Therefore, the code choice is used a ‘rhetorical device’ to accomplish a set of objectives. In fact, metaphorical CS is more related to style shifting since it is one of the personal properties See (4.6.1.3). As a matter of fact, the switching instances of this type should be viewed from micro-level approach. This in turn, leads us to think of code switching as a “textualisation cue”<sup>12</sup>. Within this perspective, Benali (2007:111) notes Gumperz (1992) that this code switching is regulated by contextualization cues (workplace, school, mosque), but he puts much more responsibility of code choice on the individual rather than the community. He adds that although these contextualization cues are of a decisive role in



favouring one language over the other one; but it is always the speaker himself who remains responsible for the code choice in accordance to his goals to fulfill.

Later, Chan (2004: 21) explicitly states that:

*“Code switching highlights not only contextual assumptions ( i.,e, contextualisation ) but also textual status (i.e, how to interpret these elements in relation to surrounding text- entextualisation )”.*

According to this statement, code switching could be analysed in written medium besides oral one. In Keller’s words (1979: 269)( Quoted in Davies and Bentahila, 2008:03), the former is labeled as “Literary Code switching” whereas the latter is designed as a“ Real –life CS”. Congruent with this line of thinking, code switching in literary texts is viewed as a metadiscourse in which aspects of ideational, interpersonal, or textual meaning are highlighted according to Chan (ibid: 22). It should be mentioned that within this perspective, notions of Systemic Functional Grammar (SFG) are employed for such investigation of code switching.

To sum this up, we can say that the analysis of CS will remain incomplete unless ‘borrowing’ is advocated together with ‘written CS’.

#### **4. 4 Code Switching Versus Borrowing**

The concept of ‘borrowing’ is used in a great number of ways. It is often related to code switching. In fact, there is no clear demarcation between CS and borrowing. In terms of Gingras (1974) and Reyes’s definitions (1974) (Quoted in Pfaff, 1979: 296) in Bouamrane (1986: 114), switches in form of single words are deemed as instances of borrowing whereas longer words that contain more than one element are reckoned as samples of code switching. However, such a point of view does not account for the borrowing of idiomatic expression and proverbs as in the following example:

(40) / qatala ʔal waqt / (Safia Kassass’s example in Salah Belaid, 2007: 75)

Killing the time

### “killing time”

This expression is a borrowing from the English idiomatic expression “Killing time”. According to Kassass in Salah Belaid (2007: 75), this expression is widely used in media language. In fact, this type of switching is referred to as a ‘calque’, or ‘tracing’<sup>13</sup>.

If we distinguish code switching from borrowing when taking into account Bentahila and Davies’s views (1983:302) in Bouamrane (ibid), we will consider the underlying word /mi:r/ ‘Mayor’ in example (41) as a borrowing since it is adapted to the phonology of AA. But if it is used as ‘Le Maire’ (the mayor), it will be classified as a switching.

(41) / hel juʕqal ʔanna kul mi:r ʔaw maʕlis maħali: ʕadi:d /

Is it reasonable that each mayor or council local new

“**Is it reasonable that each mayor or a new local council...?**” (Echorouk El -Yaoumi N0 2812: 04/ 01/2010).

However, if we follow Poplack’s assumption (1980) (Quoted in Bouamrane (ibid), the above mentioned item /mi:r/ ‘Mayor’ in (41) will be seen rather as a case of switching. According to this scholar, even if the word is adapted to the phonology of the recipient language (in our case AA), the item will still be regarded as a lexeme of the donor language (the French language in our example 41). Hence, viewed from this angle, phonological adaptation is not a sufficient criterion to differentiate borrowing from CS.

Besides, other scholars as Reyes (1974) in Pfaff (1979:296) (Quoted in Bouamrane, 1986: 115) points out to morphological adaptation as a measure to distinguish borrowing from CS. As a result, he concludes that the morphological adaptation of English words to Spanish is recognized as cases of “spontaneous borrowings”; whereas those which retain the original morphology are placed among the “incorporated borrowings”. According to this view, the word / ʔalpristi:ʕ/ ‘the Prestige’ in (42) would be classified among the first category i.e., spontaneous borrowings. This is due to the fact that the word in question / ʔal pristi:ʕ/ which is originally from French is adapted to the morphology of AA by virtue of its affixation to the Arabic definite article / ʔal/ ‘the.’

(42) /lajsa li ʔinʕa:f ʔal\_pristi:ʒ/ (Echorouk El-Yaoumi N0 2812: 04/01/2010)

Not for revival the prestige

**“[...] not for the revival of the prestige”**

Again this type of classification raises contention among the investigators such as: Elias Olivares (1976) who considers some instances of spontaneous borrowings as samples of switches. In fact, he is referred to those items which have to do with business, education, and other key domains (see 4.3.2, example 39).

In addition to the above discussion on ‘borrowing vs. CS’, Myers-Scotton (Quoted in Coulmas 1997: 228) distinguishes two further types of borrowing:

(i) “Core borrowings” which refers to the concepts or objects already existed in the recipient language; i.e., the types of inserted words do not fill any lexical gap. This type of lexical terms is started as a form of CS since there is no motivation behind its adaptation; and

(ii) “Cultural borrowings” are well established items in the target language. i.e. these words have no equivalents in the host language. They stand for objects, concepts, events, and the like. This is, in fact, the type of switches Androutsopoulos (2001) recognizes in the data when analyzing the English in German Youth media.

Following this perspective, the underlined word / ʔazenda/ in (43), is considered an instance of core borrowings since its counterpart is available in the host language Arabic /ʒadwel ʔal ʔaʕma:l/.

(43) / ka θa:fat ʔazenda ʔuja ħja ħa:let du:na ʔinʕiqa:d ʔa θula:θijja/

Fulfillness agenda ‘Ouyahya’ prevents convening the trilogy

**“The fulfillness of Ouyahya’s agenda gets in a way of convening the trilogy”.** (El-Khabar N0 5954: 02/ 04/ 2010)

Whereas the underlined word /mi:linju:m/ ‘Millennium’ in (44) is deemed as an instance of cultural borrowings. This is because this concept refers to one of the services provided by the mobile card ‘Djezzy’ which has no cognate in the recipient language.

(44) / mi:linju:m muka:lama:t maʒa:nijja wa yajr maħdu:da/

‘Millennium’ calls free and not limited

**“Millennium free calls and unlimited”**. (Echorouk El -Yaoumi NO 2251: 17/03/2008 )

From the above considerations, it appears that code switching can also be referred to as borrowing.

#### **4.5 Written Code Switching**

It is a commonplace observation that code switching is a typical feature of oral territory. However, this sociolinguistic phenomenon can also be investigated in more literary forms such as Novels (N’Zengou and Tayou, 1996; Gordon and Williams, 1998, and Callahan, 2002); Poetry (Keller, 1979; Flores, 1987; Tessier, 1996); Popular songs (Bentahila & Davies, 2000, and 2001; Davies & Bentahila, 2006, and 2008; Arnistead & Monroe, 1983; Argenter, 2001; Muysken, 1990; Sarkar and Winer, 1995; and Stolen, 1992); Personal letters (Montes-Alcalla, 2005); and Media (Nicolas Lambert, 2005; Smedley, 2006; Androusopoulos, 1998, 2001; Piller, 2001; and Lam Chi Kei, Jacqueline Lam, 1999).

It would seem important to point out that the above mentioned scholars agree on the fact that though code switching is employed in different literary genres with various perspectives in minds; but it is used as a premeditated, conscious stylistic device to serve a variety of communicative functions in an edited planned discourse.

##### **4.5.1 Code Switching in the Language of the Newspaper Discourse**

Needless to say that code switching in newspaper language is different from that occurs in other types of print media. This difference stems from the fact that newspaper by definition is a written medium which provides information to a wider public. As a matter of fact, the news writers are recommended to write in a language that the majority of the unknown readerships can comprehend. To achieve this end, they incorporate in their news discourse elements which have to do with the vernacular. In fact, such practice contradicts the

heresy that newspapers both their forms and contents contribute to the promotion of the official and national language.

In exploiting the various ways in which code switching is employed in newspaper's writing, Lambert (2005) considers the use of English in the Filipino's newspapers. The scholar seeks to identify the reasons and the ways of such CS. In fact, his work is based on Hartley's hypothesis (1993) which states that instances of CS are created and follow explicit rules. In order to test this claim, he raises three questions to be answered: (1) how does the code operate? (Its structure and function); (2) what does the code do in print media? , and (3) how does it relate to other codes?

On the basis of the answers he gets for the above mentioned questions, he recognizes three types of CS: (i) Insertions of individual words; (ii) Quotations which subsume spoken elements; and (iii) Transitional markers that link sentences. Besides, he concludes that their use is conditioned to the different genres of the newspaper (news reports, Advertisements, entertainment...etc).

Similarly, Androutsopoulos (2001) analyses the use of English in a written media discourse of a youth –cultural community in Germany. The scholar comes up to the conclusion that most of switches are in form of routines, vernacular, and the amount of English switches varies in accordance to media format.

Drawing upon the above findings of both scholars (Lambert and Androutsopoulos), we will limit ourselves to give some general patterns of code switching between the national official language SA and the existing vernaculars (AA, and French) in a sample of Algerian national dailies edited in Arabic. Equally important, we will highlight some functions of such instances. Besides, we will use the item switching as a cover term to refer to all the types discussed in this chapter.

## 4.6 Patterns of Code Switching in News Discourse

### 4.6.1 Code Switching for Technical Terms

Among the reasons that motivate the news writer to code switch is the indispensability of some lexemes in SA. The switch instances are mainly those connected with technical and scientific fields, as the following examples will show:

(45) / fuba:n    talabu: nusaxan    mina    ?al    windawz    fa taħaḡalu:    ḡala: ?inzi:l

Youths    asked    copies    of    the    Windows    so    got    they    of    the    Bible  
bi l ḡarabijja wa l    ?amazi:yijja/  
in the Arabic    and    the    Arabic

**“Youths asked for copies of windows, so they got the Bible in Arabic and Tamazight languages”.** (Echorouk El Yaoumi N0 2211: 30/ 01/ 2008)

(46) / maraḡ ?al    mili:dju:    juhadid    maḡsulaj    ?al    bata:ta: wa    ?al    kuru:m

Illness the Milidew    threatens    crops    the    potato    and    the    vines  
bi    ?al    ḡaza:ʔir / (Echorouk El Yaoumi N0 2898: 08/ 04/ 2010)  
in the    Algeria

**“A Mildew fungus<sup>14</sup> threatens the potato and vine crops in Algeria”.**

(47) / ?intifa:r    muxi:f    li    ?al    ri:vu:tri:l    fi    ?al    ḡaza:ʔir /

Spread    dreadful    of    the ‘Rivotril’    in    the    Algeria

**“The spread of the Rivotril<sup>15</sup> is alarming in Algeria”** (El-Khabar N0 523130/01/2008)

The underlined words in (45, 46, and 47) are samples of switches which have no equivalents in SA. They are from French language. These items belong to English as well. This latter is a universal language which supplies the world’s need for such scientific elements. For example, the word mili:dju: ‘Milidew’ in (46) belongs to the agrarian field. It has to do with fungi that affect the plants when they are in wet conditions or decaying matter (see note 14).

The same holds true for the underlined lexeme /ri:vu:tri:l/ ‘Rivotril’ in example (47). It is a type of medicines that prescribed legally for certain illnesses such as insomnia or epilepsy. But unfortunately is illegally used as a drug to maintain alertness. Popularly is called ‘A Red Pill’ (see note 15).

It is pertinent to recall that this type of switches validates Myers-Scotton’s argumentation about the role of the ex-colonial language (French) in promoting code switching as an unmarked choice (see 4.3.2, example 39).

#### **4.6.2 Code Switching for Indispensability**

The news writer is also required to switch from SA to other languages rather than French when the concept is unknown in the language of writing. Yet it is a well recognized item in the linguistic repertoire of the most Algerians. The following example is a case in point.

(48) /ʔal      ʔamn      ʔal    magri:      jaħtaʒizu      muna:ʒiran      ʒaza:ʔirijan

The    security the    Egyptian    arrests      supporter      Algerian

bisabab      ʒulbet      ʃʃamma/

because of      box      snuff

“**The Egyptian security arrests an Algerian supporter because of a snuff box**”. (El-Khabar N0 5829: 25/ 09/2009).

The underlined word /ʃʃamma/ ‘Snuff’ (a type of powdered tobacco wrapped in a thin paper, to be taken orally or by sniffing) in example (48) is an instance of switching from the national and official language SA to Algerian Arabic because it has no equivalent in the dominant language of writing.

#### **4.6.3 Code Switching for Culturally Alien Concepts**

The following example will illustrate that the news writer is compelled to switch to the Algerian vernaculars rather than AA not only because of the unavailability of the terms in the national and official language SA. But also because they reflect the culture of the society in which he/she reports.

(49) / niða:m   ʔal   fuggara:t   dali:l   ʕala:   ʕabqarijati   ʔal   ʔinsa:n

System   the ‘Fuggarette’   evidence   of   genius   the   human being

wa   ʕala:qati   hi   ʔal   mu θi:ra   bi   ʔa   ttabi:ʕa/

and   relationship he   the   exciting   with   the   nature

**“The system of ‘Fuggarette’ is a stroke of genius of the exciting relationship established between the human being and his/ her nature”** (El-Djamhouria N0 3440: 15/ 06/2008).

In example (49) the underlined word ‘Fuggarette’ which stands for a very intelligent old traditional method for distributing water in an arid area in the south east of Algeria , known as Ghardia, is among the significant features that represents the cultural identity of the M’zabi dwellers who developed this system. Therefore, the item in question belongs to the so-called ‘Laghoua’<sup>16</sup> a variety of Berber spoken by the ethnic group referred to as Mozabites in this region. Indeed, the use of this word / fuggara:t / ‘Fuggarette’ in the dominant language of SA is due to the fact that there is no equivalent for such a term in the Arab’s culture which is reflected in its national official language SA.

#### **4.6.4 Code Switching for Emphasizing**

This type of switches is not employed to compensate the shortcomings witnessed in the national official language-SA- as in (4.6.1; 4.6.2; and 4.6.3), but to fulfill communicative ends.

In section (2.3.2.3.2), we have seen that the aim behind the repetition technique in news writing is to emphasize and to insure the meaning intended. In the following example, the shift to AA synonym is purposely done to achieve this end.

(50) / wa   liðalika   jaʕtaqid   ʔal   mula:hiðu:n   ʔanna   ʔal   qanu:n

And   that’s why   believe   the   observers   that   the   law

huwa   matta:t   ʔaw   bi   l   ʕamijja   lastik   qa:bil   lil   med   wa   ʔal   zazr /

is   rubber   or   in the vernacular rubber   subjected to   ebb and the flow



**“[...] That’s why the observers think that this law is like rubber or in a vernacular ‘Lastick’ which is subjected to the ebb and flow”** ( Echorouk El -Yaoumi N02848:13 /02/ 2010).

In this example (50), the underlined AA item / lastik / ‘rubber’ is used as a synonym to its SA counterpart / matta/t / ‘rubber’. This type of code switching intends to stress to the readerships an important point, i.e. The meaning intended is that the new law is not equally applied to all the citizens who breach its regulations. In fact, it is like rubber to mean that this law is flexible, and submissive. Moreover, the phrase / qa:bil lil med wa ?al ʒazr / ‘is subjected to ebb and flow’ is employed to instill this meaning that the law is ebbed and flowed in accordance to the social rank of its violators.

#### **4.6.5 Code Switching for Clarification and Shortness**

The data revealed that some patterns of CS are used not only to stress the meaning intended but to clarify it as well. In the following example, the news writer is opted for the AA item tough its equivalent is available in the national and official language-SA-. The aim behind such code switching is to spare the readerships from any ambiguity in order to make sure his/ her message is well received.

(51) / ?iltima:s ?asiʒn li ʃiqa:bat tazwi:r ?al vi:za bi ʃana:ba/

Petition the prison to gang forgery the visa in Annaba

**“A petition for prison to a gang of visa’s forgery in Annaba”** (Echorouk El -Yaoumi N0 2916: 26/ 04/ 2010).

Despite the fact that the underlined word /vi:za/ ‘visa’ has its cognate in the official and national language-SA- which is /ʔa taʔfi:ra/ ,but the news writer intentionally switches to its counterpart in AA in order to assure the meaning intended by appealing to the reader’s common sense language.

However, Lambert (2005) offers another explanation for such a type of switching. He argues that the motivation for using the switching item instead of its existing counterpart in the official and national language of writing has to do with its shortness. In fact, the economy of words is one of the newspaper’s language practices See (2.3.2). In this context, let us recall the example (43) here as (52).

(52) / kaθa:fat ʔazenda ʔu:jaħʔa ja: ħa:let du:na ʔinʕiqa:d ʔa θula:θijja/

Fulfillness agenda 'Ouyahya' prevents convening the trilogy

**“The fulfillness of Ouyahya’s agenda gets in a way of convening the trilogy”.** (El-Khabar N0 5954: 02/ 04/ 2010)

It is plainly shown that the underlined word / ʔazenda / ‘agenda’ is shorter than its SA equivalent / zadwel ʔal ʔaʕma:l/.

#### **4.6.6 Code switching to account for Different Types of Readerships**

One of the main reasons for code switching between SA and the vernacular AA could be attributed to the consumers of the newspapers. These readerships are a very important component in the process of communication (see 1.10 and 2.3. 1.2. 1). Besides, they are the ultimate judges of what is published. Thus when code switching; the news writer seeks to accommodate his/her speech to the speech of the different types of his /her targeted audiences. An example of this category could be found in the following utterance which discusses a striking social phenomenon concerning the whole society, more particularly the young people. It is the illegal immigration or the so-called ‘El-Harga’<sup>17</sup>

(53) / ʔarad na: ʔal ħarga naħwa ʔuru:pa: fa wazad na:

Intend we the ‘Harga’ to Europe so found we

ʔanfusana: fi migr/

Ourselves in Egypt

**“We intended ‘El-Harga’ to Europe, but we found ourselves in Egypt”.** (Echorouk El-Yaoumi N0 2916: 26/ 04/ 2010)

It is worth noting that the aim of this type of switching from the national and official language-SA- to AA is to accommodate to the speech of the young people. In addition, the signification of this adjustment lies in the fact that the news writer wants to identify himself/ herself with the group of the young people. In doing so, he / she intends to make them aware about the risks of this act- ‘El-Harga’ by retelling them the adventure of two young persons who failed to reach one of the European countries instead they found themselves in one of the Arab nations- Egypt. Moreover, this category of switching corresponds to what Lambert (2005: 338) refers to as a source of social cohesion since the news writer uses it as a linguistic mechanism to categorize himself/ herself in a group of this people<sup>18</sup>.

Another possible explanation for this switching instance has to do with the shortness of the word ‘El-Harga’ since the equivalent exist in SA which is /ʔal hiʒra ʔasirijja / ‘The illegal Immigration’ See (2. 3. 1 .2. 1).

Up to this stage of analysis, code switching is discussed in terms of individual lexical items which are inserted in the base structure of SA. However, instances of code switching could be whole chunks of language. In fact, this type of switching is regarded as a stylistic device which is consciously used to serve a variety of discourse functions.

#### **4.6.7 Code Switching to Assure Intertextuality Function**

Code switching can be used to serve the so-called ‘intertextual function’. According to Reah (1998:18), the use of familiar phrases and sayings from books, songs, and movies in headlines assures this purpose. The following example is a case in point.

(54) /wa ʔi ɖa: tuħ na: ndi:ru: yazwa ʔ uynijja

And if perish we we make invasion a song

tuħariɖ ʔal ħamra:wa ʒala: ʔa θawra/

goads on the ‘Hamraoua’ to the revolution

**“If we perish, we will carry out a raid ... A song that goads ‘El- Hamraoua’ on a riot”.**

(Echorouk El –Yaoumi N0 2321: 08/06/ 2008)

In addition to the aforementioned function, the use of this type of code switching is aimed to create an effective headline that attracts the readers’ attentions to the news story. Therefore, the pattern of code switching is employed here as a linguistic device to make headlines memorable. Besides, this code switching is also dictated by the headline’s genre itself.

#### 4.6.8 Code Switching to Assure Vocative Function

This type of code switching serves the so-called ‘vocative function’. In this context, Androutsopoulos (2005: 05) argues that the use of some samples of intertextual switchings implies a pragmatically salient purpose which has to do with emphasis or expressivity. Within this line of thought, the use of a song quotation in the following example aims to express the news writer’s opinion about the bringing of the professional player ‘Zidan’ in the Egyptian team. To accomplish the objective intended, the journalist relies on one of the linguistic devices of headline’s writing which is dubbed ‘rhyme’. This phonological technique is used to draw the readers’ attentions to the news article and it also helps to imprint the message in their memories.

(55) /raħu:    ʒabu:    zida:n       byaw       jaxlɬu:    saɬda:n    zidu:

Went    brought    ‘Zidan’       they want    to surprise    ‘Saadane’    add

ʒibu:    misi    wa    kristjanu:    kama:n/

bring    ‘Messi’    and    ‘Christiano’    too

**“They brought Zidan... they wanted to surprise Saadane ...go on bringing Messi and Christiano too”.** (*Echorouk El-Yaoumi* NO 2779: 25/11/2009)

As it is shown in this example, the rhyme is created by the long vowel /u: /, and /a: / in the following underlined words in (a), and (b) respectively:

(a) /raħu:/ ‘They went’ ; /ʒabu:/ ‘They brought’; /jaxlɬu:/ ‘to surprise’; / zidu: / ‘Add’ ; /ʒibu:/ ‘Bring’ ;and / kristjanu:/ ‘Christiano’ .

(b)/ zida:n/ ‘Zidan’; /saɬda:n/ ‘Sadaane’; and /kama:n/ ‘too’

#### 4.6.9 Code Switching as a Kind of Speech Emulation

This type of switching is a kind of speech emulation. According to Fowler (1991:58), the shift from the institutional academic style into conversational one aims at narrowing the discursive gap between the institutional use of newspaper’s language and the more casual

style of interpersonal interactions. To achieve this end, Fowler (ibid) suggests a set of language devices, among which one can cite the following:

#### **4.6.9.1 By Using the Language of ‘Phonemes’**

By using this language technique, the news writer is allowed to write items deliberately as they are spoken. The following example is a case in point:

(57) /ʔa lu:        ʃku:n ʔanta / (Echorouk El –Yaoumi N0 2886:27/03/2010)

Hello        who    you

**“Hello.... Who are you?”**

#### **4.6.9.2 By Using the Language of ‘Information Structure’**

By virtue of this strategy, the news writer can imitate the more fragmented nature of speech through the use of incomplete sentences.

(58) / ruyma    ʔal    xasa: ra        bla:di    nbyi:k/

Although    the failure        country my I love you

**“Although the failure... my country I love you”.** (El-Khabar N0 6027: 15/06/2010)

Needless to say that the underlined pattern / bla:di nbyi:k/ ‘my country I love you’ in (58) aims at reproducing the interpersonal style. Besides, the use of ‘ellipses’ in the structure of the SA in the first clause intends to emulate the very chaotic nature of the speech.

#### **4.6.9.3 By Using the Language of ‘Register’**

It is a very significant technique used by the news writers to sound chatty. It involves the use of more colloquial and informal lexical items such as: slang, idioms, puns, and clichés. Consider the following example (59) in which an instance of idiom is highlighted.

(59) / ʔal    yafi:r    janhab    barwit ta        rmel    liʔannahu    jaʃtaqid    biʔanna

The    guard    plunder    a wheel barrow    sand    because he    believes    that

ʔal    mi:r    juħawwil    ʃa:ħina    mina    ʔa    raml    wal    mi:r    juʔammim    ma:

the mayor transfers    a lorry    of the sand    and the nationalizes    what

lejsa lahu          muṣtaqiden    biʔanna    ʔal wazi:r    ʔammama    rima:l  
 does not possess believing    that    the minister nationalized    sand  
 ʔa ʃa:tiʔ    wa    haḏihi    hija:    ʃulu:m    ʔannahb    ʃen ʔari:q    ʔal    muʃa:nada  
 the beach and    this    is    sciences plundering    through    the    opposition  
 wa qadi:men    qa:lu:    ʔal mwa:lfa    xi:r    min    ʔata:lfa/  
 formerly    they said    the familiarity is better than the waste

**“A guard plunders a wheel of barrow of sand because he believes that the mayor transfers a lorry of sand; and the mayor nationalizes what he does not possess, believing that the minister has nationalized the beach’s sand; and this is the sciences of plundering through opposition. And in the olden times they said: ‘The familiarity is better than the waste’”.** (Echorouk El – Yaoumi N0 2896: 06/ 04/2010)

In this excerpt, the journalist **Djamel Laalami** openly abuses the employers in the public institutions of plundering. He shows how these people with different social ranks justify their act of pillage. To pass on the message intended, the news writer shifts to AA because it is the language of directness compared to the distance conveyed by the national and official language SA. In fact, the use of AA idiom / ʔal mwa:lfa xi:r min ʔata:lfa / ‘The familiarity is better than the waste’ helps to instill the meaning intended.

#### **4.6.10 Code Switching for Language Crossing**

Certain samples of switches in the newspaper’s language can be regarded as instances of special case of metaphorical code switching known as ‘language crossing’. According to Rampton in Auer (1998:299), crossing stands for “*switching into other’s people language*”

Therefore, the use of this type of switching aims at switching to language that does not related to the speaker but rather to an identified ethnic or social group. The following examples are cases in point:

(60) / hakaḏa:    taʔa:mara    muḥammed    fuʔa:d    wa    ʃamru:    ʔadi:b  
 like this    plotted    ‘Mohamed Fouad’ and ‘Amrou    Adib’  
ʔinagda    ʔihna:    binmu:t /

help we are dying

**“It is like this Mohammed Fouad and Amrou Adib plotted: ‘Help! We are dying’”**

( Echorouk El-Yaoumi N0 2779: 25/ 10/ 2009).

(61) /xalli ba :lek mili jaktibu :h bil faransawi

be careful from what they write in French

du:l miʃ sa:hli :n/

those are not naive

**“Be careful from what they are writing in French, those are not naïve”**

( Echorouk El-Yaoumi N0 2779: 25/ 10/ 2009).

The underlined utterances in both examples (59, and 60) are instances of switching to others speaker’s languages i.e. to Egyptian Arabic rather than Algerian Arabic.

#### **4.6.11 Code Switching for Routines**

Routines are ‘ready –made’ expressions which are perceived as solutions for particular communicative problems. According to Coulmas (1981:67-9) (Quoted in Androutsopoulos), they are ‘the right thing’ to say in accordance to the norms of a community or its culture. It seems that this claim is very close to Pit Corder’s definition of idioms (1973 : 131) when he argues that:

*“Some of these locations would be called idioms...*

*[...]I have called sub-routines or ready-made*

*sub-plans. These are sometimes called holophrases*

*which are stored for shorter or longer periods as*

*units of linguistic information”*

Thus, within this perspective, switches to idioms could be counted as one form of routines. An illustration for this category of code switching is shown in the following example:

(62) / lasna: duʕa:t taħri:ḏ ʕala: ʔaʕʕar lakkina ʔal ʒaza: ʔiriji:n

we are not preachers provocation on wickedness but the Algerians

ʒuriħu: fi kara:matihim wa sumʕatihim wa dawlati him wa raʔisi him

offended in dignity their and reputation their and state their and president their

wa ʒajfi him wa ʕuhada:ʔihim wa ta:rixihim wa ʔustubi:ħa damuhum

and armed forces their and martyrs their and history their and shedded blood their

wa huwa majamnaʕuhum min nisja:n ʔaw tana:si maħa gal

and this what prevent them from forgetfulness or to feign forgetfulness what happened

wa liʔannahum lajsa ʕaʕben ħa:qiden wa ħaqu:den daʕaw ʔallah ʔan la:

and because they are not people spiteful and hatred pray they Allah that not

jalʕabu: marra ʔuxra: maʕa ʔal fara:ʔina min ba:b ʔaxsar wa fa:req/

to play another time with the ‘Pharaos’ from sort lose and be away from

**“We are not preachers of goad on wickedness. However, the Algerians have been offended in their dignity, reputation, state, president, armed forces, martyrs, history, and their blood has been shedded. This is what prevent them (the Agerians) from forgetting , or feigning to forget what has happened. And because, neither are they spiteful nor hatred people, they pray Allah not to play another time with ‘the Pharaos’ in the sense of ‘Lose and break up with’”. (Echorouk El- Yaoumi N0 2833: 27/ 01/ 2010)**

In this excerpt, the news writer switches from SA to AA /ʔaxsar wa fa:req/ ‘Lose and break up with’ to reflect the Algerians’ attitudes towards Egyptians to the extent that it does not matter if they lose . The importance is to break up with them the relationship. In fact, the switch to AA idiom (the underlined utterance) serves this end. Therefore, this type of switching presents an instance of code switching as a routine practice.

#### **4.6.12 Code Switching for Quotations**

As established by Androutsopoulos (2001) and Lambert (2005), quotations are among the reasons that motivate code switching in newspaper language writing. In fact, the use of



quotations in news discourse is closely related to sources. Thus, it is a standard practice in many newspaper's organizations See (2.3.3.2.1 and 2.3.3.2.2). The value of their employment lies in the fact that the journalist keeps the original words of the people being reported. Hence, this strategy in newspaper language writing gives the news story its credibility and it ensures its authenticity as El-Sakran (2004:7) suggests:

*“Quotes are verbatim extracts from the right sources  
that will not only be relevant but also credible in  
the relevant context. Getting quotes and attributing  
them to credible sources to authenticate them are  
essential aspects of journalistic practice”*

In addition, the operation of quotations in newspaper language writing offers the opportunity to get the message to the readerships without fearing any judicial sue .i.e. The stories are suitable sites to capture colloquial expressions as they are spoken in oral context. Related to this point, it is this type of quotations we are interested in since they contain patterns of code switching. The following example is a case in point in which written SA code is opened to the features of AA vernacular.

(63) / jara: ddaka:r ?anna ?al fari:q ?asluvi:ni lam jatayalab  
see ‘Dakkar’ that the team the Slovenian did not prevail  
?ala: ?al ?aza:?iri: marab ħuna:f kura/  
on the Algerian did not win ball

**“Dakkar sees that the Slovenian team did not win the Algerian one. ‘They did not win us in terms of football playing’ ”.** (El-Khabar N0 6027: 15/ 06/ 2010)

In this extract, the journalist reports the opinion of the Algerian actor ‘Hakim Dakkar’ about the Algerian team’s loss to Slovenian at South Africa during the world cup’s competitions. It is obviously shown that the switch instance in the underlined utterance in (62) gives more authenticity to the news discourse since the exact words are retained in form of quotation. Besides, it is worth noting that this type of switching drifts the academic writing style of SA towards more conversational style of everyday language use because it contains

colloquial elements. Thus, it is undeniably true that the style is more informal and simple. Furthermore, by virtue of this language strategy (the use of quotations that include colloquialism), the employment of short sentences in active voice is allowable. This in fact, what Ochs (1979: 55) in Stubbs (1986:167) suggests as one of the unplanned speech characteristics. Moreover, it is worth noting that the verb involved in the above underlined switch/ marab huna:f/ ‘did not win us’ is in the past negative form. Indeed, the use of such form of verbs presents one of the narrative style features which has to do with conversational style according to Ochs (ibid: 166) (Quoted in Stubbs, ibid).

Within this background of information, it would be fair to say that quotations in newspaper language writing not only prompt the use of code switching but also they contribute in giving insights about style shifting.

#### **4.6.13 Code Switching for Style Shifting**

As it is discussed in chapter one, the news writer not only relates stories but manufactures them as well. Accordingly, he/ she relies on a range of language devices to achieve certain objectives in mind. In fact, the downshifting of the written academic style into a conversational one is among the effective communicative strategy that helps the journalist to clarify the message intended. Besides, it helps to get a specific meaning across because such a practice bridges a gap between the news writer and the readerships as Lagergen (1994:01) pints out:

*“Newspapers adapt a conversational style, or  
let the oral mode into the written language  
to establish contact with the reader”*

Moreover, we have come up to the conclusion that the employment of quotations in news language writing has mainly two functions: Firstly, it contributes in preserving the original language. Therefore, it authenticates the news discourse. Secondly, it participates in the downshifting of the written style into a conversational one when the quotes include elements from the vernacular. i.e, samples of CS. However, Myers-Scotton (1993:117; 139) in Alfonzetti (Quoted in Auer, 1998: 205) disagrees with the view that the aim behind using

quotations is the fidelity towards the original language. By contrast, she admits that code switching in such cases would represent a marked choice which achieves an aesthetic effect. In the same vein of thought, Chan (2005: 03) in Smedley (2006: 22) sees that even the simple case of code switching to quote someone gives insights about the contextual information as he puts it: “*These are not only words but someone else’s*”<sup>19</sup>. Thus, according to this point of view, code switching is conceived as a contextualization cue.

Furthermore, Chan suggests that code switching can be viewed as a textualisation cue. Within this perspective, samples of switches are employed as a discourse strategy to highlight aspects of ideational, interpersonal, or textual meaning see (4.3.3). As a matter of fact, the aim of this type of code switching is to ensure the coherence of a news discourse. The following example is a case in point:

(64) / ʔa ʔed ʔasura:q ʔaɣiʔa:r tamma tawqi:fihi mutalabisen  
 one the thief the small was caught red-handed  
 bisariqat ʔafna mina ʔal masa:mir da:xila warʔa ma ʕa  
 of stealing a handful of the nails in workshop with  
 sabq ʔal ʔigra:r wa targgud fa tara ʔa: muwaqifii hi qa:ʔilen  
 premeditation so he begged detainers his saying  
 ʔaftu:ni ʔiir ʔana: wa haʔihi hija ʔa t taama ʔal kubra:  
 you saw just me and this is the problem the great  
 sa:riq ʔa daʔa:ʔ jubarrir sariqatuhu bias:riq ʔal ʔa bqa:r  
 thief the chickens justifies theft his with thief the cows  
 ʔa llaʔi: ʔiytna: wa taʔawwala ʔila: burʔwa:zi/  
 which became rich and transferred into bourgeoisie

**“One of the small thieves was caught red-handed of stealing a handful of nails in a workshop with premeditation. So, he begged his detainers to set him free, saying: ‘You**

**have just seen me’. And this is the great problem when the thief of the chickens justifies his theft with the thief of the cows who became rich and turned into bourgeoisie’**

If we glance at the above extract, we will notice that the news writer switches to a quotation which contains elements from AA vernacular. This inevitably makes the written style look like conversational one. Besides, the journalist inserts the AA lexical item /burʒwa:zi / ‘bourgeoisie’ which creates ‘*illusion of orality*’ and at the same time denotes ‘*informality, familiarity, and friendliness*’ as Fowler (1991: 61) has suggested.

In doing so, the journalist Djamel Laalami from ‘Echorouk ElYaoumi’ newspaper wants to castigate the social phenomenon of theft which becomes a justified act in the society though its illegality. Indeed, in order to dig into its real causes, he identifies himself to a small thief who was arrested into custody of stealing an invaluable thing ‘a handful of nails’. So, in order to act on behalf of this fictitious stealer, he uses a language device of reported speech in which he shifts to AA as the language of the common populace. Another reason of this type of switching is to put himself on the stage of this thief by adopting his own words; to borrow Bakhtinian’s concept (1976) of ‘*mise-en-scene*’ in Alfonzetti (Quoted in Auer, 1998: 205).

In the same vein of thought, Goffman (1974:535) in Rampton (Quoted in Auer, *ibid*: 305) calls such a switch sample a ‘Say- for’ to mean that “*A voice not being claimed as part of the speaker’s own identity but one that relevant to the identity of the person being addressed or targeted*”.

It is undeniably true to state that code switching for style shifting is used as a rhetorical device ‘*Being someone is a rhetorical achievement*’<sup>19</sup> in order to achieve a range of purposes.

#### **4.6.13.1 Some functions of Code Switching as a Rhetorical Device**

Let us recall here, the underlined quotation in (63) as (64):

(65) /ʃaftu:ni yi:r ʔana : /

you saw just me

**“You have just seen me”**

If we confine our attention to the way the sample of code switching in (64) is constructed with the reference to Systemic Functional Grammar (SFG), we will come up with the following remarks:

- (i) The news writer uses the first singular pronoun /ʔana: / 'I, me' to create an atmosphere of solidarity between him and the audiences since such choice signals nearness. Besides, the quotation itself is in form of a declarative sentence in which the agent is not obscured. In the language of systemic linguistic, the choice of this mode (the agent not obscured) reflects the role of the writer which he creates for himself and for his audiences. Related to our example, the journalist assigns to himself the role of raising the readers' consciousness about this illegal act (theft) which is strongly presented in the society. In doing so, the journalist tries to establish a friendly relationship with his audiences. This is, in fact, matches well with the previously discussed function of the so-called '*interpersonal function*'. See (1.3.2;2.3.3.3.1.1.1-2)
- (ii) As for the '*ideational/experiential function*' is realized by constructing the issue of stealing which has been experienced in the society. In fact, this function has to do with two principles: *participants* and *processes*, one of the characteristic transitivity patterns in SFG. As we can notice, the *participants* in the news discourse are unknown audiences which receive the news. These readerships reconstruct the meaning of this news discourse according to their background information about the issue of 'Theft'. Besides, these receivers contain 'the niche audiences' which are the workers themselves who practice stealing. Whereas, a *process* is realized by a verb in the active voice. This means that the news writer's language emphasizes the active role of the readers in the process he writes. Therefore, the journalist aims at creating a feeling of individual responsibility in the readers' minds.
- (iii) Finally, it is worth noting that when the news writer projects himself into the experience of the thief, he aims to imagine himself inside the activity of stealing. In doing so, he tries to establish a kind of 'evidence' for this social phenomenon in order to face it. Hence, in order to bolster his argument about the interpretation of this illegal act, he recurses to code switching in form of quotation which entails an aspect of understanding i.e., the downshifting to AA conversational style. Thus, needless to say that such use of CS intends to

ensure coherence in this written news discourse. In this respect, it is fair to say that this code switching to AA which manifests itself in the textual of this literary form refers to what is termed '*textual Function*'.

#### **4.7 Conclusion**

It can be concluded from the above account that it is due to the existence of different languages in Algeria; the use of code switching becomes a natural and rampant practice to the extent of exhibiting itself in literary forms such as newspapers. Viewing newspaper as a public written document, the news writer has to follow typical writing patterns. Therefore, code switching is or never a feature of writing since this latter implies formality. But surprisingly as it may be, many samples of code switching which replete in the speech of the bilinguals in the spoken interaction are attested in this public form of communication.

As a matter of fact, it has been shown that code switching goes beyond the insertion of single lexical items from AA vernacular into SA. Yet, CS extends to the whole chunks of the AA variety. Besides, it has been revealed that code switching is exploited in newspaper language writing in different ways. On one hand, some switching instances have to do with the general practices of the news discourse. That is to say, the switching to AA is for reasons such as: quotations, repetition, emphasis, and expressivity...etc. On the other hand, some samples of code switching to AA correspond to the formal properties of the newspaper. Put differently, CS categories are not only consistent with the typical genres of a newspaper such as: interviews, editorials...to name just a few; but also with the textual organization of each genre as in the case of headlines which invoke the use of certain types of CS. This in turn assures certain functions as intertextuality.

In addition, it is revealed that code switching to AA is not only for referential purposes i.e., to compensate for shortcomings in the national official language SA; but also for accomplishing a number of pragmatic functions. Thus, CS is purposely used as a linguistic device to serve certain ends which have to do with the news writer's intention. So, needless to say that relying on AA routines among which idioms are parts, and the shifting towards conversational style are good candidates for CS. This in turn entails the slip of slang and informal elements into the national and official language.

## Notes to Chapter

- 1- See Alaa Algibali and El Said M badawi, Understanding Arabic: Essays in Contemporary Arabic in Honor of El Said M badawi, 1996 page 106. See [http://en.wikipedia.org/wiki/Modern\\_Standard\\_Arabic](http://en.wikipedia.org/wiki/Modern_Standard_Arabic)
- 2- See [http://en.wikipedia.org/wiki/Modern\\_Standard\\_Arabic](http://en.wikipedia.org/wiki/Modern_Standard_Arabic)
- 3- For a fuller discussion of Educated Spoken Arabic, see Benali (1993): Preliminary Observations on Educated Spoken Arabic in Algeria in Algeria, Unpublished Magister Thesis in Sociolinguistics, Oran University, Algeria.
- 4- This figure is available at : <http://wapedia.mobi/en/Algeria?t=11>.
- 5- 20% is a figure cited in Benali's thesis entitled: A Sociolinguistic Investigation of Tamazight in Algeria with Specific Reference to the Kabyle Variety, Unpublished PHD Thesis in Sociolinguistics, Oran University, Algeria.
- 6- By contrast, some references affirm that the term '*Code Switching*' was attributed to Haugen. Whereas in the introduction of the book entitled Code Switching in Conversation by Auer (1998:27) disagrees with this view. Auer states that the word Code Switching first appeared in Hans Vogt's (1954) review of Uriel Weinreich and more probably it was inaugurated by Roman Jakobson who drew parallels between language switching, co-existent phonological systems in borrowing and information theory in early 1952.
- 7- Myers-Scotton (1993:144) offers a taxonomy of four related types of switching:
  - (i) Code Switching (CS) as a sequence of unmarked choices; (ii) CS itself as the unmarked choice; (iii) CS as a marked choice; and (iiii) CS as an expository choice.
- 8- Myers-Scotton in Floran Coulmas (1997:220) argues that "*System-morphemes include inflections and most function words; they are defined by the feature [- thematic role / reciver / assigner] and often [+ qualification]*".  
The key idea in this quotation is that the main distinguishing feature of system morphemes is their quantification. They are consisted of function words as pronouns, connectors, and the like; and inflections. See (note 11 cited below) for comparison.
- 9- Based on Myers-Scotton's definition (2004: 107), Benali (2007: 92) states that '*matrix language*' is the one that triggers the utterance and the one which a speaker primarily thinks.
- 10- '*Embedded language*' is a dominated language which implanted in the matrix language. see the above note 9.
- 11- Compared to what is stated in note 8, Myers-Scotton in Floran Coulmas (ibid) goes on to say that '*content morphemes*' "*either receive thematic roles (most nouns and adjectives) or assign them (most verbs, some prepositions) thematic roles*"

In fact, content morphemes are consisted of nouns, verbs,...etc.

- 12- Auer (1992: 4) in Rampton(Quoted in Auer, 1998: 308) claims that “*Code switching contributes to the production and interpretation of meaning as a contextualization cue, making relevant, maintaining, revising or cancelling any aspect of context which, in turn, is responsible for the interpretation of an utterance in its particular locus of occurrence*”
- 13- In fact, this type of borrowing of idiomatic expressions is referred to as ‘*calque*, or ‘*Tracing*’. Bouamrane (1986: 75) gives the example of [El kul lil jamal] which is formed on the model of French ‘tout pour la beauté’. (all you need ) for beauty.
- 14- A *Mildew*: a Fungus like a white powder that grows on plants and other surfaces when they are slightly wet. Other types that belong to the Fungi , one may cite: Mushrooms, Yeasts, and Moulds. This definition is based on ‘ Mc Millan English Dictionary.
- 15- A *Rivortril* It is a synthetic powerfully addictive with both stimulant and hallucinogenic properties like *Temesta*, *Diazepam*, and *Valuim*. It is legally available in pill form or liquid, via prescriptions for insomnia, and for certain neurological disorders as *epilepsy*. It is also used illegally as drug to maintain alertness. In Algeria, the street drug is often referred to as ‘*A Red Pill*’ when it is in a pill form. (It is my own definition based on news article published about this Medicine, see Appendix I).
- 16- Bouamrane ( 1986: 27) states that “*the Mzabites (Algeria) call their language Laghoua*”.
- 17- Though the term ‘*El-Harga*’ is primarily a slang word that has to do with the young group ,but it becomes a well established item not only for youths in Algeria. it is also a recognized word in the whole Maghreb for all the ages. It is even used in the French press. For more illustration, one can see : Mathieu Rigouste in “Les Représentations de L’immigration maghrébines’ dans la presse Française de 1995 à 2002. P201-208 in NAQD : Revue d’Etudes et de Critique Sociale : N0 26/27 Migrants, Migration, El- Harga. Hiver 2009, Publié avec le concours de Centre Nationale de livre et de L’IME (FsP Maghreb / MsH).
- 18- Lambert (2005 : 338) considers the use of Singlish (Colloquial Singapore English) in the Philippines as a ‘*social cohesion*’ (by acting as a linguistic in group mechanism). In the same way , we can reckon the convergence to the speech of young people as a ‘*social cohesion*’ since it helps to establish a social tie in the young group.
- 19- Shotter (1993: 19) in Smedley (2006: 77).



## GENERAL CONCLUSION

A newspaper is probably the most important traditional tool of communication. It provides great opportunities for people not only to get known about their societies but also about other nations, and makes easier for the government(s) to implement the official and national language(s) as stipulated in their proper constitutions. In this respect, the purpose of the proposed research paper was to canvass how the official national language-Standard Arabic (SA) is produced in one of the Algerian state institution, namely press and more particularly in a sample of three Algerian national Dailies edited in Arabic. Hence, an essential point to highlight is what seems to characterize this language in this domain of application.

The preliminary findings indicate that to achieve communication between the news producer and receiver, language must be used in a way which allows different types of readerships whatever their age, sex, educational level, socio-economic conditions as well as their geographical position be able to decipher the message entailed in a newspaper discourse. Thus, this study assigns itself not only the task to shed some light on the conventions of newspaper language writing but also on the ways Algerian journalists decide to leave the 'ivory towers' of Standard Arabic when it comes to be used for communicative purposes.

This investigation has revealed, among other things, that newspaper discourse falls into many sub-genres (politics, religion, education, and so forth). Accordingly, the language choice is varied from political, economic, religious, and educational language, to say the least.

It has also demonstrated that the use of language in the different types of newspaper discourse sometimes goes hand in hand with the formal properties of the newspaper discourse per se. Needless to reiterate that the language use in headlines is different from that used in leads and the like. However, it has been showed that despite this multifaceted nature of newspaper discourse language, the endless definitions offered agreed upon the fact that the language use in newspaper writing follows certain standards of practice.

When we avail ourselves to discuss these principles, we have come up to the conclusion that the news practitioners are asked to write in a language that appeals to the common sense of their readerships. As a matter of fact, they rely on a medley of language discourse strategies that comes in various categories. Not only are they linguistic tactics but also stemmed from the cognitive and the social context of the readers addressed to. In our inquiry about how these conventions of news craft are applied to Algerian national Arabic speaking newspapers, we have observed that Algerian journalists adhere to these norms by using different types of formal links in their writing. In addition, they consider both the background knowledge and the contextual components of the Algerian readers. (See chapters Two and Four)

Furthermore, one interesting issue our results have put forward is about the use of code switching as a premeditated and conscious language device in newspaper writing. In this regard, the available data concur the fact that code switching is strategically employed to carry out various roles and functions expected from the newspaper writers. Thus, it is important to emphasize that thanks to this language mechanism-code switching-, the journalists dovetail with the everyday popular communicative varieties of Algerian speech repertoire, namely Algerian Arabic and French. The aim behind is to evoke the background information of the readers in order to relay information more effective.

Upon examination of the data collection in this study, it was found that the motive behind many samples of switches is a combination of several stylistic reasons such as those which serve the primary function of catching the reader's attention. It is true that the most of this type of switches is starkly clear in headline's language. Therefore, the employment of intertextuality, loaded words, metaphor, rhyme, and the like are not only serve this end but also they are common practices in headline's writing. Additionally, it was found that journalists deliberately choose to use AA alternatives or French ones for Standard Arabic counterparts. A possible explanation behind these patterns (SA/AA or SA/F) of use suggests that switching to AA may bring into play other voices through stylization to assure ideational, interpersonal, and textual functions. This explained by the fact that AA is used as a language of directness since it is that of the majority of populace, compared to the distance conveyed by SA, no one's mother tongue. Besides, it was showed that switching to AA or F may be for practical reasons such as: effecting conspicuity, brevity, intensification, and so forth. Reasonable conclusion on this finding is that this type of switching to AA or F is in consonance with well- known functional patterns of CS in newspaper writing. For example, as

mentioned earlier, brevity is a key feature in newspaper language. It is used as a device to fit the space allocated in the publication.

From the samples looked at in this study, it is noticed that code switching to AA is not limited to single lexemes but it extends to the whole chunks of Algerian Arabic. In the present state of affairs, it is not by pure chance we come across patterns of SA/AA code switching especially those related to quotations and intertextuality

In this light, the presence of such varieties (AA, and F) in this popular sector which supposed to advocate the government policy of Arabisation, are forcibly not only affects the Standard Arabic but brings innovations as well. A logical conclusion on this statement is that newspapers contribute to the creation of an effective change in Standard Arabic.

In addition to the findings above, results of the study showed that changes in the Algerian press have been remarkable and can be placed within the major political and social changes occurring within the Algerian society from independence till now. The best example may be the emergence of the non-governmental papers (partisan and private) that come as one of the outstanding upshots of the successive governments that Algeria has experienced.

Another interesting finding is that press in Algeria was introduced by the French colonizers in the early part of 19<sup>th</sup> century. This justifies the presence of language bilingualism (Arabic, and French) in the press system of Algeria. It has also revealed that press is among the first sectors that was undergone the nationalization process. This means that press was targeted as a vital instrument to advocate the government policies. This in turn, implies the tremendous role such a medium can play in reinforcing the Arabisation process as set down.

Additionally, relying on the results of the international body 'Immar Maghreb's survey' conducted on Algeria media landscape indicate that there is a statistically significant positive relationship between the Algerian newspapers edited in Arabic topped by *Echorouk El- Yaoumi* and *El Khabar* and the number of the readers. This is surprisingly suggests that new patterns of reading are started to be introduced among Algerians because the previous prevailing situation denotes an inclination to the Algerian French speaking newspapers.

No doubt, that is an indication of level of acceptance not only for the Algerian Arabic speaking newspapers but also for the language use which is proved to be opened to all the types of categories according to the aforementioned survey. This finding can be attributed, among other things, to the use of AA vernacular which represents a benchmark of Algerian culture and a mother tongue of the most Algerians. So, it wouldn't be new to affirm that such use of AA buttress and makes the news discourses more manageable. This view holds that there is nothing sacrosanct about using the co-existing varieties other than SA in Algerian national newspaper discourses, despite all the flaws and loopholes when considering language policy of Arabisation. By contrast, the recognizing of the sociolinguistic reality of the Algerian society in one of the state institution can be served as a potent and promising model for the language policy makers of how Standard Arabic can be effective when it exits its close environment. It is therefore fair to state that the making use of the available varieties can participate in swelling the ability of SA to be adequate for social and modern scientific expressions.

With this in mind, language policy makers need to break stiffness about clinging to old perceptions and practices about the official and national language. In other terms, Standard Arabic is perceived as a sole language of the whole Algerians. Thus, it must be used exclusively without considering other existing varieties. However, they should instead take into account what is deeper and essential in promoting SA.

Looking back to the hypotheses we put forward in the beginning of this study, the research findings seem to support the view that the practice of the official and national language (SA) in Algerian national Dailies is drifted towards oral style. This is due to the impressive amounts of vernaculars of Algerian Arabic and French provided by the sample under investigation. In this respect, the practice of the language in the Algerian newspapers corresponds to general practices of news discourse as elaborated by the well-known scholars in this field of research.

Along with all these benefits, this research paper is still very much a work of progress. This due to the fact that the results and conclusions reported in this study were limited only to the features of newspaper discourse language as printed in a sample of three representative Algerian national Dailies edited in Arabic. However, it is advisable to conduct a future study on the properties of the national Dailies' language as appeared in the Internet. On one hand, such an investigation would irrefutably create a climate of trust in which to encourage or weaken the use of the findings in the decision making. On the other hand, it would help to delve deeper into the features of electronic newspapers. This in turn is associated with issues such as Globalisation and Youths.

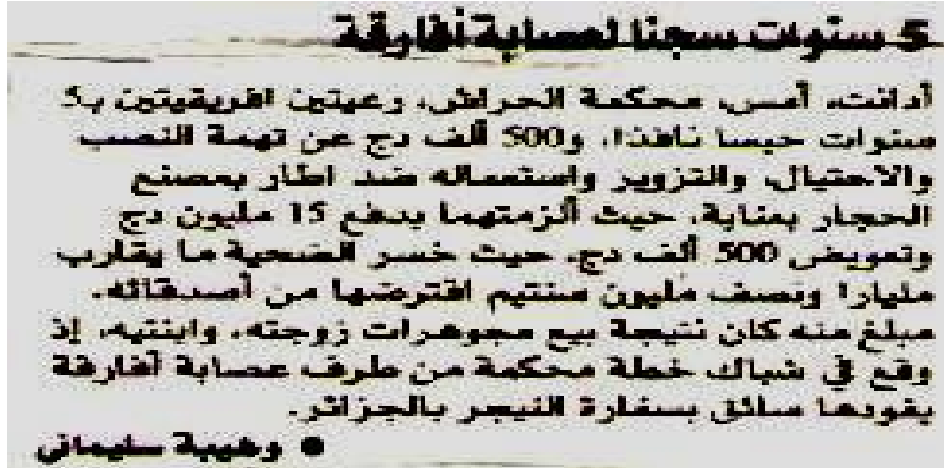
In terms of possible future research, it is worthwhile to lay hands on the innovations that conveyed by Algerian papers edited in Arabic. It is equally important to carry out a study on the effects of newspaper language on the readers' language. In line with this argument, the contribution of newspaper language in the eradication of illiteracy is a worthy academic subject. It is also recommended to parley much more interest on written code switching since it is affirmed to be a valuable language strategy in newspaper discourse. Another major issue to be looked at by the researchers which evolved from this study is to explore more fully the reasons behind the movement towards Algerian Arabic speaking newspapers.

Finally, I hope this study will allocate attention for further intensive research on newspaper discourse language.

# Appendix

## Appendix

Some newspaper articles used throughout this work.



Example 01; page 03



Example 17; page 66

## التحقيق يكشف خلفيات القضية

# قاتل اللاعب ياسين مراح كان صديقا حميما له



ياسين مراح

تسأل عنه لكون أرقام هواتفه النقالة لا ترد، متصلين بصديقه الذي كان معه، ففكر أنه سافر معه. وبعد مرور يومين بدأت الشكوك نراود عائلته التي أبلغت الشرطة، وتم استدعاء الصديق الذي أنكر في البداية أنه التقى بياسين، واعترف بأن الضحية عليه ديون على شكل صكوك ضمان.

وبمجرد اكتشاف جثة ياسين ازدادت الشكوك حول الصديق، وتم استدعاؤه مرة أخرى لتبدأ أقواله تتضارب، وبدأت عناصر الفرقة الجنائية للشرطة القضائية لأمن خنشلة تقوم بعملية تفتيش واسعة لمسرح الجريمة، حيث كان القاتل قد حطم هواتفه النقالة، ورمى بأداة الجريمة في محاصيل زراعية، ليتم استرجاع الأداة، وتم أخذ البصمات التي أظهرت أن المشتبه فيه هو القاتل، وتم استدعاؤه من جديد وحواجهته بالصكوك والمستندات التي كان الضحية قد منحها لأخيه قبل السفر مع القاتل، والتي تثبت أن على القاتل ديونا تجاه الضحية، وأمام حنكة المستجيبين اعترف القاتل بفعلة.

خنشلة، ط. من جمعة

● كانت المفاجأة كبيرة عندما كشفت مصالح الأمن لولاية خنشلة هوية قاتل ياسين مراح، ويتعلق الأمر بصديق حميم له، وكان بحسبه ليلة الجريمة، ولم يشك أحد أنه سيقتل صديقه، وينكل بجثته، بعد أن ذبحه من الوريد إلى الوريد.

لم يكن ياسين يعلم أن نهاية عمره ستكون على يد صديقه، ولم يدرك أن تلك الليلة التي قضها مع صديقه ستكون الأخيرة، حيث دعا صديقه إلى بيته الكائن بحي 700 مسكن، وتابعا لقاء الفسة بين ريال مدريد - أف، من برشلونة، واحتفل بعيد ميلاد ابنته الأولى الوحيدة التي رزق بها بعد عام من زواجه، ثم طلب من زوجته أن تلتحق ببيت صهره لأنه سيسافر إلى العاصمة لتسوية بعض أعماله مع صديقه.

وعند الساعة الحادية عشرة ليلا غادرا باتجاه العاصمة، ليخلد ياسين إلى النوم، وبعد أن استيقظ، وجد صديقه قد غير الطريق، ليسأل ياسين مرافقه عن سر تغيير وجهة الطريق، فأعلمه أنه في الطريق الصحيح، وطلب القاتل من الضحية القيادة لأنه يشعر بالتعب.

وقرب بلدية عين الزيتون بأما الجواتي نزل كلاهما لتبادل المقاعد، ليتفاجأ الضحية بضرية إلى القلب بالسكين، وحاول أن يقاوم فتلقى عدة طعنات بلغت 46 طعنة، ثم ذبحه من الوريد إلى الوريد، ووضع جثته تحت جسر قرب بلدية عين فكرون بولاية أم الجواتي، وعاد إلى خنشلة وخلد إلى النوم. في اليوم الموالي بدأت عائلته

## ما قاله ماجر باختصار

■ أخير ماجر أن العديد من الشخصيات الكروية المعروفة اتصلت به عقب تأهل الجزائر إلى المونديال لتهنئته ولتشجيعه بإنجاز الفوز، مؤكدا أن الجميع كان سعيدا بعودة المنتخب الوطني إلى الوجاهة.

■ قال التجم الجزائري السابق بأن علاقته مع رئيس الطاف محمد روراوة أصبحت عادية جدا سيما بعد أن التقى الرجلان في جلسة مصالحة بعد سنوات من المقاطعة على خلفية إقالته من العارضة الفنية للمنتخب الوطني في 2002.

■ كشف ضيف الشروق بأنه سحبت له الفرصة في بعض المرات لقاء اللاعب الدولي السابق علي بن صربية الذي فضل الإقامة بقطر بعد اعتزاله، لكن الرجلين لم يتحدثا أبدا عن الفريق الوطني.

■ قال ماجر إنه لا يشاطر الطاف الرأي بخصوص القانون الجديد الذي يحرم اللاعبين الأجانب من اللعب في الجزائر، ولكنه أكد أنه يحترمه.

■ اعتبر ماجر بأن المدرب الوطني محفوظ جدا بامتلاكه لبحارسين في السنوى في صورة قواوي وشاوشي.

■ لم يهضم مدرب الوطن الأسبق خرجات بعض زملائه السابقين في الفريق الوطني عندما حضروا في الذاكرة وراحوا يكشفون أشياء كثيرة عن ما حدث في مونديالي إسبانيا والمكسيك. "إذا لم يقولوا تلك الحقائق في وقتها" علق قائلا.

■ كشف ماجر بأنه سيتنقل إلى دبي يوم 9 جانفي الجاري حيث سينشط حصص مع قناة "أم بي سي" طيلة فترة كأس إفريقيا للأمم حيث أنه سيقدّم حصيلة يومية عن مباريات الموعد الإفريقي الكبير.

رف

Example 20; page 68

Example 18,22, 24; pages 67, 70, 73



هلكت هي زلزال هايتي

## تشيع جثمان المهندس الجزائري زوال أمس بقسنطينة

البلد البعيد رفقة زميل له من فرنسا. وحسب عائلة الفقيد فإن الشك لم يراودهم أبدا بعد الأخبار التي تحدثت عن عملية دفن جماعية لضحايا الزلزال. حيث عجزت السلطات الهايتية في التعامل مع الجثامين، فلجأت إلى عمليات حفر عميقة لدفن آلاف الجثث، لكن في حالة المهندس الجزائري «نقاش نبيل علي» فإن السفارة الفرنسية بهاييتي قامت منذ حدوث الزلزال بحرد القتلى المحتملين في الزلزال، من خلال معرفة الرعايا الذين دخلوا مع الشركة الفرنسية، وكان من بينهم المهندس الجزائري الذي تم تحويل جثمانه إلى مقر السفارة الفرنسية في هايتي، والتي باشرت عملية نقل الجثامين إلى باريس، ومنها يتم تحويل جثمان نبيل إلى مسقط رأسه إلى مدينة قسنطينة.

ناصر

شيع زوال أمس، الثلاثاء، جثمان الضحية الجزائرية نبيل نقاش الذي قضى في زلزال هايتي. بعد أن تم نقل جثمانه صباح أمس، في رحلة باريس - قسنطينة عبر الخطوط الجوية الجزائرية، التي وصلت إلى مطار محمد بوضياف على الساعة التاسعة والنصف صباحا، ودفن في المقبرة المركزية بقسنطينة. بحضور جمع غفير من أهل وأصدقاء المرحوم، وكانت عائلة نقاش بقسنطينة قد منّت نفسها بوصول ابنها نهاية الأسبوع، ولكن لطرواف إدارية في فرنسا. حيث يشتغل - تأجل الوصول إلى صباح أمس، وكان المرحوم قد هلك في زلزال هايتي، حيث تقدر الإحصاءات الأخيرة مقتل ما لا يقل عن مئة وعشرين ألف شخص، ومنهم المهندس الجزائري الذي اشتغل لمؤسسة أشغال طرقات فرنسية. وتوفي في اليوم الثاني لوصوله إلى هذا

## بسم الله أقول:

**يبدو** إن لم تخشني الذاكرة وأنا أسخل ذاكرة السبعين (دقاقة الأعمار) أنني أحفظ منذ الصغر وهو «كالنقش على الحجر» أن النبي (ﷺ) قال: «سيأتي قوم يطيلون الخطبة ويقصرون الصلاة» وهذا ماتم فعلا ويتم الآن وصدق رسول الله (ﷺ) وقد حضرت صلاة الجمعة قبل هذه الأخيرة في مسجد الشيخ الكبير الوقور أحمد الأطرش الذي فقدناه منذ خمس سنوات ولم تجد له تمديلا. كان المسجد مكتظا بالمصلين. كان المدرس يتحدث عن الكلاب وأطال الحديث. وأهم ما جاء في حديثه أن الكلب إذا أزعج الجيران بنباحه فإنه يحرم اقتناؤه. وتعد الكلاب والحديث عنهن والنصيحة الأخيرة أفتى بتحريم الكلب المزعج وهو محق في ذلك. بعدها جاء أستاذ مشكورا فأعطانا نصائح عن البكالوريا ولم يتقدم لها من أبناشنا. كان موعد الامتحان غدا.. فالنصائح إن قلت

Example 35 : Page 92

Examples 28, 29 ; pages 75,77.

## يجمع دانماركيين وعربا بمهرجان "أبوظبي" "حب النبي" يتحدى "فتنة" .. والقرني يقاضي "ويلدرز"

للجوائز، هذه الأعمال تمهيدا لعرضها على أعضاء اللجنة في لندن لتقييمها. وتضم اللجنة مجموعة من المتخصصين في المجالات الفنية والأدبية على مستوى العالم. وأقسام الجوائز تمثل في أي شكل من أشكال التعبير التي تتناول محمدا صلى الله عليه وسلم، وتندرج تحت مسمى الأغاني الموسيقية وغير الموسيقية، والدعاية الاجتماعية التلفزيونية أو المطبوعة ذات

الفنية التي تعبر عن هذا الحب. وأضاحت "مهرجان جوائز المحبة" تظاهرة فنية اجتماعية بلغة حضارية راقية يفهمها الشباب في جميع أنحاء العالم. وهو منبر راق يشارك فيه كل مبدع، للتعبير بلغة الفن العالمية، عن الرسول صلى الله عليه وسلم، وإظهار شخصيته الإنسانية الشريفة بشكل مستطور بواكب العصر ومعطياته الحديثة.

المسلمين وبين نبيهم، وأن نعطي المشاهدين والمشاركين، من المسلمين وغيرهم، ما يكفي من الشغف للبحث عن رسول الله في حياتهم طوال العام. ومن جهتها، قالت الإعلامية نشوى الرويني المشرفة على المهرجان "إن 200 مشارك من 28 دولة عربية وغربية بينهم مشاركون من الإمارات والنرويج وفرنسا والولايات المتحدة يتنافسون في فعاليات المهرجان".

في الوقت الذي قرر فيه عمية السعودي الشيخ ض القرني رفع دعوى تية أمام المحاكم الهولندية د الشائب غيرت ويلدرز حب فيلم "فتنة" المسيء سلام، تحتضن العاصمة راتية (أبوظبي) في الفترة الـ 24 حتى الـ 26 أبريل ل مهرجانا في حب النبي د صلى الله عليه وسلم، عنوان "مهرجان جوائز"، ممساحة جمع غفر من

Example33 ; page 88

معركة الغد ستكون بالعطوب  
 والكرويين والشيف وبذاكرة ورصيد  
 ملحمة أم درمان. ويبدو أن الجزائريين  
 مكتوب عليهم أمراض السكر والكولون  
 والنهضة والقلق. طالما أنهم سيواجهون  
 مرة أخرى خصما حول نفسه إلى "عدو"  
 في تصفيات المونديال، وكان مستودا  
 باتحاد كرة "مجنون" وفصائيات عدوانية  
 "هابلة"، فكان العداء حتما مقضيا. )  
 لسنا دعاء تعريض على الشر، لكن  
 الجزائريين جرحوا في كرامتهم وسعتهم  
 ودولتهم ورئيسهم وجيشهم وشهدانهم  
 وتاريخهم واستيخ دمهم، وهو ما يمنهم  
 من نسيان أو تناسي ما حصل، ولأنهم  
 ليسوا شعبا حاقدا وحقودا، دعوا الله أن  
 لا يلعبوا مرة أخرى مع الفراعنة، من باب  
 "خسر وفارق" ولأن الجزائري "بصاف"  
 بطبعه النفاق والشقاق.  
 المواجهة غدا رياضية وفي كرة القدم،  
 مثلما كانت مباراة ملعب تشاكو في  
 السانطة الأسيية، وبعدها مباراة 18  
 نوفمبر بالخرطوم، ولا داعي هنا للتذكير  
 بمباراة 18 نوفمبر بالقاهرة، وحتى إن  
 ركب الأعلاميون والرياضيون المصريون  
 ياخرة أخرى غير تلك التي ركبوها بعد  
 ملحمة أم درمان، التحولوا فجأة إلى  
 "أخوان" و"شقاء" للجزائريين بعدما كانوا  
 "بفطاحية وسبع وشبح"، وتحول الأخضر  
 إلى منتخب كبير ومحترم وقوي، بعدما  
 كان "مضحكة" وغير مؤهل لتمثيل العرب  
 في المونديال!

Example 38 ; page 144

الإحصائيات تشير إلى وجود بانديت  
 صغار وأخرين كبار، وقد "يختص"  
 النوع الثاني أكثر من الصنف الأول.  
 في حال اكتشافه والقاء القبض عليه  
 طبيعا، وهذه هي، حوت كبير يأكل  
 حوتا صغيرا، والبقاء للسارق الأقوى.  
 والمثل الشعبي يقول: أيديها  
 الضمائم وتحصل في بولقرون!  
 "القفير" ينهب "برويطة رمل" لأنه  
 يعتقد بأن العير حول شاحنة من  
 الرمل. والعير يؤتم ما ليس له معتقدا  
 بأن الوزير أتم رمال الشاطئ، وهذه  
 هي علوم النهب عن طريق "المعاندة"  
 وقديما قالوا: "الموالفة خير من  
 التالفة"، وتلك تتم عمليات السرقة  
 بطرق احترافية، وأحيانا يخرج سمك  
 القرش كالشجرة من العجين!  
 السارق هو سارق سواء سرق بيضة  
 أو لحم دجاج، ولذلك لم يعد السراق  
 يأبهون لقبحة السرقة طالما أن  
 السرقة أصبحت "مهنة محترمة"  
 يأكلون منها الخبز و"البريوش" وتضمن  
 لهم مصدر تمويل شهري ودوري ينهي  
 الحاجة للانتظار "سلطات" التي  
 لا تسمن ولا تغني سراقا لا يشبعون  
 لأنهم لا يقنعون!  
 عندما ينتشر التنافس المحموم  
 على السرقة ويهين السراق، ينفي  
 التعجيل بدق ناقوس الخطر، لأن  
 الساكت عن الباندي متواطئ، وعدم  
 التبليغ أو عدم تقديم المساعدة  
 لتفحص في خطر. يعاقب عليه القانون  
 الساري المفعول، شريطة أن لا يكون  
 البلاغ في إطار بزجاج السلطات!  
 تطور السرقة ومسار السراق في  
 الجزائر. يؤكد أن المفارقة ما زالت  
 مملوطة بالجواهر. ولهذا لم يعد الأمر  
 مقتصرا على علي بابا والأرمنين  
 حراميا فقط، وإنما عدد الحرامية  
 يتضاعف ويتعالف كلما ظهرت غنائم  
 جديدة، ولعل عمليات معاربة الضاد  
 والمضادين، تمكن خطوة انتشار  
 وتضريح النهب الذي تحول من  
 الظاهرة إلى "المهنة" التي لا تكتف  
 كلوا عن جشع الأثري!

Example 58 ; page 158

## صاحبها لم يهضم سقوط المولودية إلى القسم الثاني ...وإذا طحنا نديرو غزوة... "أغنية تعرض الحمراوة على الثورة بوهران

البلاد، الذين دعوا من خلالها الأنصار إلى التعقل وقطع الطريق أمام هوة الاصطدام في المياه العكرة، وينبغي الإشارة، إلى أن أحداث الشغب التي أتت على كثير من المرافق والمؤسسات العمومية والخاصة بشوارع الباهية، تم تصويرها بواسطة الهواتف النقالة، واستنسخت على أقراص مضغوطة DVD، بطريقة احترافية، إذ أضيف للمشاهد التي تبين المواجهات الدامية، التي وقعت بين قوات مكافحة الشغب والأنصار الغاضبين، مقاطع موسيقية أخذت من بعض أغاني الرباب المعروفة، علما أن هذا الفيديو موجود على موقع محمد حمادي

والطاولات المختصة في بيع الأقراص المضغوطة. وحسب مقربين من مغربي الرأي الهاوي، الذين أحووا على الشروق اليومي، عدم الإشارة إليه بالأسم؛ خوفا من منابته قضائيا: بتهمة التحريض. فإن الهدف من هذه الأغنية، لم يكن نانا إنكساء ثيران الغضب لسدى الحمراوة وتحريضهم على معاودة أعمال الحرق والتخريب التي أهدت شوارع الباهية، في حال سقوط المولودية، وإنما هي انعكاس عن الوضعية النفسية، التي آل إليها عشاق هذا النادي: جراء الخيبات العنكرة التي آبت أن تضارق أبناء الشريف الوزاني. يحدث هذا في ظل الدعوات التي أطلقها بعض الفنانين المعروفين بعاصمة غرب

لم يهضم أحد مغربي الرأي الهواة بوهران، الذي ينحدر من حي شعبي معروف بعشقه للمولودية المحلية، خير سقوط هذا النادي العريق إلى حظيرة القسم الوطني الثاني، فراح يولف أغنية تحسّر ضيها عن الليالي الملاح التي صنعتها انتصارات المولودية، داعيا الأنصار إلى الثورة في حال إقرار الرابطة ترسيم سقوطها،  
...وإذا طحنا نديرو غزوة...

هي كلمات عسيفة، لأغنية بإيقاع خفيف، هيجت الشارع الوهراني، أضحت يرددونها الكبار والصغار، تم تسجيلها على أقراص مضغوطة بطريقة سالايف، مصدات نساء بعض محلات الكاسيت

Example 54, page 156

شريط فيديو يكشف المؤامرة المصرية

### هكذا تأمر محمد فؤاد وعمرو أديب في مسرحية «النقطة إحنا بنموت»

سامر رياض

في أروع عمل سينمائي واقعي وعلى المباشر لمن يسمونه الممثل والمطرب محمد فؤاد، أظهر قدرات لم ينجح من قبل في إبراز عشرها في أعماله السينمائية، فقد كان الدور

مسرحية اعتداء  
اقتراضي في الاستوديو



Example 58 ; page 159

## حكيم دكار

### "أنا محبط لكنني لم أفقد الثقة في المنتخب"



● يرى الممثل حكيم دكار، أن أشبال سعدان لا يستحقون الخسارة "ما كان لثزال أن يقع في مثل ذلك الخطأ الذي كلفه الطرد وأثر على زملائه كثيرا، ودبذب انسجامهم واندفاضهم، الذي أظهروه طيلة الشوط الأول وبداية الثاني، حيث اتحسر اللعب في

وسط الميدان، وطبعما عانينا من ضعف في خطة الهجوم". وعاش دكار على وقع الضغط مثله مثل كل الجزائريين قبل وأثناء المباراة، وقال "الضغط هناك لا يتصون، وسلوويتيا ليست بضيق أقوى منا، لكن وقع ما لم يكن في الحسبان، فقامون كرة القدم أقوى من أي غلطة يرتكبها لاعب، وكما يقول المثل الشعبي عندنا (دورو ناقص على المية)". ومع هذا يرى دكار أن الضيق السلوويني لم يتغلب على الجزائري "ما ربحوناش كرة"، ويضج للمستقبل أهاقا متفائلة، بقوله "النتائج سنحصدها في المستقبل، فلا يجب أن ننسى أن العام الماضي لم تكن الجزائر تذكر في أجندة المواعيد الرياضية الكبرى".

Example 62, page 162

اعتداءات يبقى ضحيتها وأضحيتها  
الغلابي والزواية والمال العام؟  
أحد السراق "الصفار" تم توقيفه  
متلبسا بسرقة حفنة مسامير داخل  
ورشة مع سبق الإصرار والترصد،  
فترجى موقوفه بإطلاق سراحه قائلا،  
"شفتوني غير أنا" (..)، وهذه هي  
الطامة الكبرى، سارق الدجاج يبرز  
سرقته بسارق الأبقار الذي ائتمنى  
وتحول إلى برجوازي، ومختلس  
العليون يقتبس "هوايته" وإبداعه في  
التهب والنصب من محوّل العليار الذي  
دخل السجن ثم خرج ليتنغم بالثروة  
المسروقة بعد قضاء عقوبته؟  
هذا هو الخطر، السراق يرفعون  
شعارا "في السرقة.. عائد ولا تحسد"،  
و"دعه يحرق، أتركه يسرق"، ولذلك  
لم ينقم سوى إنشاء مدارس خاصة  
ومعاهد عليها لتكوين سراق أكفاء  
وبشهادات معترف بها، حتى إذا سرقوا  
يجيدون عملية السرقة ولا يتركون  
وراءهم أي أثر أو دليل يدينهم  
ويدخلهم السجن ويفضح المنورطين  
والمتواطنين والمخطفطين  
والمحرضين والمستفيدين!  
عندما يتحول النصب والتهب  
والكذب إلى ثقافة، فإنه لا غرابة في  
تفريخ حرامية من مختلف الكفاءات

Example 63; page 164

# Glossary

## Glossary

This glossary is constituted of **120** vocabulary items, based around the words used in the press. The aim behind is to familiarize the reader with the terms used in journalism practice.

It should be mentioned that many references are used to get this humble glossary.

The words in **boldface** and **highlighted** like this are the lexemes to be explained.

### **Ad**

It is an abbreviation of advertisement.

### **Advertising Department**

It is one of the newspaper departments. It is in charge of advertisements. Most advertising departments have **classifieds** and display sections.

### **AFP**

It is also one of the 'Big Four' agencies. It stands for **Agence France Press**.

### **AJA**

It stands for the Algerian Journalists Association.

### **Anecdote**

It means an informative and entertaining story within a story.

### **Anecdotal lead**

A newspaper story beginning that uses humour or an interesting incident.

### **Angle**

It means the focus of, or the approach which is used to report a story.

### **AP**

The **Associated Press**, worldwide news – gathering cooperative agency. It is possessed by its subscribers. It is one of the 'Big Four' agencies. It is founded in 1848 as a cooperative of six New York newspapers.

### **APS**

It stands for **Algerian Press Service**. It is an Algerian national news agency which established in 1961. It is on Internet site: <http://www.cerist.dz/>

### **Article**

It denotes the piece of writing in the newspaper.

### **Background**

Information that may be attributed to a source by title, but not by name; for example ; “the president of the republics said.”

### **Backgrounder**

It is a story that explains and updates the news.

### **Back Page**

It is the last page of the newspaper.

### **Beat**

It denotes the place which is assigned to the reporter. It can be an institution, such as the university, the justice palace; a geographical area such as a town; or a subject, such as law.

### **Big Four**

They refer to the world's largest suppliers of international news. They are composed of five news agencies although its name suggests four. The agencies are as follow:

**AFP, AP, UPI, Reuters, and TASS.**

### **Brightener / Bright**

It is a short story which aims to humor or please the reader.

### **Bureau**

It is a news gathering office of a newspaper organization, which is established in remote place rather than in its central location. As for example for the Algerian newspaper *ECHOUROUK EL- YAOUMI* which is situated in Algiers, the capital. But it has many bureau(s) in many wilayas of the country, as in Oran. The same is true for *EL-KHABAR* newspaper.

### **Bureau chief**

It designates the director of a newspaper's news operations in a remote site or bureau.

As for *ECHOUROUK EL- YAOUMI*, the bureau chief is "Mohamed Yakoubi" .

### **Business Department**

It is among newspaper's departments that deals with the billing, accounting ,and the related functions.

### **By-line**

A line identifies the writer of the story.

### **Caption**

It is also called cutline. It is the comment used under the picture.

### **Circulation Department**

It is another newspaper's departments. It is in charge of distributing the newspaper.

### **City Editor**

He is the person who is in charge of the City Desk. This latter coordinates local news – gathering operations. At some papers the desk also handles the regional and state news done by its own reporters. It can also be referred to as metropolitan, metro, or editor.

### **Circulation**

It denotes the number of copies of a newspaper that are sold each time it is produced.

### **Classifieds**

They are small prints advertisements. They are arranged in the newspaper according to their contents. See page

### **Clips**

Stories clipped/cut from newspapers. It means a piece that has been cut out of a newspaper.

### **Column**

The paraphrasing system used by the newspaper to break up the story into narrow widths. Or it denotes the article that is part of a regular series. It may be also referred to the article written by the same journalist.

### **Columnist**

He is a journalist who writes regular articles in the newspaper. For example 'a political columnist'.

### **Copy**

What the journalists write. A story is a piece of copy.

### **Copy Desk**

It is the desk in which final editing steps are done. Where the final editing of headlines are written, and pages are designed.

### **Copy Editor**

A person who checks, polishes, and corrects stories written by reporters. Usually copy editors write headlines and sometimes they decide on the arrangement of the stories and the pictures on the page.

### **Correspondent**

He is the person in charge of particular subjects, or the one who sends reports from a particular place.

### **Cover**

It means to keep abreast of the significant developments on a **beat** or to report on a specific event.

The reporter who covers the issue of the new government regulations on the passport may be assigned to the ministry department "la ministère d'interieure" to bring any scarp of information concerning this topic.

### **Cub**

He is the reporter in his beginnings.

### **Dateline**

It identifies the source of the story, including the town and the news agency.

### **Deadline**

It means the time by which a reporter, editor, or desk editor must have completed the scheduled work.



### **Deep background**

Information that may be used but that cannot be attributed a person or position i.e. cannot be referred either to 'by-line', or 'background.'

### **Delayed-identification lead**

The opening of the story paragraph in which the 'who' is identified by occupation , city, office, or other means other than his name.

### **Developing story**

It is the story which occurs in several days or weeks.

### **Editor**

He is the top ranking individual in the news department of a news department. He is also dubbed the 'editor in chief'. The term also used to refer to anybody who participates in the edition of the copy.

### **Editorial**

It is the article which gives the opinion of the editor on an important subject. It is also called **leading article**.

### **Editorial Department**

It is one of the news departments. It is the one in charge of the newspaper's contents with the exception of the advertising.

### **Editorialize**

It is the injection of the reporter's or newspaper's opinion into the news story or headline. It is a common knowledge that the newspaper's opinions are to be found in the analysis of the news story, columns, and editorials.

### **The Editorial Page Editor**

He is the person in charge of the editorial page. whereas at larger newspapers , he is in charge of what is labeled the **Op-ed** i.e. the opposite editorial page.

### **Ethics**

The term 'ethics' is considered with 'ethos' or 'character' of the good life. In journalism, it is one important aspects of the profession that dictates the rights to report something.

### **Fellow**

When the story purveying further information about an item that has already been published.

### **Front Page**

It is the first page of the newspaper.

### **Gatekeeper**

'Any individual involved in the relay or transfer of information from one individual to another through the use of a mass medium'. Bittmer (1986:435).

### **General Manager**

He is the person in charge of the the business operations of a newspaper. Therefore, he is the top executive member.

### **Graf**

It is the shortened form of the term **paragraph**. For example the communicator is asked to give two more graf's in an x subject.

### **Gossip**

Talk about other people's private lives.

### **Gutter**

It is the empty space between columns, or it can be referred to the yellow press.

### **Hard lead**

It is the lead that brings a new development or newly discovered fact in the story.

### **Headlines**

They are the important points of the news stories that are written at the top of the article. In Algerian written press, the headlines written with the police size of 40.

### **Human –interest story**

It is the story that is valued for its emotional impacts rather than for its importance.

### **Jump headline**

It is a headline that directs the readers' attention to the next news story. It is expressed by the 'see next'.

### **Immediate –identification lead**

When the opening paragraph is reported the 'who' by its name, it is dubbed with such name.

### **Information Graphic**

It is a visual representation of the data. It includes not only texts and photos but also graphs, charts, maps and illustration. The aim behind such use is to convey information in easiest way.

### **Inverted Pyramid**

It is the organization of the news story in descending order of importance.

### **Inserts**

They are free standing sections inserted in a newspaper.

### **Interview**

It denotes an article that is based on the answers that a person gave according to the journalist's questions.

### **Lay out**

As a verb, it means the process of preparing the page drawings to show where stories and pictures are to be placed in the newspaper.

As a noun, it means the completed page drawing, or page dummy.

### **Lead**

This term is used to refer to two definitions:

- (i) The first paragraph or first several paragraphs of a news story. It is sometimes called **lede** or **centerpiece**.
- (ii) The story which is given the best display on page one .

### **Letter to the editor**

If a member of the public wants to express an opinion in a newspaper , he writes a **letter to the editor**.

### **MAP**

It stands for the 'Agence MaghrebPress' of Morocco. It is the oldest news agency in the Maghreb. It was established as a private news agency in 1959.

### **Maestro**

He is the leader of a news gathering team.

### **Morgue**

It is the newspaper library. It is the place where published stories, and photographs are stored for reference.

### **Multiple-element lead**

When the opening paragraph is reported two or more newsworthy elements, it is dubbed with such name.

### **New Media**

It is the emerging of computer to deliver news.

### **Newsagent**

He is a person or shop that sells newspapers.

### **News Conference**

It is an interview session in which someone submits to questions from the reporters. It can also be referred to as ' **Press Conference**' .

### **News Editor**

He is the supervisor of copy desk. At some newspaper the title is also used to denote the person in charge of local news gathering operations.

### **News Release**

An item, also dubbed a **handout** or **press release**, that is sent out by a group or individual seeking publicity. It is also defined as 'an official announcement or account of something that is given to the press by a government, or an organization.'

### **News Room**

It is the place where reporters and editors work together. It is also called **city room**.

### **News Value**

How important or the story is interesting.

### **News Worthy**

It is deemed worthy enough to be reported..

### **Not for attribution**

It is the information that may not be ascribed to its source.

### **Nut paragraph**

It denotes a paragraph that summarizes the key element or key elements of the story. It is usually found in the story which does not written in the inverted pyramid. It can be referred to as **nut graf**.

### **Obituary**

It is an article that is written about a person's life soon after his/ her death.

### **Off- camera reporter**

It is exemplified as follow: "Don't quote me". Some sources and reporters use this expression to mean "Don't print this". Likewise one can use "not for attribution", or "for background only".

### **Op-ed page**

It is the page opposite the editorial page, frequently reserved for columns, letters to the editor and for personality profiles.

### **Page designer**

He is the one who designs the newspaper.

### **Parallelism**

It is a technique of presenting ideas in the same grammatical constructions.

### **Personal column**

It is the section in the newspaper where you can read or place personal messages.

### **Photo Editor**

He is the person who advises editors on the use of photographs in the newspaper.

### **Poll**

It is the measurement of opinion by questioning of small groups chosen at random so as to be representative of the entire group. It is also referred to as: a **survey** or **public opinion poll**

### **Pool**

It is the Non-Aligned News Agency. It was created in 1970s as the first practical measure taken by the Non-Aligned movement to free from the western media's attitude, performance, dominance, and news orientation. As such, it is considered as a means of 'decolonization and democratization of information'.

### **Press**

It is used as a synonym to journalism, as in the expression 'freedom of press'. And in some cases, it is used to refer to the print journalism as distinguished from broadcasting journalism. Or, it denotes the machine that prints the newspaper.

### **Production Department**

It is the department of the newspaper that transforms the work of the news and advertising departments into the finished product. The Composing room and the press room are two necessary sections of this department.

### **Profile**

It is a story that reveals the personality or character of an institution or person.

### **Public Figure**

He is the person who is assumed to have a prominence role in the affairs of a society. In fact, he speaks on behalf of people, and represents the society. For example, the president, the ministers, or the ones who are representatives of some institutions like hospitals or judges.

### **Publisher**

He is the person or, it is company that publishes the newspaper.

### **Quote**

As a verb, it means to report the exact words inside the quotation marks..

As a noun, it means the sources exact words.

### **Readership**

It denotes all the people who read a particular newspaper.

### **Record Column**

It is the section in the newspaper that is allocated to the regular information as births, obituaries, marriages, and routine police.

### **Report**

It denotes an article which a news event.

**Reporter**

He is the person who gathers and writes the news for a publication.

**Reuters**

It is a British news agency. It is one member of the 'Big Four'.

**Round up**

It is the story which contains a number of events.

**Scenic lead**

It is a lead that concentrates on the descriptions of the environment.

**Second style story**

It denotes the story that has been already published. But the second version has new information or new angle.

**Shield Laws**

It is the right given by the legislation to the journalists. The aim is to protect the identity of sources.

**Sidebar**

It is a second story which runs with the major one. It is intended to provide the readers with some details. For example, a story of a disaster may have a sidebar that tells us what happened to a single victim.

**Sniff**

It is the preliminary phase of investigation.

**SNJA**

It refers to the National Union of Algerian journalists. It was founded during the state of emergency. It takes place after 1988.

**Soft lead**

It is the lead which contains anecdote, quote, or other literary device to win the readers' attentions.

**Soft News**

It deals with stories about social trends, as the ones tackle the personalities, or lifestyles.. the time is not important for these types of stories.

## **Sources**

They denote persons or records that provide the reporters with the information to be reported.

## **Spot news**

A timely report that is unfolding at the moment.

## **Story**

It denotes the news article in the newspaper. It is also called a **piece**. If the story is long, it will be dubbed a **takeout** or a **blockbuster**.

## **Standing head**

It denotes headlines which present regular features of the newspaper such as: /mahaliyaat/ 'locals' or fund report.

## **Subhead**

They are small heads of the sections or articles. They are under introductory headlines.

## **Subscriber**

He is a person receives a regular paper .because he pays for it to be sent to him regularly.

## **Summary lead**

It is the lead that focuses not on one action but rather it presents a synopsis of actions.

## **Tabloid**

It is the newspaper that contains serious reports and articles. It is also called **broadsheet**.

## **TAP**

It stands for the 'Tunisian Press Agency'. It was created in 1961 as a government agency.

## **TASS**

It is the five members of the 'Big Four' agencies. It is the Soviet Union's Telegraphonye Agentskovo Soyuz.

## **Undercover reporting**

It is a technique in which a reporter pretends to be someone in order to gain access to some information.

**Universal desk**

It is a copy desk that edits material for all editorial departments of a newspaper.

**UPI**

It is an abbreviation of the United Press International. It is a worldwide news gathering organization that is privately owned. It is one of the 'Big Four' agencies. It was founded in 1907 as a private enterprise by E. W. Scripps. This latter was influenced by the Monroe Doctrine "America for the Americans".



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