



College of Graduate Studies
Applied Linguistics MA Program
English Department

Using English in Shop Signs in Palestine: A Sociolinguistic Study

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Hebron University

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Declaration

I hereby declare that this thesis is my original work and has not been presented at any other academic institutions or publication agencies. It should be noted that wherever previous investigations and studies were mentioned, indications of reference were included.

Consequently, I declare my full responsibility for accomplishing this thesis.

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In my capacity as a supervisor of the candidate's thesis, I certify that the above statements are true to the best of my knowledge.

Signature: Prof. Ahmad Atawneh

Dedication

for my mum, who deposited me to Allah when I was young,

she passed away, but her spirit is always there as a model for perseverance and diligence

for my dad and Amal, who were always there to both support me and look after my children

for my husband, who endured the many hard days standing for me to achieve my ambition

for my children, Yousef, Mayar and Mays, who were deprived from my attention for many

days

and for my brothers, sisters and friends who gave me the emotional support

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Many thanks go to my beloved husband who watered me drops of love, care and support which paved my way to success. It's worth mentioning that my dream wouldn't have become true without his existence in my life.

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Abstract

Using English in Shop Signs in Palestine: A Sociolinguistic Study

Based on the numerous linguistic choices of shop signs found in the Palestinian streets that portray the rapid increase in using English along with the concern for surviving the Arabic touch, the study aimed at investigating the linguistic landscape of commercial shop signs from a sociolinguistic and psychological perspectives. To achieve that, four research questions were answered by applying quantitative and qualitative methods. A survey of 600 shop signs was gathered from two different geographic locations within three cities; Ramallah, Bethlehem, and Hebron. Moreover, a questionnaire was filled out by 300 shop owners and semi-structured interviews were held. The reliability of the questionnaire was measured by Cronbach's Alpha and totaled 0.62. Whereas, its validity was approved by 3 experts in the field of linguistics at Hebron University and by calculating Pearson Correlations between its items. Results showed that shop signs are classified into monolingual and bilingual, and their language choice meant to meet demographic, economic, social and attitudinal considerations in mind. Moreover, functions of English signs were varied within cities through being informative or symbolic. In sociolinguistics, there are example studies where people stick to what they have and be proud of their identities resisting change. Contrary to that, significant findings revealed a group of shop owners was trying to enhance its self-image by utilizing a powerful language like English rather than its mother language in naming shops. Based on that, English and Arabic received different values depending on the social prestige that is widespread in shop areas. Many recommendations were given to highlight the same issue in other cities and with different variables.

Keywords : linguistic landscape, shop sign, attitudes towards language, socioeconomic class, wealthy area, poor area, overt prestige, covert prestige, in-group and out-group

Abstract in Arabic

استخدام اللغة الانجليزية في لافتات المحلات في فلسطين: دراسة لغوية اجتماعية

ملخص الدراسة

استنادا إلى تعدد الخيارات اللغوية في لافتات المحلات التجارية الموجودة في الشوارع الفلسطينية والتي تعكس التزايد السريع في استخدام اللغة الانجليزية مع الاهتمام في الابقاء على اللمسة العربية، هدفت الدراسة إلى استكشاف المشهد اللغوي للافتات المحلات التجارية من منظور لغوي اجتماعي ونفسي. ولتحقيق أهداف الدراسة، تمت الاجابة على أربعة أسئلة بحثية من خلال تطبيق أساليب بحثية كمية ونوعية، حيث تم جمع عينة مكونة من 600 لافتة تجارية من موقعين جغرافيين مختلفين في ثلاث مدن فلسطينية، وهي رام الله، وبيت لحم، والخليل. بالإضافة إلى ذلك، تم ملأ استبيان من قبل 300 من أصحاب المتاجر وإجراء مقابلات شبه منظمة. تم التأكد من ثبات الاستبانة من خلال معامل كرونباخ ألفا والذي كانت نتيجته 0.62، بينما تمت الموافقة على مصداقيتها من قبل ثلاثة خبراء في مجال علم اللغويات في جامعة الخليل وعن طريق حساب ارتباطات بيرسون بين بنودها. أظهرت النتائج أن لافتات المتاجر مصنفة إلى فئتين: أحادية اللغة وثنائية اللغة، وأن الاختيار اللغوي للافتات يهدف إلى تلبية الجوانب الديمغرافية والاقتصادية والاجتماعية والاتجاهية. كما وكشفت النتائج أن هناك تباين ما بين المدن في سبب استخدام اللافتات المكتوبة باللغة الانجليزية إلى كونها معلوماتية أو رمزية. في علم اللغويات الاجتماعية، يوجد نماذج لدراسات حيث يلتزم الناس ويفتخرون بهوياتهم التي تقاوم التغيير. على خلاف ذلك، كشفت نتائج مهمة أن مجموعة من أصحاب المتاجر كانت تحاول تحسين صورتها الذاتية من خلال استخدام لغة ذات نفوذ عالمي مثل اللغة الإنجليزية بدلا من لغتها الأم في تسمية المتاجر. وبناء على ذلك، حصلنا اللغتان العربية والإنجليزية المستخدمتان في لافتات المحلات على قيم مختلفة اعتمادا على الهيئة الاجتماعية المنتشرة في مناطق وجود المحلات. وقُدمت توصيات عديدة لتسليط الضوء على نفس مشكلة البحث في مدن أخرى وبمتغيرات مختلفة.

كلمات مفتاحية: المشهد اللغوي، لافتة المحل، مواقف تجاه اللغة، الطبقة الاجتماعية الاقتصادية، منطقة غنية، منطقة

فقيرة، هيئة علنية، هيئة سرية، مجموعة داخلية ومجموعة خارجية

Definition of Key Terms

- 1. Linguistic landscape (LL):** It refers to the visibility and salience of languages on public and commercial signs in a given territory or region. This field attempts to understand the motives, uses, ideologies, language varieties and contestations of multiple forms of ‘languages’ as they are displayed in public spaces.
- 2. Shop sign:** The name of a shop chosen by the shop owner which is not only a special symbolic system for identification, but also a tool to build a cultural atmosphere by businessmen to arouse the attention of consumers, stimulating their desire of purchase, and finally driving them to consume.
- 3. Attitudes towards language:** Opinions, ideas and prejudices that speakers have with respect to a language. It is often said that in order to learn a language; it often helps to have a positive attitude towards that language.
- 4. Socioeconomic class:** The social standing or class of an individual or group. It is often measured as a combination of education, income and occupation.
- 5. Wealthy area:** A geographic area that is mostly visited by the upper-middle class which is often made up of highly educated business and professional people with high incomes and prestige, such as doctors, lawyers and businessmen.
- 6. Poor area:** A geographic area that is mostly visited by the working class which is often made up of minimally educated people who engage in “manual labor” with little or no prestige.
- 7. Overt prestige:** A high linguistic variety or language that is socially acknowledged as ‘correct’ and therefore valued highly among all the society.
- 8. Covert prestige:** A low linguistic variety or language that is used by a particular group and seen as an indicator of community membership and pride of association with local culture.

- 9. In group and out group:** The Social identity theory by Tajfel (1979) proposes that groups give people a sense of social identity. People in the in-group are motivated to achieve and maintain positive concepts of themselves and seek to find negative aspects of an out-group by enhancing their self-image.

Chapter One

Introduction

1.1. Introduction

Naming a shop is considered as the first step of creating a strong brand in marketing and establishing a good reputation for a new start in one's practical life. Thus, much attention should be given to this step. The process of naming shops can be discussed through stylistic choices used for increasing economic benefits or linguistic elements used for communicating purposes (Tan & Tan, 2015).

On the one hand, English is considered as the global language that is used by millions throughout the world. It has been incorporated in many fields especially in economy, science, technology, universal communication, and marketing for the sake of showing prestigious business in most cases (Danaci, 2005).

On the other hand, language is an important aspect of culture and it is permissible for one culture to borrow from other languages to seek cultural, technological or social inventions. Thus, there is a noticeable shift in naming shops in English in Palestine for the sake of achieving certain economic, social or personal goals.

There is a generation gap that appears in many aspects of life since young generation defers from their grandparents in their opinions, values and policies. Teaching English for Palestinian pupils from the early start of schooling helps in making a gap regarding using languages. In the field of shops, it seems that young owners are heading towards naming their shops in English for various factors, for example business traveling, prestige, tourism, international brands, and the huge spread of media.

Besides, fashionable shops have been most affected by the recent change in naming to meet the challenge of new fashions. New shops find it easy to adopt foreign names, while old stores will have to change their names or retain them. The area itself, whether poor or wealthy, would play an important role in naming since there is a variation of social class in each area.

This phenomenon was investigated internationally in the recent years, but, to the best of the researcher's knowledge, is rarely carried out from a sociolinguistic perspective in Arab countries especially in Palestine. Moreover, the classification of areas; poor and wealthy, within cities is rarely investigated throughout literature. Thus, hopefully, the current study may fill a gap in literature. Despite the fact that results of the study may not be generalized because of the purposive sample, the applied quantitative and qualitative methods may magnify the results.

As mentioned, shop naming was discussed from a sociolinguistic view since it is concerned with the relationship between language and society. The aim of the study was to investigate the languages that appear in commercial shop signs in the Palestinian community through the application of Linguistic Landscape Theory (LL) that deals with languages used in public spheres. The rationale behind choosing this field goes in line with Shibliyev's (2014) point of view in arousing its significance from not only reporting the languages used in a particular society, but also investigating how the languages are correlated and managed, and how powerful languages are affecting the public's culture and values.

For the sake of proving the hypotheses, a survey of shop signs from Hebron, Bethlehem and Ramallah was investigated to reveal and compare the frequencies of English used in shop signs. In addition, a sociolinguistic questionnaire and semi-structured interviews were

conducted to survey the views of shop owners and customers towards this new rush in light of the application of social identity theory.

1.2. Statement of the Problem

Palestine is an Arab country and many years ago Palestinians were used to stick to their traditions in naming their shops by mostly Arabic signs, yet it is noticed that shop names have moved into the fashion of using English names in the Palestinian streets which is far from the Arab origins and customs. Therefore, the study intends to see how healthy this process is in an Arab society, to reveal the reasons for the trend in name changing that moves in the direction of universal change with English as a universal language and to stand on the attitudes of generations towards such a western phenomenon.

1.3. Purpose of the Study

This study aims to determine where English shop naming is more widespread between three Palestinian cities; Ramallah, Bethlehem and Hebron and why, so that it would exhibit the economic, social, regional and psychological constructs behind the naming process. The study also seeks to prove or disprove the major hypothesis which is summarized in having high prestigious status that may cause the preference of foreign naming. Moreover, the issue of naming highlights the significance of shop signs in revealing either the informative function of shop names or the symbolic function that reflects prestigious patterns.

1.4. Significance of the Study

The study is significant because it explored the invasion of English into shop names which has become a common practice in Palestine like elsewhere in the world; i.e. Russia and France. Studying this phenomenon would result in a better understanding that may reveal some of the changes that future holds for this society regarding shifting the languages of shop

signs. Thus, it may hopefully fill a gap since this phenomenon is rarely investigated in the Middle east, especially in Palestine where many has been affected by the global English because it is the language of business and prestige as well as a lingua franca.

This study can also serve teachers because it increases the students' awareness of the importance of acquiring English as a second language since it has been immersed in all life domains.

Besides, in the last few years (2010-2019), the appearance of foreign shop names raises the questions whether communities are using a language that is restricted to their culture and identity, or some are moving towards globalization and personal freedom, and if there is any gap between the generations. To get the answers, the study examines shop signs at various geographic locations in the cities, hoping that it may fill another gap. Besides, both quantitative and qualitative methods may give it more significance.

1.5. Objectives of the Study

The study aims at achieving the following goals:

1. To find out if English or Arabic is used more in naming shops.
2. To reveal the factors that contributed to shifting the language of shop names from Arabic into English in Palestine.
3. To examine the effect of age, level of education, period of establishment and location on naming shops.
4. To highlight the impact of foreign shop names on the Arabic identity.

1.6. Questions of the Study

1. To what degree do shop names move in the direction of using English in Palestine?
2. What are the shop owners' attitudes towards using English in shop naming?

3. What factors may impact using English in naming shops?
4. To what degree do shop owners and customers stick to their Arabic identity regarding the language of shop sign?

1.7. Research Hypotheses

1. It's hypothesized that the frequency of English naming depends on shop location, shop owners' age and level of education and period of shop establishment.
2. It's hypothesized that attitudes towards using English in shop signs are varied within cities and also connected with shop owner's age and level of education, shop sign's language, shop location and period of shop establishment.
3. There are differences through cities in the factors that affect naming shops in English which are connected with the impact of media, branding, business traveling, tourism and economic level of cities.
4. It's hypothesized that the issue of identity is perceived differently according to shop owner's age and level of education, city, period of shop establishment, sign's language and shop location.

1.8. Limitations of the Study

1. One long or two short shopping streets are examined at both wealthy and poor areas in the three cities since it needs an extensive effort to include more streets.
2. Results of the study are not representative of the population since it is limited to the purposive sample in the three selected cities.

Chapter Two

Literature Review

2.1. Introduction

This chapter of the study comprises seven sections: an introduction; the relationship between language choice of shop sign and society from the perspective of sociolinguistics theory; the process and importance of naming; globalization of English and its situation in Palestine; investigation of shop signs in the Linguistic Landscape and its relationship with social identity; the factors that contribute to language choice of shop signs such as seeking prestige, foreign branding, economy, tourism and media, and finally a summary of the main points and issues discussed in the current chapter.

2.2. Shop Signs from a Sociolinguistics View

The language that owners name their shops by would indirectly indicate some certain social, cultural, political or economic purposes within a particular society. In linguistics, it is hard to examine any study of language separated from its context. Thus, linguistics studies should be examined through social, cultural, political and economic directions, contrary to Chomsky's social view of linguistics in which he set language apart from those such aspects (Wardhaugh, 2006).

Regarding the social role of Language, the relationship between language used in shop signs and society can be only highlighted through sociolinguistics. In Wardhaugh's book (2006), "an introduction to sociolinguistics", he introduced many definitions for the term 'sociolinguistics' such as micro-sociolinguistics where it meant the study of the relationship between the society and language to examine the language in particular and how it is used in society. Thus, the study of shop names in the Palestinian society is in line with Wardhaugh's.

He also introduced a definition by Coulmas (1997) which described sociolinguistics as a micro-sociolinguistics since it examines how social structures affect our use of language and how social factors such as social status, age, gender, etc. may result in language varieties. (as cited in Wardhaugh, 2006). Obviously, these social factors have created a gap between shop owners of different generations. Crystal (2004) noted that new generations tend to adopt certain linguistic items in their business naming as functional instruments to achieve benefits and prestige (as cited in Selvi, 2007).

Blommaert (2010) also discussed the interrelated relationship between language and society. He mentioned Hymes' belief that our use of linguistic items is determined through our social, political, cultural and historical aspects and as a result, all these aspects would affect the strategies used in naming shops (as cited in Wardhaugh, 2006).

The two branches of sociolinguistics; interactionist and variationist sociolinguistics, were also presented by Heller (2009) in her article. Interactionist sociolinguistics is concerned with the social meaning behind language use; in other words, how the language reveals much about different social occasions. While variationist sociolinguistics examines the linguistic variation that comes out of people's language varieties.

2.3. Sociolinguistics Variations Implied in Shop Signs' Language

The inevitability of language variations can be due to several factors such as economy, politics, social and spatial aspects, time, educational attainment and ideology. Regional and social variables were associated and examined in many studies to get full explanations for Language choice in shop signs. The inescapable interrelated relationship between these two variables was concluded by Gumperz (1968) where he found that social characteristics are rooted in each geographic area and thus can't be separated (as cited in Hazen, 2011).

2.3.1. Regional Variable

Regional factors may influence naming shops either explicitly or implicitly. That is to say the location where shops exist may affect the patrons' perception of the services or products they introduce as well as their quality. For instance, the shops that are located in rural and remote areas usually tend to use a local language which is usually the mother tongue of that community, and thus preserving the common popular impression for these shops. In contrast, shops that are located in urban and city centers tend to use foreign languages, particularly English, as it is expected that using foreign languages in shop signs attracts high class customers, reflects high quality of products and services of these shops and boosts their appeal (Nofal, Hussein & Mansour, 2015).

Store location and type of towns were the basic regional factors that determined the LL of public sign boards and road names at Malaysian towns as well as kind of customers in Ariffin, Husin and Melaka's study (2013). These researchers indicated that signage in the provincial towns tended to be unilingual with simple local language as the main choice, whereas in larger cities it contained sophisticated languages and English was the dominant one.

2.3.2. Social Variables

“Naming can be viewed as a sociolinguistic process that ties society members by means of language. This process makes people or objects identifiable and distinguishable within their societies” (Nofal et al., 2015, p.154). With this in mind, naming serves as a “symbolic system of identification”(p.155). However, Arabs are described by being more precise and concerned about the social, psychological, cultural and linguistic elements when naming. To put it in another way, shop names are seen as the mirror of ones' beliefs and attitudes (Abdel-Jawad, 1986, as cited in Nofal et al., 2015). In this token, Hussein (1997) pointed out that

naming is derived and influenced by social beliefs and values and reflects social significance (as cited in Nofal et al., 2015).

Accordingly, when it comes to naming shops, several social factors are expected to influence the way shop signs are designed and the language picked up. Demographics of age, social class, educational and economic level tops the rank of these factors. In this issue, Nofal et al. (2015) stated that using foreign names in shop signs are influenced by social factors such as the educational and socioeconomic background of customers.

On the other hand, social factors do not only affect customers' perceptions towards shop names, but also they affect the way they behave. In this regard, consumers' buying choices can be affected by individual factors such as age, gender, education, motivation, personality and lifestyle, as well as environmental factors such as culture, social class and family (Blackwell, Miniard, and Engel, 2006, as cited in Sata, 2013).

2.4. Naming Strategies and Theories

Giving a shop or a person a certain name that would be a referent for it, seems to be a linguistic issue, yet it is considered as a philosophical one. In her paper, Dobric (2010), stated that early linguists classified general nouns as meaningful units, whereas proper nouns as meaningless but has identities. That caused the rising of many philosophical theories regarding naming such as sense-based theory discussed by the philosopher Gottlob Frege in which he defines proper names as a linguistic expression that may have one referent but different meanings (Jamil, 2010).

Another theory is Bertrand Russell's descriptive theory in which he referred the proper name to a description known by people. For Russell, proper names have a referent but are meaningless. That idea was also examined in the direct reference theory by John Stuart Mill (1843). He explained the phenomenon of naming some entities with only letters, so that one would connect these letters to its referent. It would be somehow beneficial for the analysis to

highlight the collected shop names through the application of these theories to examine if the names are meaningful units that reveal some linguistic awareness or are meaningless but fashionable (Dobric, 2010).

2.5. Importance of Naming Shops

“What is in a name? That which we call a rose. By any other name would smell as sweets” (Shakespeare: Romeo and Juliet Play)

“When William Shakespeare claimed that all roses would smell the same, no matter what was the name, he got it half right” (Kunoy, 2007, p.635). When it comes to naming shops and brands, this statement would be completely misleading and may result in disastrous effects on the product, the brand or the shop. Semiotics, the study of signs, was found by Ferdinand de Saussure; a Swiss linguist, where he suggested two essential parts of a sign: a signifier and a signified. The visual word is the signifier, while the signified is the general concept that stands for the word (ibid). That indicates the significance of the linguistic meaning behind a shop name since it may hold certain messages or concepts that serve the shop’s interest.

Opposite to what was believed by Shakespeare, Whorf (1956), a prominent linguist, argued that languages affect our thoughts and thus all people have different thoughts and identities to be shown. Similar to the garden where roses are alike, there is a need to show difference. Regarding naming practices, the society is portrayed as a garden and shops as roses which should be distinguished from one another through names (as cited in Selvi, 2007, p.67). Based on this, shop names have to be chosen carefully to be distinctive, otherwise that may result in less returns.

The process of naming is usually discussed through stylistic choices or linguistic elements (Tan & Tan, 2015). This statement was also clarified by Landry and Bourhis (1997) in highlighting the two functions of language sign which are: the informative function that is used as a medium of communicating either the shop’s products or people from different

backgrounds, and the symbolic function that reflects the individuals' value towards the sign language (as cited in Cenoz & Gorter, 2009, p.56).

A sociolinguistic analysis of business naming issue in Turkey was done by Selvi (2007). This thesis mentioned several previous related studies done on this topic. One of them is Thonus's (1991) study in a Brazilian society. This study covered five stated capitals in Brazil to examine how do Brazilian use English in shop naming and what is their defense for doing that. The findings suggested two classifications in light of the importance of English language proficiency. The first group showed that there is no relationship between the naming process and the type of business which implies the insignificance of English language proficiency regarding the customers. While the second one highlighted the importance of English proficiency of the customers since there is a related reference between the shop name and the type of business. Another important finding goes in line with Said's study (1993) indicated that English, as a language of modernization in the Western world, has affected the owners' choices in naming so that they can assure that customers will be attracted to purchase since English is used as a kind of prestige.

The second study done by Ross (1997) in an Italian context, confirmed the findings of Thonus's study that declared the random use of English in shop signs for the sake of prestige, style and modernity without caring about the proficiency level. Ross (1997) defended her results by saying:

“Yes, English is important for communication world-wide, but English is also important because of the prestige associated with English-speaking countries, America in particular.” (Ross, 1997, p. 31; as cited in Backhaus, 2007)

2.6. Globalization of English

From the eleventh to the fourteenth century, French had been the dominant language of education and administration in England. Then English started to take the place of French from the fourteenth century onward. Many opponents complained that English wasn't preferable because of its regional varieties since the standard form of it wasn't formed yet. Nevertheless, from the start of the fourteenth century, many writers abandoned the classical languages such as Greek and Latin in addition to the fashionable ones which were French and Italian, and adopted English as the major language (Mesthrie, Swann, Deumert & Leap, 2009). This would reveal the initial spread of the English language within the world.

As mentioned, English has become the dominant and global language for two main reasons; its geographical-historical scope and the impact of socio-cultural factors (Crystal, 2003). That is to say that the English people occupied many areas and nation in the past and the English itself has suited the modern sciences whatever their interests and field were. Today, English Language is one of the most important dominant languages in the world. In this regard, Crystal made the point that about quarter of the population of the world can speak English (ibid). Also, it is expected that by 2050, English will be used proficiently by half of the world's population (Xue & Zuo, 2013).

From the start of the twenty-first century, the era of digital technology and social media started and English was mainly used by speakers all over the world for online communication (Darvin, 2016). Nearly percentages showed the superiority of English over other languages where there are about millions of SL English learners, a billion fluent speakers and 385 million native speakers, 565 million internet users of English (Neeley, 2012).

2.6.1. Related Studies on the Globalization of English

To investigate the reasons why English has become a global language, Moulin and Campos (2017) investigated the reasons that enhance English to be regarded as a global language in terms of the social and cultural aspects. The researchers conducted a theoretical qualitative study and employed an analytic approach for the final writing. The study used essays, articles and books that were selected for scanning and skimming readings and summaries. Findings of the study revealed that the trend of global thinking, bilingualism, multilingualism and globalization are all main factors that made English a global Language.

Gohil's study (2013) highlighted the superiority of English among non-speaking English countries; the European Union. Findings of the study reached out that English is the official language of most international institutions such as the UN. Also, results showed that 89% of their schoolchildren preferred learning English as a FL rather than French since it is more beneficial than French with 68% to 25%. Moreover, it was stated that 85% in Sweden, 83% in Denmark and 79% in the Netherlands are able to communicate using English.

Rohmah (2005) also examined the factors that stand behind placing English as the dominant world language. The Findings revealed that the domination of English over other local languages may cause the speakers of English in the outer and expanding circles to experience mixed feelings of happiness and disappointment. This, in turn, made those people treat English in such a way that makes it submit to their will.

Although the positive effect of globalization is apparent within powerful countries, the other dark side effect of globalization values was discussed by Ben-Rafeal, Shohamy, Amara and Trumper-Hecht's study (2006) on how such values can invade less-powered countries and cause cultural transformation in many aspects of life. (as cited in Gorter, 2006)

2.7. The Place of English in Palestine

In the case of Palestine, it's worth mentioning that Palestine was under the British Mandate, beginning from the end of the First World War until 1948. That nominated English as the official language of government and inserted Hebrew as one of the three official languages, along with Arabic and English. That period has also left its fingerprints on the spread of English in education, courts, schools, politics and even among the lay people (Amara, 2003).

Starting in 1967, the West Bank and Gaza Strip witnessed an Israeli occupation and thus English was and is still the only foreign language taught at governmental schools and served as a lingua franca between Palestinians and Israelis to facilitate their social and political communication (Al-Masri, 1988; as cited in Amara, 2003)

After the foundation of the Palestinian National Authority, the multilingual situation kept unchanged, yet there was an agreement on “the importance and extensive use of English in many institutions of higher education and in the intention to start teaching English as a foreign language in the first grades of primary education” (Amara 2003, p.218). Also, the role of English appeared in the Palestinian media because Palestinians tend to communicate and use English in the media to gain advantage in their struggle against Israel and convey their voices across the world (Steele, 2014).

2.8. Investigation of Shop Signs in the Linguistic Landscape (LL)

Linguistic landscape was first introduced by Landry and Bourhis (1997) through their seminal ethnographic study in examining the public space in Canada, and was defined as the written form of language that appears in the public sphere such as road signs, place names, advertising billboards, street names and public and commercial shop signs (as cited in Barni,

Machetti, Kolyva & Palova, n.d). Cenoz and Gorter (2009) added that “The study of linguistic landscape has taken different approaches and has focused on different areas of interest, such as multilingualism, the spread of English, the differences between public and private signs and language policy” (p.17). Later on, in 2015, a text written in an international journal highlighted the importance of LL in identifying the motives, uses, ideologies and multiple languages in a particular area (Li, 2017).

Based on the later definition, the languages that are used in public signs can form a LL that reflects the society’s cultural richness, power relations and economic aspects (Li, 2017). In addition, the "analysis of LL can uncover social realities and inter-group dynamics that are not readily apparent" (Kayam et al. 2012, p.71). Thus, it aims particularly to study the language of signs, and what this language represents and go beyond the physical character to uncover hidden knowledge or features behind these signs.

LL was a concept used in sociolinguistics where scholars studied how languages were visually used in multilingual societies (Prapobratanakul, 2016). In relation to linguistics market and diversity of languages, it was also considered by Gorter (2006) as the written form of more than one language in a social context and thus it was attached to the phenomenon of multilingualism.

The study of linguistic landscape may take various angles; this depends on the main focus of the research or the phenomenon under scrutiny. In this study, the main focus lies in the visible form of the language; shops naming. In this respect, it is worth mentioning that "the study of linguistic landscapes does not involve direct contact with public institutions and local policy makers, but it focuses on the distribution of languages on displays of written language visible to everyone, making such an approach feasible" (Muth, 2014, p.29).

Accordingly, this thesis goes in line with Ben-Rafael et al.'s definition (2006) of the linguistic landscape as any sign of a public or private business that is located in a specific geographical location. Based on this, "linguistic landscape research is capable to represent data on the representation of certain languages in the public sphere and enable us to check whether if certain languages dominate at the expense of others, are marginalized or adopted in specific disciplines only" (Muth, 2014, p.30).

Data collection in LL studies has to do with geographical areas which may be somehow challenging in identifying the study's boundaries. Selecting certain shopping streets is one of the solutions was given by LL researchers. Cenoz and Gorter (2003) highlighted in their book a similar methodology to Ben-Rafael et al.'s study (2006) where there was an investigation of the three languages Arabic, English and Hebrew used in shop names by taking one shopping street in East Jerusalem and Israeli cities.

2.8.1. Revelation of Social Identity (SI) through Languages of Shop Signs

Language is used in many spheres not only as a method to communicate between people, but also to indicate identities. In this respect, Reh (2004) made the point that languages have multiple functions which are, primarily, symbolic or identifying functions. Furthermore, Ben-Rafael (2009) clarified that the language people use can be an indication of self-expression and group's belonging (as cited in Gaiser & Matras, 2016). Based on this discussion, interaction between language and identity is an inescapable fact.

Many sociolinguists have studied the issue of identity formation through investigating the role of language in social life (Llamas, Mullany & Stockwell, 2007) and recently through shop names. Social identity theory by Henri Tajfel (1979) highlighted the issue of grouping which gave one a sense of belonging and privacy. It classified people into two groups; the in-group, which one belongs to, is proud of and maintains self-esteem and the out-group who is

in contrast with the in-group and seeks to criticize its behaviors. The study's investigation would go towards examining the social psychological behaviors that could be revealed through the social context (Trepte, 2017).

Sometimes the inner conflict within a group lacking remarkable properties motivates its individuals to improve their position through three types of strategies related to the social identity theory. The first is **individual mobility** which gives the individual freedom to alter their group for the sake of improvement. Individuals aren't restricted to their ethnic group, yet they are free to adopt their life styles. The second is **social competition** in which the whole group band together to improve their position. The third strategy, called **social creativity**, seeks to modify the people's perception about their in-group identity through comparing themselves with less distinguished relevant groups to show their privilege (Trepte, 2017).

2.8.2. Cultural Connotations of Shop Names in LL

Another aspect that should be highlighted is the interconnection between shop signs' language and culture. LL studies were superior because they shed lights on the languages used in signs along with their representations that "relate to identity and cultural globalization, to the growing presence of English" (Gorter, 2006, p.1).

Lexical borrowing is an indication of cultural impact that appears in LL. As was stated that foreign names may be adopted for two reasons; prestige and the need to acquire a new concept and thus borrow foreign names along with their concepts (Campbell, 2004, as cited in Mansour, 2013).

Huebner (2006) argued that "The linguistic landscape exhibits the linguistic culture of a particular area" (as cited in Prapobratanakul, 2016, p.27). One's culture would be revealed

through the examination of LL, so that it would reveal the people's canceling or adhering of their interior identity and culture (Trčková, 2014)

In light of the cultural connotations associated with the linguistic characteristics of shop names, Jia (2003) commented that a sign is not only an identification for the shop, but also has certain social and cultural aspects that are matched to a particular society (as cited in Li, 2017)

As language is considered one of person's cultural identity, the aim of using a powerful language in public sphere to strengthen the control of one's structure and weaken the control of others, was also discussed by Bielsa and O'Donnell (n.d.). Having some shop owners who are trying to borrow lexical terms in English to name their shops as a way of persuading the consumers to buy would be examined through investigating ones' personal power through their "ability to change or maintain one's local social reality" and consequently affecting their cultural traditions (Bielsa & O'Donnell, n.d. p. 4)

2.8.3. Interconnection of LL and SI Theories in relation to Shop Names

Linguistic landscape and identity theory are two interrelated theories in sociolinguistics. The relationship between them can be found when examining the society's values and attitudes in defending their LL choices. "Linguistic tokens on shop signs were considered as a hint of the community's covert prestige language and as a result the individuals' aspirations, status and cultural identity" (Gorter, 2006, p.32). Following the latter assumption, the study reveals the adherence of shop owners to their Palestinian social identity or the abandon of the authenticity of Arabic language and adopting the western identity.

The main focus of this section rested on investigating the relationship between the linguistic landscape and what is called "social identity". As known, the human nature

motivates us to express our social identity in most of the contexts we may engage. In that respect, Pahta (2010) pointed out the effect of social and cultural contexts on structuring the inhabitants' social identities (as cited in Nahayo 2017).

The relationship between language and social identity is inseparable. In this context, Nahayo (2017) maintained that "language is viewed as constitutive and being constituted by one's own social identity" (p.25). Also, Kayam et. al (2012) stated clearly that "language embodies roots, identity, and culture of the people and therefore has strong implications on their social identity" (p.73).

Investigating the complex nature of the relationship between linguistic landscape and identity, particularly social identity, constituted an interest in sociolinguistics. In what follows is a set of studies and researches that investigated and examined that relationship.

2.8.4. Related Studies on LL and SI in relation to Shop Names

Cenoz and Gorter (2006) conducted a significant study on the linguistic landscape of two streets in two cities in Friesland (Netherlands) and the Basque Country (Spain). These cities were multilingual; Basque was used as the minority language, Spanish as the official language and English as an international language. Photography was applied as a strategy to analyze the languages used on 975 shop signs. The results revealed that "the use of Basque in bilingual signs in Donostia was not only informative, because everybody can get the information in Spanish, but it had an important symbolic function which was related to affective factors and the feeling of Basque as a symbol of identity" (p.79).

Gaiser and Matras (2016) explored the landscape of Manchester to investigate "the phenomena of individual and collective identity as well as to the social construction and organization of space" (p.5). Both quantitative (photographing of shop signs) and qualitative

(interviews) methods were used to collect the data. Findings revealed that those signs were used “as a space of empowerment” and “as a sense of belonging, promoting a collective identity” (p.76-77).

Hall and Datta (2010) conducted an ethnographic study which looked at visual display on the exteriors of the independent shops at an inner London street. These shops are far spatially, yet they are close symbolically. Findings of the study described the road as "a trans-local street as it situates mobile actors and identities within the physical and social forms of economic exchange, shop front displays and signage. Thus writing on the shop signs are based on cultural identity rather than product based identity” (p.10).

Zimny (2017) examined public signage of online platforms of Independence Avenue in Windhoek, Namibia. Two steps were involved in applying the qualitative study which is primarily from a LL view. The first depended on taking photographs of public signs and the second included looking at the online signage of different places. Results came out that "signs in the LL also vary greatly at times in terms of their placement and design (part of geosemiotic considerations), these being more than simply physical features but also markers of identity" (p.26).

Kayam et al.’s study (2012) focused on relevant previous literature and the LL of a specific area at Cape Town in order to examine the multifactor that shape the linguistic features of societies. To achieve the aim, the study investigated language choice in the LL area (street signs, commercial signs, and public notices), source of language selection (Top-Down vs. Bottom-Up), and type of sign (street, commercial, public notice). Photographing and taking notes were used to collect the data. Findings revealed the significance of LL analysis in comprehending the linguistic diversity within unified areas. They also assured the

interconnection between politics and signs in LL because those signs were able to convey political messages and reflect social identities.

2.9. Factors Affecting Shop Naming

“Regulations related to the linguistic landscape go side by side with a language policy for the use of languages in education, the media, social and economic life or other domains” (Cenoz & Gorter, 2009, p. 3). The previous quotation will be discussed below through the many factors that may cause linguistic diversity in shop signs from the perspectives of shop owners.

2.9.1. Prestige of Shop Names from a Sociolinguistics View

The term prestige has a crucial role in the field of sociolinguistics, specifically in the analysis of having high\low and positive\negative attitudes towards foreign shop names. Linguistic prestige was defined by how a group of speakers in a certain society gives importance and appreciation towards a language or a dialect (Nordquist, 2018). Simply, people nowadays have the opportunity to use English as a modern and civilized language to alter and improve their academic and professional life (Sadiq, 2015).

The interrelated relation between social class and linguistic prestige was highlighted in which speakers of prestigious languages or dialects are described as having a social prestige and as a sequence the language of higher social class are more attached to linguistic prestige. In light of that, sociolinguistics distinguished between overt prestige and covert prestige in light of the community’s evaluation of a certain variety. The variety that has an overt prestige indicates the community’s overall acceptance of it as correct. However, the variety that has a covert prestige is accepted by a certain group of the community and rejected by others (Nordquist, 2018).

Linguistic prestige was also connected with the age factor. As prestige is considered a powerful way of creating higher status for language speakers. Consequently, the powerful language, as the international English, which reflect prestigious status became highly appreciated and used by younger generations since it paves the way for good business, education, life style and opportunities. (Sadiq, 2015).

Simonson (1997) outpointed that people are increasingly heading to uncover different cultures and thus they are influenced by those foreign identities, especially the prestigious ones (as cited in Bamberger, 2016). This view is well noticed in the common use of English as the business language in naming shops. According to Prapobratanakul (2016), “the intensive use of English in shop names reflects a kind of prestige that may attract more customers to try, taste or buy the products of these shops” (p.26-27). Besides, Al-Athwary (2014) added that English is strongly presented in commercial signs because it is attached with modernity, globalization and prestige and that what consumers look for. With this view in mind, English acts as a prestige tool, and thus represents a marketing tool in the world of business.

In fact, the definition of prestige may vary from one person into another or from a group into another, depending on their socioeconomic background and whether they are consumers or producers. Vigneron and Johnson (1999) stated that consumers seek prestige to show sociability and self-expression. They also outpointed that prestige has a "social value", and enhances the opportunities of selling goods in good prices as it represents an instrument that encourages customers to buy.

In the same way, prestige does not attract local customers only, but also it attracts foreigners and immigrants. In this context, Kwak and Sojka (2010) stated that " immigrants with higher degrees of ethnic identification would be more likely to purchase expensive

prestige brands" (p.373). Al-Athwary (2017) also praised the prestigious touch that English can add to the visual scenery of the streets.

Because of the consensus on the effect of prestige upon shop naming, the related following topics will be discussed from a theoretical framework.

2.9.1.1. Theory of Variationist Sociolinguistics.

The previous issue was developed by William Labov in a field known as variationist sociolinguistics which deals with an investigation of the relationship between language and society where a spoken or written language is used differently across people and the inter-influence of social factors on language variation. The situation of shop naming can be attached to Labov's study in light of their common socioeconomic and age factors.

In 1966, he experienced the presence of the sound /r/ and how it was pronounced before consonants or at the end of words (rhoticity). Lee (2014) summarized Labov's study regarding the speech of population in three department stores in New York city. The three stores; Saks Fifth Avenue (high status), Macy's (middle status), S. Klein (low status), were chosen according to the store's level of prestige and working conditions which reflect different social classes of people.

In order to gather his data, Labov conducted a situation of casual interaction between speakers which is called a 'rapid anonymous survey' where he asked the stores' salesmen, "Excuse me, where are the women's shoes?" or "Excuse me, what floor is this?" to get the expected answer "fourth floor". Then, he pretended that he didn't catch the answer so that he would have a repetition for the answer to see whether there is a language change in pronouncing the /r/ or not.

The results of questioning showed that the /r/ was more frequently pronounced by the employees of the higher class store (62% of Saks) than by those of the middle and low class stores (51% of Macy's and 20% of S. Klein). While the results of the answer repetition indicated the middle-class tendency toward pronouncing the /r/ in a way to represent the higher status and that what Labov named "hypercorrection". That concludes that the rhoticity of /r/ was regarded as a prestigious pattern and would vary with formality and social class. Besides the effect of socioeconomic factors, Labov's study also aroused the effect of age upon the pattern of language used. He stated that young speakers tended to pronounce the /r/ contrary to the older ones who omitted it.

2.9.1.2. Theory of Language Codes.

Basil Bernstein, the British sociolinguist, also made a contribution to the field of sociolinguistics where social classes and identities that may be shown in the language choice of shop names can be explained in light of his language code theory. The term code, as defined by Stephen Littlejohn (2002), "refers to a set of organizing principles behind the language employed by members of a social group" (p.278). He also highlighted the importance of Bernstein's theory in which it explained how the language of a group is influenced by the social relations among that group (as cited in young, 2002).

Bernstein's study (1971) on school children of diverse identities revealed an interrelation between social class and type of codes. He examined the association of both elaborated and restricted codes with middle-class children, whereas the restricted code with working-class children. Consequently, it was concluded that high class tended to use more elaborated language that is complete in its linguistic meaning, while low class tended to adapt more colloquial one that suits the individuals' same background knowledge.

In his discussion of Bernstein's codes, Littlejohn (2002) agreed with him that the code people adapt in their spoken or written language stands for their social identities. He believed that the two codes can be influenced by verbal or extra verbal communication through many factors such as family relationship, social class and background knowledge (as cited in young, 2002).

2.9.1.3. Ferguson's Diglossia Theory.

The place of English as a foreign language in Palestine and its relation to business naming techniques has been examined in light of Ferguson's theory. Linguistically, diglossia appears when a society uses two dialects or languages in different conditions; one is of high-variety (H) and the second is of low-variety (L). It is assumed that within that community no one speaks the H-variety as a mother tongue since it is taught at formal situations, such as in classrooms (Sabir & Safi, 2008).

Since the (H) variety is valued as the elite and the (L) as the lower, diglossia situations place individuals in their groups. Thus, diglossia is used as a distinctive tool to classify individuals and show power relationships between social groups (Wardhaugh & Fuller, 2015).

AlBzour and AlBzour (2015) discussed in their study the conditions that engender diglossia. They stated the influence of an ancient, prestigious, widely public speaking language, where the community try to imitate its linguistic culture through adapting it as the (H) variety. And as mentioned previously, many studies highlighted the influence of English culture upon many societies for its prestigious pattern.

Acquisition is another issue that was mentioned. On the one hand, native scholars believed that H variety is the language acquired at schools. On the other hand, linguists

assumed that L variety is the mother tongue children born with. So, privilege is going to be given for the language acquired since “H varieties are usually associated with power, influence, eloquence and prestige unlike L varieties” (ibid, p.8).

2.9.1.4. Related Studies on the Effect of Prestige upon Naming Shops.

A most relevant sociolinguistic study of shop signs in Amman, Jordan examined the languages used in 680 shop signs at three different areas, which were Al-Wehdat Camp, Sweifieh and Jabal Al-Hussein. In that study, Nofal et al. (2015) reached a significant finding that high and middle socioeconomic class customers at Al-Sweifieh and Jabal Al-Hussein preferred foreign shop names because they are “indications of modernity, prestige and showing off” (p. 10). Another finding justified the use of foreign names for the sake of seeking prestige, positive attitudes towards foreign names, kind of merchandise, increasing commercial interests and matching the educational and economic levels of customers.

Khosravizadeh & Sanjareh (2011) accomplished a sociolinguistic study in Tehran, Iran to stand on the reasons behind using English in naming shops and brand-naming by considering two variables; age and education. Regarding age, the younger generation showed a high tendency to use English names more than older generations to seek prestige, civilization and attraction. Regarding education, the study concluded that the use of English was higher when the level of education was rising (as cited in Al-Athwary, 2014)

Kwak & Sojka (2010) conducted a study on immigrants in the USA to measure the effect of ethnicity and certain demographic characteristics such as education, income, age, and origin of ethnicity, on brand purchases. The sample consisted of 324 retail customers of different ethnicity; Hispanics and Asians. The findings showed significant results that were connected with higher incomes and younger age in which immigrants of those categories

were more likely to purchase high-priced prestige brands. Other variables had no significance on brand purchases.

Sadiq (2015) examined the status of English in Pakistan through investigating Pakistani social networking sites (SNS). Results of chat records of Urdu speakers showed that Pakistanis used English more than Urdu to be portrayed as prestigious, modern and educated people. Thus, English language was socially perceived as a prestigious language in Pakistan. Surprisingly, it was found that even the uneducated people started to use English words as they became familiar because of the excessive use of English in their society.

Tan & Tan (2015) conducted a LL study to examine the functions and identities associated with English and Korean in South Korea, Seoul. The sample consisted of public signage in areas of different functions. Findings of the study revealed that English was associated with modernity in many countries. Besides, English proficiency appeared in prestigious Korean groupings and was associated with high socioeconomic status.

Sadeghi and Richards (2015) explored the place of English in Urmia, Iran from a psychological perspective. The role of English was scrutinized in many fields; universities, business, government and private education, media, and people's ordinary lives. The motivations and attitudes towards English language were measured by examining a sample of 115 English learners. Significant findings assured that using English had an additional symbolic function which is summarized in showing prestige, mobility and high socioeconomic class.

Alfaifi (2015) looked into the LL of Khamis Mushait, a city in the southwest of Saudi Arabia which witnesses a vivid tourism and commercial movement to examine the reasons of English widespread. Thus, he conducted a quantitative study to examine shop, street, signs and billboards. The findings revealed that monolingual English signs were attractive and

prestigious. In addition, foreign brands were highly appreciated by young and athletic people. Finally, the analysis disclosed the owners' agreement on using English signs "to increase the perception of prestige and modernity through signage" (p.51).

2.9.2. Language Economy in Shop Signs

Although Linguistic Landscape as an area of study is relatively new, the principle of language economy is much earlier. When tracing back this term, we found that it was noticed long ago. For instance, about one-hundred fifty years ago the notable linguist Whitney (1877) indicated that: "the role of economy principle in language changes and came to a conclusion that humans always try to make things easy to our organs of speech, to economize time and effort in the work of expression" (as cited in Mohsin & Hameed, 2018, p. 158).

Language economy is also seen as a "soft tool" striving to get great results. In this token, Mohsin and Hameed (2018) pointed out that economy in language can save human's time and energy, thus one should pick out the language that gives more commercial interests for his business. Moreover, Thongtong (2016) emphasized the importance of language economy stating "the choice of language has economic motivations and consequences" and as a result "using English as a global language in shop signs serves as an economic weapon in the interest of economical agendas" (p.76). Alfafi (2015) added that using English is a strategy to keep with the newly position of world economy so that avoid being marginalized from the other nations.

Many studies have neglected the importance of LL in the economic scope, yet the study of language economy in shop signs represents one of the vivid fields that can help to bridge the gap in knowledge in regard to this domain. In light of Landry and Bourhis's (1997) discussion of the informative function of language sign as a medium of communicating the shop's products and the symbolic function as the individuals' value towards the language

sign, Cenoz and Gorter (2009) dealt deeply with the impact of economic domain on the LL values since it has great symbolic importance. Phillipson (2003) added that a LL that is characterized by English signs can reveal identities that suit higher status (as cited in Cenoz & Gorter, 2009).

The reasons why the economic side of commercial signs should be always attached to the study of linguistic landscape are that many signs are used as advertisements for the merchandise sold in shops to achieve hidden goals represented in increasing the shop's profits, or to inform about the shop's location, or to attract customers and convince them to buy (Cenoz & Gorter, 2009). It was also added by Hashmi and Mohsin (2017) about the economic benefits of commercial signs that "being economic" means "being attractive" (as cited in Mohsin & Hameed, 2018, p. 161).

Recently, brand names used in shop signs were highly connected with the economic side of linguistic landscape. Thus, it will be discussed next from an economical perspectives as one of the factors that affects shop naming in Palestine.

2.9.3. Foreign Branding in Shop Signs

Recently, most of Linguistic landscape have been characterized with the use of English and international brand names. Branding was defined by Palumbo and Herbig (2000) as "a trademark or a distinctive name of a product or manufacturer. It is a name, term, sign, symbol, design or any combination used to identify the goods and services of a seller." (as cited in Nofal et al., p.155). Balmer and Gray (2003) besides De Chernatory and McDonald (1992) have supposed that the hidden positive aim of branding is to give values to the products they represent and establish relationships with consumers (as cited in Selvi 2007, p. 68). While Selvi (2007) commented that the use of English foreign branding in his Turkish society was viewed as a kind of pollution.

Branding is utilized in shop names for various reasons. First, it has a crucial role in determining the identity of marketing products. Therefore, business market should represent effective brand names that are appreciated by the public to assure the benefits of their products (as cited in Selvi, 2007). Second, it is highly connected with high life style. In a study that investigated the LL of Addis Ababa, branding was highly appreciated by citizens since it was considered as a symbol of prestige and modernity (Lanza & Woldemariam, 2013).

By revealing the customers' loyalty towards branding, especially the international ones, shop owners started to use them as a competitive strategy since domestic customers feel in that way that they are alike with foreigners who have higher prestigious status (Palumbo & Herbig, 2000).

It was stated that 'A brand is a name that influences buyers' (Kapferer, 2008, as cited in Berende & Kredig, 2012, p.6) . In Sata's study (2013) seeking a brand name was the second affecting factor on customers' choices of buying mobile phones since it ensures higher product features and solidity. Moreover, It was argued that branding has more influence on purchasing decisions in Asia more than in Europe and North America. This might explain the Palestinian owners' tendency towards the newly amplified use of international branding in naming their shops (Claye, Crawford, Freundt, Lehmann & Meyer, 2013).

Brand owners concentrate on lexical meanings rather than phonological aspects. The term "umlaut" which means linguistically "a change in sound" was discussed by Campell (2003) who stated that we should deal with this issue as a decorative aspect and care only about its connotative and evocative meaning (as cited in Selvi, 2007). Thus, examining brand names in LL would be lexically rather than phonologically.

Branding has been an interest area for both linguistic scholars and marketing experts. Berende and Kredig (2012) examined the different factors that are crucial for brand naming in China by conducting a qualitative research. The researchers combined the findings of a theoretical study along with semi-structured interviews with experts working in the field of branding in China to reach the final conclusions. Those conclusions highlighted the four factors that should be considered to have a strong brand which were: marketing rules that shed lights on the importance of foreign brands in achieving the demands of consumers, sociocultural factors, linguistics features that make the brand readable and memorable and legal rights.

2.9.4. English as a Powerful Language in Naming Shops

Cooper (1988) defined the powerful linguistic nature of English language by saying “English is powerful... because the powerful use it and because they use it to pursue power” (as cited in Selvi, 2007, p. 24). Accordingly, we can say that selecting English in shop signs reflects the power and appeal of these shops as well as the appeal of the products and services they present and this may justify why most shop owners’ tend to use English in shop signs.

Power, in a sociolinguistic perspective, “refers to the ability of an entity (e.g., company, individual, social group, etc.) to make change, or conversely, to maintain things as they are.” (Bielsa & O’Donnell, n.d. p.1). The interrelated relationship between language and power can affect the social, political, economic, etc. aspects of a society. Fairclough (2001), in his argument of how language can act as a power factor that affects the society, discussed ‘the manufacture of consent’ as an efficient way of convincing people to act in a certain way through the use of language. That explains the phenomenon of agreement on using English shop names and spreading them out in mostly prestigious geographic areas to show their higher status.

In our 21 century, power is accompanied with economy and since the USA has the strongest economy in the world, English became powerful and was considered as the global business language. In light of that, Simonson (1997) noted that Foreign names imposed their positive impact on business because consumers are heading towards different cultures and the speed of such adaptation was connected with their positive attitudes towards such foreign identities (as cited in Nofal et al, 2014). Ariffin & Husin (2013) added that languages of shop signs are no longer restricted to cultures and nationalism, but rather they're moving to personal freedom and globalization in business and communication. That's why the youth has turned into using English since it is a business language and the official one for political speeches (Karimova, 2016).

2.9.5. The Impact of Media on Shop Names

The importance of public media and its medium language (English) have been discussed through its role in persuading and shaping people's identities (Fairclough, 2001). Media and English naming practices have been interrelated since the recent increasing supranational spread of English in comparison with the era prior to broadcasting and mass media. Thus, media is a fertile referent to borrow foreign lexical items for shop signs (Selvi, 2007).

When it comes to the status of English in the sphere of media, the figures and statistics reflect strong dominance even in non-English speaking countries. Take China, whose language is not English, the statistics disclosed that there are nine English daily and weekly newspapers, 10 magazines and many other TV channels and websites (ibid.)

The role of media in changing all life aspects including shops' future was summarized by Rohde (1996) as follows, "what centuries of British colonialism and decades of Esperanto couldn't do, a few years of free trade, MTV, and the Internet has helped English dominates international business politics and culture more than any other language in human history" (as cited in Selvi, 2007, p.15)

Media can play a significant role in changing one's society language or a part of language such as shop signs' language. Trudgill (1986, 1988) argued that television can act as a new source of changing languages through what is called diffusion which is "the spreading of linguistic innovations across geographical regions"(p.140). Such changes can be in phonology, syntax or in presenting new lexis as in the case of shop names. Moreover, media can motivate people to adopt the positive attitudes of English language and use it in naming shops since it's the prominent language in media (as cited in Llamas, Mullany & Stockwell, 2007).

2.9.6. Naming shops and Tourism in Palestine and Over World

The current study dealt with three districts located in the West Bank of Palestine. Those three constitute the core of the Palestinian economy, namely, Bethlehem, Ramallah and Hebron. These three cities witness internal and external tourist movement that revives shops' work. For instance, Bethlehem has alone received about three millions tourists and pilgrimages in 2018 (Ma'an News Agency, 2018). This number emphasized the overlapped relationship between English and tourism as considering English as a global language. From this point, the need for English-named shops has increased to meet the foreigners' needs and facilitate communication.

In this regard, Moulin and Campos (2017) stated that "tourism is one well-documented form of people flow, which has a significant impact on the use of English" (p. 35). Also, it was said that "money talks very loudly in tourism", that is to say in all tourist spots of the world; shop signs are most commonly in English (Crystal 2003, p. 104).

To attract more customers and tourists, it has been noticed that English language was inserted in different social life aspects such as, street signs, shop signs, public signs and announcements, private cards as restaurant menus, traffic safety signs and credit card

facilities (Rață et al. 2012). Also, it was emphasized that using English in signs is applied as a smart business strategy to attract both international and interior tourists since it can reach out the mass clientele population in the city because of its globalization (Selvi, 2007). This again answers the repeatedly question why shops and their signs are often named in English.

2.9.6.1. Related Studies on Naming Shops and Tourism.

Several studies and researches have been conducted to examine the relationship between the use of English in shop signs and tourism. In what follows, some of these studies were highlighted.

Torkington (2009) highlighted the effects of social positioning on the linguistic landscape of the town of Almancil in the ‘Golden Triangle’ area of Algarve, Portugal. 225 signs located in the town’s main street were collected. The results of the study indicated that Portuguese was used on 65% of signs and then was English on 49% because of the role of tourism as a socio-economic factor. Torkington assured that “as tourists undoubtedly contribute to the local economy the use of English in the town is the result of a rational choice by the producers, based on expected material benefits" (as cited in Koschade, 2016, p. 696)

Selvi (2007) discussed a phenomenon of the rising use of English in Turkish shop signs. Similar to other results, English dominated the window displays and exterior signs of many business entities in the country. Results of interviewing Turkish shop owners revealed that their preference of English was because of its “interesting sounds and its ability to generate commercial outcomes” (Ariffin & Husin, 2013, p.13). Moreover, they stated that the use of English served at attracting more foreign customers who did not understand Arabic and that resulted in increasing their commercial income.

Ariffin and Husin (2013) conducted a study to check the language used in store fronts of four town centers in Malaysia. Analysis of shop signs in different geographic areas revealed that English was the dominant language in larger cities, while in smaller cities the languages of shop signs were classified into three categories 1) Bahasa Malaysia (BM), 2) a mixture of BM and English, or 3) a mixture of these two and another native language. Language choice in signs were associated with store location, type of towns and kind of customers. They concluded that the use of English was for commercial values represented in providing services for foreign tourists who might visit the nearby towns through their tourism trip.

2.10. Summary

This chapter has dealt with shop signs from a sociolinguistic and psychological view. It included previous researches that examined the languages of shop signs so as to give a general and comprehensive view from a lingual perspective. Besides, it discussed the status of English as 'a global language' that is mostly used and appreciated by shop owners particularly to attract audiences and show prestige and modernity. It also outstood the economy role of using English in shop signs that reflects the quality of the goods or service these shops introduce.

Chapter Two also explained the social, regional and attitudinal factors that are standing behind using English, as a dominant one, in shop signs. At first glance, countries over the world seem to be opened to each other through having variety of languages and cultural diversity in public sphere. Some countries reflected its position through adapting prestigious languages. However, that may pose a threat at the political level since there is an agreement of mostly previous studies on English's powerful position over the world which may lead to the death of weak languages over time and obliterate the original identity of cities. The next chapter presents methodology of the study and introduces its corpus.

Chapter Three

Methodology

3.1. Introduction: Research Design

Two research methods were utilized in carrying out the study; the quantitative and qualitative. The quantitative methods were used to examine a recent social phenomenon regarding commercial shop signs of three Palestinian communities, whereas the qualitative methods dealt in depth with a smaller scale of shop owners and customers, to find out more analytical descriptions of this phenomenon through semi-interviews. The whole study went through many steps:

The first step started with identifying the research problem which has appeared in Palestine widely, and then selecting the objectives to be accomplished at the end.

The second step was completed by reviewing previous studies about the topic to gather and build on essential information and enrich the current research with various resources.

The third step was accomplished by conducting a sociolinguistic survey of three Palestinian cities and noting down a total number of 600 shop signs at two different socioeconomic areas in all the cities for the sake of investigating languages' appearance and dominance.

The fourth step was the most complicated one through distributing printed questionnaires to shop owners for the sake of identifying their perspectives about the phenomenon of naming shops at their shop's location area. The data were also collected through interviewing a sample of customers and shop owners of English-named shops.

The fifth step was done by analyzing the questionnaire's items through the Statistical Package for the Social Sciences (SPSS) and utilizing a descriptive analysis of the interviewees' responses.

3.2. Quantitative Method

3.2.1. Data Collection and Instruments

The quantitative study was conducted to measure out the percentages and frequencies of using English/Arabic in shop signs, the shop owners' attitudes towards English naming, the factors behind language choice in shop signs and the reflection of identity. Those data were gathered through two instruments; a survey of 600 commercial shop signs that was collected at the end of 2018 and a questionnaire that was distributed and collected within two months; June and July 2019.

3.2.1.1. Survey of Shop Signs. On the one hand, collecting shop names from the register of chambers of commerce and municipalities wasn't useful since there was no linguistic matching between some shop signs at streets and the official register of their shop names at the Chambers of Commerce. In addition, not all shops were registered officially there. On the other hand, collecting business cards from shop owners was not completely helpful because some of the shops, especially in poor areas, don't have business cards or the languages written on the cards and on the shop signs aren't the same.

Instead, the data were gathered through choosing one or two streets in wealthy and poor areas in each city and noting down 100 shop signs sequentially from both street sides as a maximum number that could be reached in each area. The examined shops vary in business, goods and services they provide, such as money exchangers, travel agencies, hotels, private medical centers, restaurants, supermarkets, clothes shops, shoe shops, butcher shops,

bookshops and jewelry shops. Nearly, two months were needed to collect, verify and examine the shop names.

3.2.1.2. Questionnaire. The shop owners' perspectives about shop names were also examined through a likert scale questionnaire with a five-point scale (strongly disagree-disagree-neutral-agree-strongly agree). It starts with an introductory paragraph about the researcher, the purpose of the study and the confidentiality of the given information in order to reassure the respondents. It also covers a variety of important demographic variables, namely, age, educational level, shop location and the period of shop establishment. Then, it includes three sections with 20 statements; 8 about the attitudes towards using English in shop signs, 4 about the reflection of identity in shop names and 8 about the factors that affect language choice of shop names in each of the three cities.

The questionnaire was validated by three associate professors in Applied Linguistics at Hebron University and by calculating Pearson Correlations between the items (See Appendix L for more details). Whereas, the reliability of each section in the questionnaire was measured by Cronbach's Alpha and totaled 0.62. (See Appendix L for more details)

3.2.2. Location

The study was conducted in Hebron, Bethlehem and Ramallah. These cities were chosen in relation to social, economic, political and touring considerations. Bethlehem is the spot where foreigner Christians from all over the world come to for the sake of tourism and pilgrimage. While Ramallah has all governmental institutions and foreign agencies which implies using languages of power. Hebron may be the less influenced since its interconnection with English depends only on media and business travel.

A comparative study in the poor and wealthy areas was planned to prove the hypothesis that assumes to have more shop names in the new fashion in wealthy areas while less of that

in poor areas. These areas were classified according to their customers' social classes in light of wealth, education and prestige. In Palestine, the poor area is mostly visited by working-class who are minimally educated people, engaged in manual labor and have little or no prestige and most of the lower-middle class who are less educated people with lower incomes and little prestige. While the wealthy area is mostly visited by the upper-middle class who are educated with higher incomes and prestige as well as few of the lower-middle class who seek higher status.

In Hebron, the poor area is the downtown area (Bab Al-Zawiah) and the rich one is Ein-Sarah Street. Whereas in Bethlehem, the poor area is Edhisha and Al-Madbasah downtown and the rich area is Al-Mahd and Beit Jala Street. For Ramallah, the poor area is Ramallah's downtown and the rich area includes Al-Irsal Street and Western Ramallah area.

3.2.3. Population and Sample

The population is all commercial shop signs, regardless of type of business, in the three cities. The questionnaire was delivered to the owners of the 100 shop signs that were collected from each poor and wealthy area. However, it was filled out by only 50 shop owners from each area. So, the total sample consisted of 300 participants. Some obstacles in filling out the questionnaire were summarized in rejecting doing so because of the fear of being an employee at the Palestinian customs and taxes department, the absence of shop owners or being busy with customers.

3.2.3.1. Demographic Variables of the Sample. Table 1 clarifies the geographic division of the sample, while Table 2 clarifies the personal characteristics of the questionnaire's respondents.

Table 1: *Frequencies and Percentages of Cities and Shop Locations that are Involved in the Sample*

Variable	Category	Frequency	Percent
City	Ramallah	100	33.3%
	Bethlehem	100	33.3%
	Hebron	100	33.3%
	Total	300	100.0%
Shop Location	Poor	150	50.0%
	Wealthy	150	50.0%
	Total	300	100.0%

As shown in Table 1, the three cities scored the same percentage of (33.3%) shop signs and the same percentage of (50%) signs for both poor and wealthy locations from the total of sample size. The sample was equalized in order to compare the results.

Table 2: *Frequencies and Percentages of the Personal Characteristics of the Questionnaire's Sample*

Variable	Category	Frequency	Percent
Age	18-35	157	52.3%
	36-55	108	36.0%
	56 or above	35	11.7%
	Total	300	100.0%
Shop sign's language	English (E)	123	41.0%
	Arabic (A)	121	40.3%
	Mixed (E-A)	56	18.7%
	Total	300	100.0%
Establishment period	Before 1990 – old	48	16.0%
	1990-1999 – old	37	12.3%
	2000-2009 – recent	66	22.0%
	2010-2019 – recent	149	49.7%
	Total	300	100.0%
Owner's level of education	University level	173	57.7%
	Lower than University level	127	42.3%
	Total	300	100.0%

In light of Petry's categorization (2002), shop owners were classified by age into; young adults ages 18-35, middle-aged adults ages 36-55 and older adults ages 56 and above. Young adults nearly scored the half percentage (52.3%) of the whole sample. Besides, they were classified by their level of education; the percentage of university-educated owners is (57.7%) and those who were less educated than a university level is (42.3%).

Shops were also categorized into two recent and two old categories in relation to the 21st century that witnessed the revolution of technology and media where English is considered its communicative language. According to that, the period (2010-2019) got the highest percentage which is (49.7%) from the total number of the sample.

3.2.4. Data Analysis

To accommodate the LL theory, the study required a survey of shop signs. These signs were categorized according to the language used; monolingual signs or bilingual signs. After collecting the shop names, a statistical method was applied to measure the frequencies and percentages in each city at both areas, poor and rich to see which city was influenced less or more by English.

Moreover, the researcher coded the data which were collected through the questionnaires and performed the needed data manipulation and the statistical analysis using a computer statistical package for social science (SPSS). The answers were coded as the following: (Strongly Agree=5), (Agree=4), (Neutral =3), (Disagree=2), (Strongly Disagree=1). The statistical methods that were used in the analysis of the research are :

1. Frequencies and percentages to describe demographic variables.

2. Means (averages) or percentage means, standard deviations with to measure perceptions of the respondents toward the questionnaires' items. The below table shows Likert Scale Correction Key:

Table 3 : Likert Scale Correction Key

Mean	Level
less than 1.8	very low
1.8- less than 2.6	Low
2.6-less than 3.4	Moderate
3.4-less than 4.2	High
4.2 or more	very high

3. Chi-Square test, one way analysis of variance(ANOVA), multi way analysis of variance (MANOVA) with appropriate POST-HOC tests (LSD and Tukey) for testing the hypothesis of relationships between some dependent and independent variables.
4. Pearson Correlation Coefficients for validity.
5. Alpha (Cronbach) scales for reliability.

3.3. Qualitative method

3.3.1. Interview Method

Semi-structured interviews with owners of English-named shops and customers were held to gain in-depth insight into the informants' attitudes towards English shop names and the reasons for adapting English in their shop signs. The interview's questions were prepared after some discussions made with shop owners while filling out the questionnaires and after observing some of the responses. Then, it was validated by three associate professors in Applied Linguistics at Hebron University and its level of validity was also increased through interviewing the owners who have lived experiences and are willing to be interviewed, as

well as through asking the interviewees for more clarification to the hot points. To make the interviewees more relaxed and interested, the interviews were not recorded, but note taken. The interviews were analyzed through five thematic issues; level of English, reasons for naming, factors that may affect naming, identity and shop signs' future.

3.3.1.1. Shop Owners Interviewee. Interviews with owners were held in the three cities.

- a) **Ramallah:** A total number of 10 shop owners of English signs were interviewed; 5 in the poor area and 5 in the wealthy area. It's worth mentioning that shop owners of Ramallah were supportive, cooperative and full conscious of the educational purposes behind the research.
- b) **Bethlehem:** 4 shop owners of English signs were interviewed; 3 in the poor area and 1 in the wealthy area. In the wealthy area, most shop owners refused to make interviews and even the ones who accepted in the poor area were very reserved to give details for strangers.
- c) **Hebron:** 3 shop owners of English signs were interviewed; 2 in the poor area and only 1 in the wealthy area. All the interviewed owners were very cooperative in giving details because the researcher is from Hebron and as they are known for their magnanimity and loyalty to the strong social bonding among this community's inhabitants.

3.3.1.2. Customers Interviewee. That sample was selected randomly. The interviews were analyzed through three thematic issues: attitudes of language, factors that encourage them to buy from shops and the issue of identity. One customer was interviewed in both Ramallah's poor and wealthy areas. Two customers were interviewed in Bethlehem's poor area and only one in its wealthy area. In Hebron's poor area, two customers were interviewed and only one was interviewed in its wealthy area.

Chapter Four

Results

4.1. Introduction

The current study aimed at answering four questions. In this chapter, results of the methods used are presented through stopping on frequencies of English-named signs, attitudes and factors behind this phenomenon and its influence on the Arabic identity. Frequencies and percentages are used for accuracy in defending the dissertation's results. Tables are also supplied for more clarity.

4.2. Results Related to the First Question

Question 1: To what degree do shop names move in the direction of using English in Palestine?

The first question was achieved through the application of LL theory and scoring the frequencies of English, Arabic and English-Arabic commercial shop signs. First, a total of 600 commercial shop signs were purposively selected and collected from wealthy and poor areas in the three cities. They were as follows: 100 signs in both Ramallah's poor and wealthy area, 100 signs in both Bethlehem's poor and wealthy area and 100 signs in both Hebron's poor and wealthy area.

After tabulating the data, signs were classified into two categories; monolingual and bilingual signs and each category had subcategories according to the languages used; Arabic script and English script. Other languages were excluded. In this research, Arabic scripts indicate sum of the subcategories "Arabic" and "English transliterated into Arabic". While English scripts indicate sum of the subcategories "English", "Arabic transliterated into

English” and “Foreign branding”. Results of each city are discussed separately in tables below.

4.2.1. Shop Signs of Ramallah

Table 4: Frequencies and Percentages of Monolingual Shop Signs in Ramallah

Signs	English script						Arabic script				Total of English scripts	Total of Arabic scripts	Total of E. and A. scripts			
	English		Arabic transliterated into English		Foreign branding		Arabic		English transliterated into Arabic							
Area	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	25	36.8	2	2.9	18	26.5	21	30.9	2	2.9	45	66.2	23	33.8	68	100%
Poor	21	28	5	6.7	8	10.6	38	50.7	3	4	34	45.3	41	54.7	75	100%

Table 4 shows that, in Ramallah’s poor area, 75 shop signs out of 100 are monolingual; either written in Arabic script or English script. 34 signs have English scripts, such as “*Red point*”, while 41 signs have Arabic scripts, such as “الشهيندر للجينز”. This area includes only 8 signs with foreign brand names, such as “*Nike-store Ramallah*”. That means Arabic is prominent in monolingual shop signs of Ramallah’s poor area with the percentage of (54.7%).

In Ramallah’s wealthy area, 68 out of 100 shop signs are monolingual. 45 signs have English scripts, such as “*Brothers*” (see Figure 1), including 18 shops named by foreign branding, such as “*Domino’s pizza*”, while 23 signs have Arabic scripts, such as “المختار”. Contrary to the poor area, English is prominent in monolingual shop signs of Ramallah’s wealthy area with the percentage of (66.2%).



Figure 1: A monolingual English sign for a men's clothing shop in Ramallah's wealthy area

Table 5: Frequencies and Percentages of Bilingual Shop Signs in Ramallah

Area	Translation		English and transliterated into Arabic		Arabic and transliterated into English		Mixed (English and Arabic)		Foreign branding and Arabic script		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	4	12.5	6	18.8	5	15.6	12	37.5	5	15.6	32	100
Poor	4	16	2	8	5	20	13	52	1	4	25	100

Results of Table 5 reveal that 32 bilingual signs are scored in the wealthy area, such as “*Damascus sweets حلويات دمشق*”, while only 25 are scored in the poor area such as “*Pistachio فستق حليبي*”. Foreign branding appears much on signs in the wealthy area with a percentage (15.6%), such as “*Pizza Hut بيتزا هت*” and only (4%) in the poor area, such as “*Carina shoes أحذية كارينا*”.

4.2.2. Shop Signs of Bethlehem

Table 6: Frequencies and Percentages of Monolingual Shop Signs in Bethlehem

Signs	English script						Arabic script				Total of English scripts	Total of Arabic scripts	Total of A. and E. scripts			
	English		Arabic transliterated into English		Foreign branding		Arabic		English transliterated into Arabic							
Area	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	41	53.2	3	3.9	15	19.5	18	23.4	0	0	59	76.6	18	23.4	77	100%
Poor	16	19.8	0	0	2	2.5	62	76.5	1	1.2	18	22.3	63	77.7	81	100%

Results reported in Table 6 show that 81 shop signs out of 100 are monolingual in Bethlehem's poor area and 77 monolingual signs are located in its wealthy area. The frequency of Arabic scripts is 63 signs in Bethlehem's poor area such as "قهوجي" and "مطعم أبو العدس" and 18 in its wealthy area such as "مطعم الصيني" and "ميني ماركت السعادة".

Whereas the total frequency of English scripts is 18 in the poor area such as "Blue Eye" and "Angel Fashion" and 59 in the wealthy area such as "The golden bakery" and "lucky burger". Again, results of Table 6 show that foreign brandings (FB) are highly appreciated and used in the wealthy area with about (19.5%). Some examples of brand names are "Polo classic" (see Figure 2) and "Premium brands".



Figure 2: A monolingual English sign for a brand name in Bethlehem's wealthy area

Table 7: Frequencies and Percentages of Bilingual Shop Signs in Bethlehem

Area	Translation		English and transliterated into Arabic		Arabic and transliterated into English		Mixed (English and Arabic)		Foreign branding and Arabic script		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	8	34.8	1	4.3	5	21.7	9	39.1	0	0	23	100
Poor	7	36.8	1	5.3	0	0	10	52.6	1	5.3	19	100

There is no significance in the results of Table 7 since the two areas relatively score equal percentages due to bilingual shop signs; having 19 at the poor, such as “*Al Salam Pharmacy* صيدلية السلام” and 23 at the wealthy, such as “*Flower garden* حديقة الزهور”. Apparently, Ramallah’s bilingual shop signs (57) are more than Bethlehem’s (42).

**Figure 3: A bilingual English-Arabic sign for a pharmacy in Bethlehem’s poor area**

4.2.3 Shop Signs of Hebron

Table 8: Frequencies and Percentages of Monolingual Shop Signs in Hebron

Signs	English script						Arabic script				Total of English scripts	Total of Arabic scripts	Total of E. and A. scripts			
	English		Arabic transliterated into English		Foreign branding		Arabic		English transliterated into Arabic							
Area	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	27	38.6	1	1.4	12	17.1	29	41.4	1	1.4	40	57.1	30	42.8	70	100%
Poor	4	4.6	0	0	2	2.3	78	89.7	3	3.4	6	6.9	81	93.1	87	100%

In Hebron's poor area, Arabic is the dominant language that appears in monolingual signs with the percentage of (93.1%), while having only (6.9%) English-named shops.

Examples of Arabic signs are “مجوهرات البادية” and “لواعم”, and of English signs are “*smile is happiness*” and “*silver stone*”.

Whereas in the wealthy area, there is a noticeable increase in the use of English in shop signs which are 40 out of 70 monolingual shop signs, including 12 brand-named shops such as, “*Nutella*” and “*Mango*”. Examples of Arabic signs are “مسمكة سفينة الصيد” and “ملك الأراجيل” and of English signs are “*white comfort shoes*” and “*Turkey style*” (see Figure 4).



Figure 4: A monolingual English sign for a women's clothing shop in Hebron's wealthy area

Table 9: Frequencies and Percentages of Bilingual Shop Signs in Hebron

Area	Translation		English and transliterated into Arabic		Arabic and transliterated into English		Mixed (English and Arabic)		Foreign branding and Arabic script		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Wealthy	8	26.7	6	20	5	16.7	9	30	2	6.6	30	100
Poor	4	30.8	2	15.4	2	15.4	5	38.4	0	0	13	100

There is an obvious increase in the frequencies of bilingual shop signs in Hebron's wealthy area compared with the poor (see Figure 5), which are 30 to 13 respectively. An example of these signs in the wealthy area is "Yummy chicken مطعم بيمى تشيكن" and in the poor area is "Style ماسة". Foreign brandings appear only on shop signs in the wealthy area with 6.6%, such as "KFC دجاج كنتاكي".

**Figure 5: A bilingual English-Arabic sign for a telecom company in Hebron's wealthy area**

4.2.4 English Use in Shop Signs in the Three Cities

Table 10: Percentages of English Use in all Monolingual and Bilingual Shop Signs

	Wealthy Area			Poor Area		
	English	Arabic	Total	English	Arabic	Total
Ramallah	77%	23%	100%	59%	41%	100%
Bethlehem	82%	18%	100%	37%	63%	100%
Hebron	70%	30%	100%	19%	81%	100%

Results of wealthy areas denote that Bethlehem scored the highest percentage (82%) in using English scripts on shop signs, Ramallah comes then (77%) and Hebron Finally (70%).

Another surprising result is Ramallah's poor area tendency towards using English with ratio that is more than the half (59%).

The huge gap between the poor and wealthy areas of Hebron and Bethlehem in light of using English signs is somehow remarkable since there are regional and social varieties within the two areas.

4.2.5 Testing Hypothesis (1)

H1) It's hypothesized that the frequency of English naming depends on shop location, shop owners' age and level of education, and period of shop establishment.

To test this hypothesis, Cross Tabulations (frequencies and percentages) with Chi-Square Test analysis were applied to examine the relationship between the frequency of English naming and the previous variables. Results of each variable are reported in tables below:

Table 11: Cross Tabulations (Frequencies and Percentages) and Chi-Square Test Analysis between Shop Location and Shop Sign's Language

Crosstab: Shop Location * shop sign's language						
			shop sign's language			Total
			English	Arabic	Mixed	
Shop Location	Poor	No.	33	89	28	150
		%	22.0%	59.3%	18.7%	100.0%
	Wealthy	No.	90	32	28	150
		%	60.0%	21.3%	18.7%	100.0%
Total		No.	123	121	56	300
		%	41.0%	40.3%	18.7%	100.0%

Chi-Square=53.266 , P-Value=0.000

According to the results reported in Table 11, there are statistically significant differences in the percentages of English naming according to shop location since the P-value of the test (0.000) is less than 0.05. The percentage of monolingual English signs in wealthy locations (60%) is significantly higher than that in poor locations (22%), Arabic signs are about (59.3%) in poor locations.

Table 12: Cross Tabulations (Frequencies and Percentages) and Chi-Square Test Analysis between Age and Shop Sign's Language

Crosstab: Age * shop sign's language						
			shop sign's language			Total
			English	Arabic	Mixed	
Age	18-35	No.	80	45	32	157
		%	51.0%	28.7%	20.4%	100.0%
	36-55	No.	37	50	21	108
		%	34.3%	46.3%	19.4%	100.0%
	56 or above	No.	6	26	3	35
		%	17.1%	74.3%	8.6%	100.0%
Total		No.	123	121	56	300
		%	41.0%	40.3%	18.7%	100.0%

Chi-Square=28.302 , P-Value=0.000

Referring to Table 12, it is noted that there are statistically significant differences in the percentages of English naming according to owners' age since the P-value of the test (0.000) is less than 0.05. The percentage of English-named shops owned by young adults (18-35) is

(51%) which is significantly higher than that owned by middle-aged adults (36-55) with (34.3%) and the lowest percentage is (17.1%) owned by senior (56 or above). On the other hand, the highest percentage of Arabic-named shops are owned by senior with (74.3%), while the lowest percentage (28.7%) is attached to young adult owners. Such results imply a connection between youth-age group and modernity of shops along with preference of English signs.

Table 13 :Cross Tabulations (Frequencies and Percentages) and Chi-Square Test Analysis between Shop's Establishment Period and Sign's Language

Crosstab : Establishment Period * shop sign's language						
			shop sign's language			Total
			English	Arabic	Mixed	
Establishment Period	Before 1990	No.	9	32	7	48
		%	18.8%	66.7%	14.6%	100.0%
	1990-1999	No.	10	24	3	37
		%	27.0%	64.9%	8.1%	100.0%
	2000-2009	No.	20	37	9	66
		%	30.3%	56.1%	13.6%	100.0%
	2010-2019	No.	84	28	37	149
		%	56.4%	18.8%	24.8%	100.0%
Total		No.	123	121	56	300
		%	41%	40.3%	18.7%	100.0%

Chi-Square=59.522 , P-Value=0.000

Clearly, it is noted in Table 13 that there are statistically significant differences in the percentages of English naming according to shop's establishment period since the P-value of the test (0.000) is less than 0.05. The highest percentage of English naming is (56.4%) for shops established in (2010-2019), the next is (30.3%) for shops established in (2000-2009) and (27%) for shops established in (1990-1999), while the lowest percentage is (18.8%) for shops established (before 1990). Besides, shops established in (2010-2019) get the lowest percentage (18.8%) of Arabic signs and the highest percentage (24.8%) for utilizing bilingual signs.

Table 14: Cross Tabulations (Frequencies and Percentages) and Chi-Square Test Analysis between Owner's Level of Education and Shop Sign's Language

Crosstab : Owner's level of education * shop sign's language						
			shop sign's language			Total
			English	Arabic	Mixed	
Owner's level of education	University level (UL)	No.	90	55	28	173
		%	52.0%	31.8%	16.2%	100.0%
	Lower than UL	No.	33	66	28	127
		%	26.0%	52.0%	22.0%	100.0%
Total		No.	123	121	56	300
		%	41.0%	40.3%	18.7%	100.0%
Chi-Square=20.852 , P-Value=0.000						

Again, there are statistically significant differences in the percentages of English naming according to owner's level of education. Foreign names are used by owners holding a bachelor's degree or higher with a percentage (52%) which is significantly higher than those who are less educated with a percentage (26%).

From all the previous results, the first hypothesis was approved for all variables which means that frequency of English naming depends on shop location, shop owners' age and level of education, and period of shop establishment.

4.3 Results Related to the Second Question

Question 2: What are the shop owners' attitudes towards using English in shop naming?

The answers were reached out through the analysis of the questionnaire's responses statistically. Table 15 shows means, standard deviations and percentages of the respondents' answers in a descending order of the positive attitudes.

Table 15: Means, Standard Deviations and Percentages of Attitudes toward Using English in Shop Signs

No	Attitudes toward using English in shop signs	SA	A	N	D	SD	Mean	Standard deviation	Level of Mean
➤	There is a rising tendency to use English-named shops.	20.1	63.9	10	4	2	3.96	0.80	High
➤	Old-age owners prefer Arabic names for their shops.	23.3	49	15	12	0.7	3.82	0.95	High
➤	Recently (2010-2019), shop owners tend to name their shops in English regardless of being understandable or readable by customers.	16.8	45	10.7	23.8	3.7	3.47	1.13	High
➤	English-named shops are modern and more attractive for customers.	18	40.7	11.3	26	4	3.43	1.17	High
➤	Shop owners are becoming more familiar with English.	8.7	57.9	7.4	19.4	6.6	3.42	1.10	High
➤	English-named shops are more prestigious than Arabic ones.	15.3	29.7	8	34.3	12.7	3.01	1.33	Moderate
➤	Customers look for English-named shop.	6.4	32.4	15.7	36.1	9.4	2.90	1.14	Moderate
➤	Arabic-named shops in Palestine will shift into English in the next few years.	7.1	22.9	30	29.2	10.8	2.86	1.10	Moderate
	Total	14.5	42.7	13.5	23.1	6.2	3.36	0.57	Moderate

According to the means, attitudes of the respondents are ordered as follows: 84% agree that there is a rising tendency to use English-named shops, 72.3% report that old-age owners prefer Arabic names for their shops, 61.8% believe that shop owners recently tend to name their shops in English regardless of being meaningful or understandable to others, while 58.7% advocate using English-named shops because they are modern and more attractive for customers.

When asking about the prestigious status of foreign names, the total answers are moderate (mean=3.01). 45% agree that English-named shops are more prestigious than Arabic ones, while 47% disagree with that and 8% are neutral.

From the other hand, the lowest items reflect the respondents' agreement with 30% on the item stating "Arabic-named shops in Palestine will shift into English in the next few years". In addition, 38.8% think that customers look for English-named shop, while 45% disagree with them.

4.3.1. Testing Hypothesis (2)

H2) It's hypothesized that attitudes towards using English in shop signs are varied within cities and also connected with owners' age and level of education, shop sign's language, shop location and period of shop establishment.

To test this hypothesis, means, standard deviations and multi-way analysis of variance (MANOVA) test was applied so that to explore if there any differences in attitudes towards using English in shop signs regarding the mentioned variables. Results of MANOVA test reveal that high positive attitudes towards English shop signs are only connected with shop location, shop sign's language, and owner's level of education, since the test's P-values for these independent variables are less than 0.05.

Table 16: Means, Standard Deviations and Multi-Way Analysis of Variance (MANOVA) Test

Independent Variable	Category	Count	Mean	Standard Deviation	F	P-Value
Shop Location	Poor	150	3.24	0.57	6.272	0.013*
	Wealthy	150	3.48	0.54		
shop sign's language	English	123	3.49	0.53	3.313	0.038*
	Arabic	121	3.21	0.60		
	Mixed	56	3.41	0.53		
Owner's level of education	University	173	3.34	0.52	4.278	0.039*
	Lower than University	127	3.38	0.64		

Regarding shop location and sign's language, the attitudes towards using English in shop signs are significantly higher in wealthy locations (Mean=3.48) and by owners of English-named shops (Mean=3.49) in comparison with poor locations (Mean=3.24) and owners of Arabic-named shops (Mean=3.21). (See Appendix K for more details)

Unexpectedly, the attitudes towards using English in shop signs for owners with a secondary educational level (Mean=3.38) are significantly higher than those who are holding a bachelor degree or higher (Mean=3.34). (See Appendix K for more details)

4.4 Results Related to the Third Question

Question 3: What are the factors behind using English in naming shops?

The owners' responses on this section dealing with the factors affecting English naming were divided into high and moderate according to the level of means. Table 17/A shows the high means (range 3.4 to 4.2), while Table 17/B shows the moderate ones (range 2.6 to 3.4).

Table 17/A: Means, Standard Deviations and Percentages of Factors that Affect Language Choice of Shop Names Highly

No	Factors that affect language choice of shop names	SA	A	N	D	SD	Mean	Standard deviation	Level of Mean
1.	Language choice of shop sign is connected with my shop location; poor or wealthy.	19.5	48.3	10.4	19.8	2	3.63	1.07	High
2.	The kind of merchandise affects the language choice of naming.	16.1	52.3	8.7	17.8	5.1	3.57	1.11	High
3.	Language choice of shop sign is connected with the socioeconomic class of my customers.	15.2	48.8	7.4	23.6	5	3.45	1.15	High
4.	Shop owners tend to look for foreign names for their shops through media.	10.8	43.9	23.6	19.3	2.4	3.42	0.99	High
5.	Travel increases the owners' tendency towards using English in shop signs.	12.8	45.9	16.2	20.6	4.5	3.42	1.09	High

As seen in table 17/A, the factors that affect the shop owners' decision in choosing languages of shop signs are sorted descendingly by means according to the most affective ones. In general, language choice of shop sign is highly connected with shop location with mean (3.63), kind of merchandise with mean (3.57), socioeconomic class of customers with mean (3.45), media and travel for business with mean (3.42).

Table 17/ B: Means, Standard Deviations and Percentages of Factors that Affect Language Choice of Shop Names Moderately

No	Factors that affect language choice of shop names	SA	A	N	D	SD	Mean	Standard deviation	Level of Mean
1	English is used in shop signs to attract tourists' attention in my shop location.	12.1	47.7	8.4	25.8	6	3.34	1.16	Moderate
2	Using foreign branding is highly appreciated in my shop location.	13.9	44.3	12.1	19.9	9.8	3.32	1.22	Moderate
3	Using English in shop signs reflects the people's interest in this language and their tendency to learn and use it as a foreign language in our society.	10.4	43	14.4	23.5	8.7	3.23	1.18	Moderate
4	English is used in shop signs to increase sales.	7	25.5	10.7	46.6	10.2	2.73	1.16	Moderate

From the other side, Table 17/B reveals the lowest means that are connected with the ideas of promoting using English names to increase the shop's income (2.73), revealing high attitudes toward learning and using English as a FL (3.23), preferring brand names (3.32) and serving tourism (3.34).

4.4.1. Testing hypothesis (3)

H3) It is hypothesized that there are differences through cities in the factors that affect naming shops in English which are connected with the impact of media, branding, travelling for business, tourism and economic level of cities.

To test this hypothesis , percentage means and One Way Analysis of Variance(ANOVA) test analysis were conducted and results were as follows:

Table 18: Percentage Means and One Way Analysis of Variance (ANOVA) Test between Cities and Factors that Affect Language Choice of Shop Names

Factors	City			F	P-Value
	Ramallah	Bethlehem	Hebron		
Tourism : English is used in shop signs to attract tourists' attention.	65.3%	78.6%	56.4%	27.199	0.000*
Economic Level : English is used in shop signs to increase sales.	54.7%	56.2%	52.8%	0.541	0.583
Product Type : The kind of merchandise affects the language choice of naming.	66.9%	72.4%	74.6%	3.170	0.043*
Location : Language choice of shop sign is connected with my shop location.	68.6%	77.4%	72.0%	4.399	0.013*
Socio-Economic Level : Language choice of shop sign is connected with the socioeconomic class of my customers.	68.4%	69.1%	69.8%	0.095	0.909
Travelling : Travel increases the owners' tendency towards using English in shop signs.	66.3%	68.4%	70.6%	0.982	0.376
Media : Owners tend to look for foreign names for their shops through media.	69.4%	65.7%	69.9%	1.343	0.263
Branding : Using foreign branding is highly appreciated in my shop location.	70.2%	64.0%	65.4%	1.745	0.176
Language Attitude : Using English in shop signs reflects the people's interest in this language and their tendency to learn and use it as a foreign language in our society.	66.7%	67.8%	59.2%	4.048	0.018*

Since the test's P-values for these factors are less than 0.05, the results illustrated in Table 18 suggest the significance of tourism, product type, shop location and language attitude as independent variables that variously affect sign's language within cities. Whereas there are no significant differences through cities due to city's economic level, customers' socio-economic level, travel for business, media and branding since their P-values are greater than 0.05.

Regarding tourism, Bethlehem is the most affected zone by tourism with mean (78.6%), then comes Ramallah with mean (65.3%) and finally Hebron with mean (56.4%).

Regarding product type, Hebron with mean (74.6%) is significantly higher than only Ramallah with mean (66.9%).

Regarding shop location, Bethlehem with mean (77.4%) is significantly higher than Ramallah with mean (68.6%), while there are no significant differences between Bethlehem and Hebron or Hebron and Ramallah. Ramallah and Bethlehem are usually in a fair competition to attract the largest visitors from all over the world. The previous results announce Bethlehem's superiority over Ramallah regarding tourism since it's the major destination for Christian tourists in Palestine.

Regarding having positive attitudes towards English, Bethlehem with a percentage mean (67.8%) is significantly higher than only Hebron which has scored the lowest percentage mean (59.2%) in using English shop signs as a reflection of the inhabitants' interest in utilizing English as FL in the society, while there are no significant differences between Bethlehem and Ramallah's scores.

Previous results were also inferred by reviewing Tukey HSD Multiple Comparisons Post-Hoc Test that was utilized to deeply check differences between cities due to the independent variables of using English shop signs.

Table 19 : Tukey HSD Multiple Comparisons Post-Hoc Test (the differences between means are significant at 0.05 level)

Dependent Variable	(I) City	(J) City	Mean Difference (I-J)	Sig.
Tourism	Ramallah	Bethlehem	-0.665*	0.000
		Hebron	0.445*	0.010
	Bethlehem	Ramallah	0.665*	0.000
		Hebron	10.110*	0.000
	Hebron	Ramallah	-0.445*	0.010
		Bethlehem	-1.110*	0.000
Product Type	Ramallah	Bethlehem	-0.273	0.190
		Hebron	-0.383*	0.040
	Bethlehem	Ramallah	0.273	0.190
		Hebron	-0.110	0.760
	Hebron	Ramallah	0.383*	0.040
		Bethlehem	0.110	0.760

Location	Ramallah	Bethlehem	-0.441*	0.010
		Hebron	-0.171	0.489
	Bethlehem	Ramallah	0.441*	0.010
		Hebron	0.270	0.169
	Hebron	Ramallah	0.171	0.489
		Bethlehem	-0.270	0.169
Language Attitude	Ramallah	Bethlehem	-0.053	0.944
		Hebron	0.377	0.061
	Bethlehem	Ramallah	0.053	0.944
		Hebron	0.430*	0.026
	Hebron	Ramallah	-0.377	0.061
		Bethlehem	-0.430*	0.026

4.5. Results Related to the Forth Question

Question 4: To what degree do shop owners and customers stick to their Arabic identity regarding choosing the language of shop sign?

Table 20 reveals the shop owners' responses towards each item of sticking to Arabic identity in the process of naming shops as follows:

Table 20: Means, Standard Deviations and Percentages of the Reflection of Identity in Shop Names

No	The reflection of Identity in shop names	SA	A	N	D	SD	Mean	Standard deviation	Level of Mean
1.	Old-age owners adhere to their Arabic identity by naming their shops in Arabic.	19.9	50	12.5	15.2	2.4	3.70	1.03	High
2.	Using English in shop signs reflects the impact of English culture on my community.	10.4	54.4	10.4	20.1	4.7	3.46	1.07	High
3.	I have the freedom to use English shop names for the sake of personal and professional upgrading.	7.4	47.8	17.8	20.9	6.1	3.30	1.07	Moderate
4.	Arabic identity will vanish from my community because of the invasion of English-named shops.	8.8	19.2	8.3	47.5	16.2	2.57	1.22	Low
	Total	11.6	42.9	12.3	25.9	7.3	2.88	0.59	Moderate

The total value of mean indicates that the respondents' attitudes are medium, since the total mean value is (2.88) and therefore shop owners stick to their Arabic identity in naming shops moderately. Besides, that incorporates the massive effect of foreign cultures and values along with keeping the society's indigenous culture.

Results shown in Table 20 reveal the representation of Arabic identity in light of shop owners' views. The vast variety of respondents with (69.9%) agree and strongly agree that shop owners of old generations stick to their Arabic identity when naming and consequently vice versa is suggested. Using English shop names by mostly youth owners reflects the impact of English culture as agreed and strongly agreed by (64.8%) of them.

On the other hand, only (28%) agree and strongly agree that the representation of Arabic identity appeared in shop signs' language will vanish because of the invasion of English signs. This percentage somehow reveals the total disagreement of young-adult shop owners (52.3% ; the age percentage is reported in Table 2) towards removing their majestic identity while they are seeking for cultural and linguistic diversity unconsciously to accommodate with the world's modern revolution. (55.2%) of the respondents announced their personal freedom to adopt English names for their shops to achieve professional and social upgrading.

4.5.1. Testing hypothesis (4)

H4) It's hypothesized that the issue of identity is perceived differently according to shop owner's age and level of education, city, period of shop establishment, shop sign's language, and shop location.

To test this hypothesis, means, standard deviations and One Way Analysis of Variance(ANOVA) test were conducted.

Table 21: Means, Standard Deviations and One Way Analysis of Variance (ANOVA) Test of Arabic Identity in relation with the Independent Variables

Independent Variable	Category	Count	Mean	Standard Deviation	F	P-Value
City	Ramallah	100	2.91	0.61	0.398	0.672
	Bethlehem	100	2.89	0.55		
	Hebron	100	2.84	0.62		
Shop Location	Poor	150	2.98	0.61	8.014	0.005*
	Wealthy	150	2.79	0.56		
Age	18-35	157	2.83	0.58	3.303	0.038*
	36-55	108	2.87	0.57		
	56 or above	35	3.11	0.63		
shop sign's language	English	123	2.80	0.62	5.300	0.005*
	Arabic	121	3.01	0.58		
	Mixed	56	2.76	0.47		
Establishment Period	Before 1990	48	3.10	0.68	3.650	0.013*
	1990-1999	37	2.95	0.56		
	2000-2009	66	2.88	0.59		
	2010-2019	149	2.79	0.55		
Owner's level of education	University Level	173	2.84	0.54	2.390	0.123
	Lower than UL	127	2.94	0.65		

As seen in Table 21, it is concluded that there are significant differences in sticking to Arabic Identity regarding the language of shop signs due to shop location, owner's age, shop sign's language and the establishment period, since the test's P-values for these independent variables are less than 0.05, while city and owner's level of education are excluded.

Regarding shop location, it's clear that shop owners in the poor locations stick to Arabic Identity through having Arabic shop signs (mean=2.98) more than owners who are in the wealthy locations (mean=2.79).

To study the differences in sticking to Arabic Identity in light of age, shop sign's language, establishment period, LSD Multiple Comparisons Post-Hoc Test was used, whereas shop location didn't need post-hoc in One Way ANOVA because it has only two groups. Table 22 shows the results:

Table 22: LSD Multiple Comparisons Post-Hoc Test (the differences between means are significant at 0.05 level)

Independent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
Age	18-35	36-55	-0.040	0.846
		56 or above	-0.281	0.029*
	36-55	18-35	0.040	0.846
		56 or above	-0.240	0.090
	56 or above	18-35	0.281	0.029*
		36-55	0.240	0.090
Independent Variable	(I) shop sign's language	(J) shop sign's language	Mean Difference (I-J)	Sig.
shop sign's language	English	Arabic	-0.209	0.015*
		Mixed	0.040	0.904
	Arabic	English	0.209	0.015*
		Mixed	0.249	0.023*
	Mixed	English	-0.040	0.904
		Arabic	-0.249	0.023*
Independent Variable	(I) Establishment Period	(J) Establishment Period	Mean Difference (I-J)	Sig.
Establishment Period	Before 1990	1990-1999	0.158	0.601
		2000-2009	0.223	0.184
		2010-2019	0.312	0.008*
	1990-1999	Before 1990	-0.158	0.601
		2000-2009	0.065	0.948
		2010-2019	0.154	0.478
	2000-2009	Before 1990	-0.223	0.184
		1990-1999	-0.065	0.948
		2010-2019	0.089	0.737
	2010-2019	Before 1990	-0.312	0.008*
		1990-1999	-0.154	0.478
		2000-2009	-0.089	0.737

Regarding age, the mean scored by seniors (3.11) is significantly higher than the mean scored by young adults (2.83), in which it declares the seniors' sticking to Arabic Identity through choosing Arabic shop signs. In the same context, Arabic shop signs have scored a percentage mean (3.01) which is significantly higher than the mean of English shop signs (2.8) and bilingual shop signs (2.76). Finally, the oldest established shops (before 1990) are restricted to their Arabic identity by utilizing Arabic signs with a mean (3.10) which is only significantly higher than the newest established ones in the period 2010-2019 with a mean

(2.79). All these results show that youth shop owners are moving away from their domestic culture towards tremendous glorification of the global English in all aspects of life.

4.6 Shop Owners' Interview

All the interviews were classified into six themes: Level of English appeared in shop name, reasons for naming the shop in English, factors that affect choices when naming, representations of Arabic identity and the future of shop names in Palestine.

4.6.1 Ramallah

Theme 1: Level of English appeared in the shop name

Poor area: All the interviewees confirmed that they are good at English. Three shops were named through linguistic choices in using English translation for Arabic meanings which are 'dazzle', 'DVD box and 'Ramallah center'. Another one stated that he named his shop '1-2-shoe' as a joke and the last named his shop by writing the first letters of his brothers' and his name since abbreviations of personal names are mostly written in Roman alphabets.

When they were asked about the customers' comprehension of the shop name, 3 replied that customers usually ask them about the meanings, while the owners of '1-2 shoe' and 'Ramallah center' said that those names are known to customers. That indicates two things: 1) the minimal English level of customers that enables them to understand such simple, everyday used vocabulary (center and shoe), whereas to ask about mysterious meanings such as 'dazzle'. 2) The gap between the customers and owners' level of English which has appeared because of the borrowed names from other cultures.

Wealthy area: All the interviewees agreed on their appropriate level of English. Two owners preferred using foreign brand names on signs, so they chose 'Pablos shoes' and 'Jobedu' to name their shops, two named their shops in English by their personal name as 'Jaber for gift'

and '*Jamal Décor*' and one named his shop because of a social moral, thus she borrowed an English linguistic term '*Baby fist*'.

They stated that customers usually ask them about names especially international branding since they aren't accustomed with such newly invaded foreign brands in their country.

Theme 2: Personal reasons for naming the shops in English

Poor area: 4 owners named their shops because of personal or family decisions and only 1 from the internet. That indicates the owners' personal freedom of adapting the language they prefer. Moreover, they agree on its uselessness in increasing the profits; English is not highly affecting that area's economy.

Wealthy area: The use of English in Ramallah's wealthy area is because of foreign branding, decorative and personal purposes. One stated that foreign branding affects his shop with "better financial returns". Also, English was used by Baby fist's owner to present a feminist movement that seeks to apply campaigns for raising children's awareness at schools. She added that "English can be more understandable since there are foreign visitors and higher socioeconomic class at my shop's location".

Theme 3: Factors that affect choices when naming

Poor area: Answers of this question were varied between nothing, the socioeconomic level of customers, cultural and educational background of shop owner, type of product and shop location. It seems that the English naming process at Ramallah's poor area can be mainly affected by psychological, social, economic or geographic factors.

Wealthy area: By referring to the owners' responses on the factors that motivate English naming, one owner preferred English because of a personal mode, type of products was

suggested by 4 owners, shop location and kind of customers were both replied by 2 owners while only one referred that to the shop theme. These factors varied between achieving economic, psychological, social, educational, or geographic purposes.

Theme 4: Representations of Arabic identity.

Poor area: Four owners believed that naming shops in English affects the Arabic identity negatively and they were against this westernized phenomenon. Only one was opposed to them and said “we don’t have any Arabic identity”. These four shop owners confirmed their admiration of Arabic identity, however they were using English names. That implies how Arabic identity is losing its glimmer because of the hidden effects of foreign cultures on our thoughts, beliefs and actions.

Wealthy area: Three responses assured the negative impact of English names on their society, whereas two disagreed with them. In addition, three out of five owners were supportive of English naming since it’s “beneficial for tourism and economic scope” as said by one of them.

Theme 5: The future of shop names in Palestine.

Poor area: Only Two shop owners hope that Arabic shop names will increase in the future, whereas two stated that English will be the dominant language in shop signs. The last owner believed that English will be replaced by French or Turkish.

Wealthy area: Three stated that all signs will be written in English, one stated that he prefers “neutral signs” by using English-Arabic signs and the last was unsure about what will happen in the future.

4.6.2 Bethlehem

Theme 1: Level of English appeared in the shop name

Poor area: The three owners answered this question by giving a nearly percentage for their fluency of using English. The first owner's answer was 80%, the second was 70% and the third was about 30%. Personal names are written using English script on two signs and the other is a name of an American city '*Dallas*'. The low level of customers' education was reflected when *Dallas*' owner said surprisingly "most of the customers ask me about the meaning of my shop name".

Wealthy area: He confirmed that his knowledge of English is adequate for good communication with foreigners.

Theme 2: Personal reasons for naming the shops in English

Poor area: Owner of '*Dallas*' replied that travel was the motive for naming his shop in English. Another one stated; "because I love English, I used it on my shop sign and I think it gives a prestigious touch to the shop and sometimes helps in attracting the tourists". All the owners believed in the efficiency of English shop naming since it attracts the tourists who may go through Al-Madbasah street to reach the Church of the Nativity.

Wealthy area: The only interviewed owner didn't prefer to have an English shop sign, but while designing the sign, he found that English script is more "attractive and beautiful". Also, he added that most shop signs in wealthy areas are newly using foreign names, thus he defended doing so by saying "the individual influences society and is influenced by society".

Theme 3: Factors that affect choices when naming.

Poor area: Two out of three owners highlighted the importance of taking shop location into consideration when designing the shop sign. The other believed that “shop names should reflect the type of products displayed in shops” and that “English is the language used to show high prestigious products”.

Wealthy area: “Brand names are becoming widespread, but actually most of them are fake” as said by the owner. He claimed that real branding are superior to customers’ economic level at Bethlehem. Thus, not all brand names on shop signs are representative of the displayed merchandise, but instead they are used for attractive purposes. He added that real brands are common in Ramallah because it has better economy and high individuals’ financial income.

Theme 4: representations of Arabic identity.

Poor area: Only one shop owner agreed that Foreign shop names affect the Arabic identity negatively, but all of them supported this recent phenomenon because it serves tourism and gives a fashionable style.

Wealthy area: He doesn’t believe in the passive effect of using English in shop signs, but rather he considers it as a modern fashion in the society.

Theme 5: The future of shop names in Palestine.

Poor area: All of them were unsure of their vision about shop names’ future. Maybe that signifies the traders’ internal refusal of adopting English names because they don’t accommodate with their customers’ educational background and social class in that location.

Wealthy area: The owner replied “shop names will turn into English”. That indicates the overall acceptance and adaptation of foreign names at prestigious areas for the sake of social upgrading.

4.6.3 Hebron

Theme 1: Level of English appeared in the shop name

Poor area: One of the owners, aged 55 years old, studied English language at Hebron University. Thus, he has high proficiency in English. He said that his customers don't care about the name of his shop. The second owner, aged 22 years old, assured that his limited proficiency in English didn't prevent him from choosing an English name to attract the feminine customers since it is named after a famous foreign actor.

Wealthy area: An educated 34-year-old owner argued that his shop name isn't as much important as the shop's merchandise.

Theme 2: Personal reasons for naming the shops in English

Poor area: The first owner used English on his sign for decorative purposes, while the second one argued that English signs are useful in attracting tourists who visit Al-Ibrahimi Mosque. He added "the name '*Passionis*' sounds more prestigious than any Arabic name" and that he, as a designer, wanted to establish a new brand name that would be an international one in the future.

Wealthy area: He commented on the question by saying "to keep up with the dominance of English decorative signs in Ein Sarah street".

Theme 3: Factors that affect choices when naming

Poor area: He strongly claimed that shop location and kind of customers don't affect, since his shop location reflects the Arabic identity. Instead, by stating that "Foreign names are always international", he highlighted the importance of merchandise on the naming process. The second concentrated on the owner's personal aspirations.

Wealthy area: He answered “shop location and customers’ high social class”.

Theme 4: Representations of Arabic identity.

Poor area: The first owner was opposed foreign names by saying “We feel like we are outside Palestine”. He added “when we go to Tel Aviv for business, we find that most shop signs are written in Hebrew and that shows how they are proud of their language”. The second owner commented on that “it is impossible to abandon Arabic as it’s the language of the holy Quran”. However, “English is the language of business”.

Wealthy area: He commented by saying “All shops are moving towards naming signs in English. Only shops that offer traditional merchandise use Arabic signs. I am proud of my Arabic identity and I am against foreign signs, yet I need to be update and use English to attract customers.”

Theme 5: The future of shop names in Palestine.

Poor area: The first owner believes that “English shop names are considered as a fashion nowadays as haircuts and cloth styles and they will move away”. While the second one believes in its prominence over the years.

Wealthy area: He added that “Arabic signs will change into English signs”.

4.7. Customers’ interview

The customers’ semi structured interviews were divided into three specific themes which are: attitudes towards English language and foreign shop names, factors that affect their choices when go shopping and their preference of shop sign language.

4.7.1. Ramallah

A) Poor area:

Attitudes: An educated 41-year-old customer said “English is an international language that is mostly used by educated people.” He doesn’t comprehend all English shop signs because some of them are “meaningless” since owners borrow lexis that don’t cope with the society’s English proficiency; they are used for prestige or may carry brand names. He prefers Arabic names because it is the language of his country, but if he became a shop owner, he would use an English sign to keep with the shop location and his neighborhood’s signs.

Factors: “décor and lightning” attract him when go shopping.

Identity: In light of English naming, he confirmed its less impact on Arabic identity because it doesn’t match with his believes and identity. Instead, he added, owners tend to name shops in English because they are imitating others and because of the prestigious nature of the area. He concluded that English will widespread because new generations are traveling to other countries for business and as a result they will borrow those names from there.

B) Wealthy area

Attitudes: An educated 25-year-old customer stated that “English is universal and essential in Ramallah because of the visitors from other cities and countries”. He confirmed that English shop names are ‘more attractive and fashionable’.

Factors: He prefers shops with English signs since the calligraphy is “attractive and readable”.

Identity: He argued that social media leads the world nowadays and causes this phenomenon that affects Arabic identity negatively. He added, “it’s the responsibility of our Chamber of

Commerce that should control shops' naming process to keep with the customers' level of English".

4.7.2. Bethlehem

A) Poor area

Attitude: An educated 77-year-old customer stated that the use of English is widely increasing nowadays and that is due to Facebook and media. Whereas, the uneducated 59-year-old customer verbally attacked English by saying "money is the cause of corruption and the widespread of English is a result of that". He added that some traders in poor areas claim that they use foreign names because of tourists, whereas he assured that tourists don't care about their commercial shops as the ones near the Church of the Nativity, but rather they only go through those streets to reach the Church. He continued that shop owners in wealthy areas, such as at Al-Mahd Street, name their shops by foreign names or English scripts since they consider themselves as closer to the Western culture because of their Christian religion.

Factors: Both customers emphasized the impact of high quality of shop's merchandise on their choices when go shopping.

Identity: The first customer prefers Arabic shop names since she is proud of her native language. The second one concluded by advising the "silly" youth traders to glorify their Arabic language through using it in all their signage as the other nationalities do. As an example, he praised the Arab community in Sweden who uses Arabic shop signs as a symbol of identity in that foreign country.

B) Wealthy area

Attitude: An educated 27-year-old customer believes in English as a “glorified culture” and encourages to use it as a second language because of its universality. He declared that he can understand English names of shops, but 40% of population can't.

Factors: He also stated that shop names don't attract him, but instead the sales offered by shops and the shops' goods.

Identity: He strongly believes in the damage caused by foreign names on the Arabic identity, so he suggested using bilingual signs since Bethlehem is also visited by foreigners all over the year.

4.7.3. Hebron

A) Poor area

Attitude: Both customers assured their agreement on the importance of English since it is a “universal language”.

Factors: The first customer replied “Names don't attract me as décor and goods do”. The second replied “what attract me are the type of goods and shop owner's personality”.

Identity: The first customer argued “I am not happy with this phenomenon because that means Arabic isn't prestigious and that minimizes its value among others and helps in replacing the Arabic identity with foreign ones”. The second added that “ Arabic is the language of Quran” and he prefers to use bilingual signs to satisfies inhabitants who don't understand English as well as tourists.

B) Wealthy area

Attitude: One young customer revealed her positive attitudes by saying ‘I like to learn English as a second language’. The second replied “English is essential for all people because

they can only communicate with it when they travel to any foreign country”. The last replied “As an English teacher, I support the idea of acquiring English as a second language because it is an international language and essential for job requirements”.

Factors: The first customer answered “shop sign” because English names are “ more prestigious”. The second disagreed with her by saying “I don’t even notice the name of the shop, but I care about merchandise, especially brands, and shop window”. Moreover, the last interviewee said that shop windows attract her when go shopping and not the shop name.

Identity: The first customer didn’t have problems with the spread of English shop names and said “I am happy with that”. The second believes in its damage upon Arabic identity and added “We are an Arab country, so why not to be proud of that”. The last attacked English signs by saying “I hate English shop names because they annoy me, especially if they were meaningless and with spelling mistakes”.

4.8. Summary

Results of the shop survey measured the trend of using English names among the cities since it ranged from being purposive; in the first place in Bethlehem to attract tourists, or being symbolic to prestigious locations and customers and new opened shops; as in Ramallah’s both areas and Hebron’s wealthy area. It also covered one more track for this phenomenon; the rich and the poor, more shop names in the new fashion appeared in wealthy areas while less of that in less wealthy areas. Results of questionnaires revealed how well shop owners are aware of the reasons for that trend and its consequences on the Arabic identity that mostly appeared in Arabic shop signs that are mostly established before 1990 by old owners in poor areas.

Results of the interviews determined how the new generation of shop owners want to market their stuff to the new generation of young men and women by following the Western trends in shop naming that look appealing to them. However, customers were either supporters or opposed to this new fashion and their attitudes were influenced by different considerations, mainly education, age, city and language attitudes.

Chapter Five

Discussion

5.1. Introduction

In this chapter, discussion of results will be supported by previous studies from a sociolinguistic and psychological view.

5.2. Discussion Related to Language Choice of Shop Signs among the Three Palestinian Cities

Results of shop survey were in line with previous studies that revealed how Linguistic Landscape has focused on many aspects in light of language and its relation with society such as the spread of English in shop names (Cenoz & Gorter, 2009). It also identified the motives and interests behind the use of multiple languages in a particular area (Li, 2017). Identifying the study's boundaries is somehow challenging in LL studies. Thus, selecting certain shopping streets is one of the solutions that was adopted in this research as Cenoz and Gorter's study (2008).

Results of data tabulation of all shop signs (attached in Appendix A,B,C,D,E&F) revealed the linguistic diversity in naming commercial shops in the selected cities through the use of Arabic (the mother language in Palestine), English (a foreign language that is taught at schools and universities), and slight appearance of other foreign languages such as Turkish. These signs were primarily divided into monolingual and bilingual signs which are written in either English, Arabic or English-Arabic scripts. Other minor languages were excluded.

5.2.1. Monolingual Signs

Results reported in Tables 4, 6 & 8, pages 45, 47 & 49 confirmed that English shop signs are dominant in the examined rich areas in the three cities. In light of LL theory, languages of signs were investigated in Cenoz and Gorter's study (2006) and they found that the use of Basque in bilingual signs in Donostia was used as a symbol of identity and apparently that was not found in the investigated wealthy areas where the majority of signs are monolingual and written by Roman alphabets with a percentage of (66.2%) in Ramallah, (76.6%) in Bethlehem and (57.1%) in Hebron.

On the other hand, results of these tables showed that poor areas are overwhelmed with Arabic signs as expected in an Arab society. Besides, it was clarified by two customers in Hebron's poor area that owners of such areas tend to use Arabic signs because they are easier to be understood by the least prestigious and uneducated customers and visitors from inside and rural areas.

Following Labov's (1998) study in the US on the use of word-final -ing versus -in, the issue of prestige in shop names can justify the appearance of some languages in certain areas. In his study, he noticed the appearance of "-in" in the dialect of working-class men and concluded that there was a covert prestige in that dialect. Those men believed that their dialect was not accepted socially, but still using and considering it as a symbol of their group identity. That illustrates the case of Bethlehem's and Hebron's poor areas that are highly visited by working-class clients who agree on the covert prestige of Arabic shop names as an identification of their community.

Since English is considered the language of business, it has the overt prestige that is highly valued and accepted by the majority as was proposed by Labov (1998). In business, Arabic shop names may not carry the international endorsed prestige of English shop names,

but for the out group owners, those names still have their value because of the significant connotations of the identity they carry. So, Arabic shop names have a covert prestige that appears in a particular community (mostly poor areas), while English shop names have an overt prestige that appears in wealthy areas in the first place.

5.2.2. Bilingual Signs

It's remarkable that bilingual signs are affected by different geographic locations, thus used more in the wealthy areas. Table 5, page 46 highlighted the increase of tendency to bilingualism at Ramallah's wealthy area, and that may reveal having a bilingual society with citizens and visitors from different religious and cultural background, but sharing the same high socioeconomic status. Similar results were also inferred in the studies of Tan and Tan (2015) and Sadeghi and Richards (2015). The high degree of bilingualism in that area also suggests using English as a kind of overt prestige since it is mainly used in the official, educational and commercial domains.

Moreover, Table 9, page 50 showed the increase in the frequencies of bilingual shop signs in Hebron's wealthy area compared with its poor area, which are 30 to 13 respectively. That may indicate sharing the same economic status of Ramallah since the public economy plays a significant role in promoting bilingualism and globalization, while retaining the original identity as was concluded in Cenoz and Gorter's (2006) study.

On the contrary, Table 7, page 48 revealed no significance results between the two areas of Bethlehem in terms of bilingual signs, whereas showed the superiority of Ramallah's bilingual signs over Bethlehem's bilingual signs. Again, that means bilingualism is highly connected with the city's public economy more than its individuals' socioeconomic level.

Besides, the relation between the period of shop establishment and bilingualism was obvious in Table 13, page 53 which revealed the highest percentage (24.8%) of using bilingual signs in shops established from 2010-2019. In other words, the Palestinian society is moving towards bilingualism in shop signs in the last ten years. That can be due to the more active commercial exchange that Palestine witnesses these days which leads to open market with foreign countries, especially China and Turkey and borrow their commercial vocabularies in certain cases.

Indeed, the previous results are in-line with Gorter's (2006) discussion of the significance of LL studies in revealing how shop signs can be representative of the society's cultural diversity and especially the effect of English culture which is globally widespread in the 21 century.

5.2.3. Use of English in all Monolingual and Bilingual Signs

Many significant results were revealed in Table 10, page 51. They were interpreted as follows:

- The first result discussed how Bethlehem, as a tourist area, scored the highest percentage of using English in shop signs in wealthy areas among the three cities and that probably have two explanations:
 1. To attract foreigners and tourists, as were found by Selvi (2007) when he examined the use of English in Turkish shop signs, Ariffin and Husin (2013) where they investigated the languages used in store fronts among different Malaysian areas and Torkington's (2009) LL study in a Portuguese town (Almancil). In addition, it may be used to attract prestigious inhabitants as were stated by Tan and Tan (2015) in their investigation of signage in South Korea and Sadeghi and Richards (2015) in their examination of the

reasons behind using English in Uremia, Iran. Indeed, tourism is placed on the base of the pyramid in referring to the essential factors affecting English naming in shop signs in Palestine. Thus, using English is mainly purposeful and not only for prestige in that city; English has an overt prestige in Bethlehem's wealthy area.

2. The religious background might also play a role in preferring English signs as was reported by a 59-years old customer in Bethlehem's poor area that Christians, mostly settled in wealthy areas, have a religious belief in which they consider themselves as closer to foreign cultures and thus prefer using English.
- The second result shown in Table 10, page 51 was the preference of monolingual Arabic signs in Bethlehem and Hebron's poor areas. That could be ascribed to owners' adherence to Arabic language and local culture since most of them are middle and aged adults, as well as to the low socio-economic status of the customers in those areas. In addition, the interviewed customers at those areas were supporting the use of Arabic signs by declaring that "Arabic should be glorified since it's the language of Holly Quran" and "Palestinians must be proud of it". Another point to add is that Hebron's poor area is known for its religious commitment and its permanent preservation of the Islamic heritage. Therefore, Arabic shop signs give the citizen and the resident the impression that it is an Islamic Arab city. That idea was advocated by the report made by Al-Harithy (2010) on the resentment of the newly phenomenon of using English names in the LL of Mecca, Saudi Arabia.
 - The unexpected third result was the increased use of English signs at Ramallah's poor area which was closer to wealthy areas' percentages. That might have three possible analyses:
 1. Similar results were shown in Table 16, pages 56 and they all go in line with Labov's hypercorrection (1966) where he suggested that speakers of lower-middle class were

imitating those of upper-middle class in producing the rhotic /r/. Thus, the unexpected dominance of English-named shops in that area, mostly by owners with secondary educational levels, reveals certain domestic feelings of showing off to be civilized since English is used there as a high prestigious pattern. The same idea was stated by the 41-years old interviewed customer who claimed that owners of poor area are imitating each other in utilizing English shop names.

2. It reflects the shop owners' wishes to distance themselves from lower status and to become more like the upper ones and have better socioeconomic chances through the use of high prestigious language like English. All the interviewed customers at that area assured these results by referring their use of English signs for personal freedom, economic interests, social aspects or decorative factors.
3. It could indicate the cultural and educational awareness that owners and customers of that area are developing to accommodate with Ramallah's position as it is the most liberal, economic and cultural center in Palestine because of its administrative center (World population review, 2019).

To sum up, it is confirmed that the limited English signs at poor areas are only used for stylistic choices that give a prestigious touch and are applied by owners through two different strategies; the first is the individual freedom of owners to adopt a fashionable language as in the case of a few shop signs at Bethlehem and Hebron's poor area and the second is a collective movement towards civilization that is adopted by the whole society as in the case of Ramallah's poor area. Whereas, they are widely used for both stylistic and informative purposes at wealthy areas as a kind of overt prestige or as a communicating medium for the shop's merchandise.

5.2.4. Linguistic Meanings Appeared in English Shop Signs

The issue of naming is a linguistic issue, yet it is considered a philosophical one. In light of the philosophical theories of naming, proper nouns, such as shop names, are classified as meaningless units but have identities. 61.8% of the shop owners and most of the interviewed customers reported the uselessness of English shop signs in delivering meanings to spectators.

According to Frege's Sense-based theory, every singular term has a referent but different senses. For example, the sign "*Blue Eye*" at Bethlehem's poor area has one referent which is the eye, but also has different meanings; one refers to the human organ "eye" and the second refers to a belief of hanging a blue eye as a protection from envy. Although it has referred meaning to two referents, that may make such signs mysterious for many customers especially the working class.

Another one is Russell's descriptive theory that implies having a description for the name that is known by people. "*Flamingo*" at Bethlehem's wealthy area and "*Baby fist*" at Ramallah's wealthy area are two terms whose descriptions are supposed to be known by customers. However, that wasn't true as reported by their interviewed owners and so they are meaningless to the public.

The last theory is the direct reference theory by Mill (1843) that connects a name to a referent by using only letters, such as "*K5M*" at Ramallah's poor area. The owner used the first letters of his name and his brothers' names to name the shop. Although it might be known to neighbors, still it is mysterious to others.

These results may justify the use of bilingual signs as a way of illustrating meanings so that they correspond to the customers' level of linguistic awareness through the use of their

mother tongue. They also enrich the populations' lexis of English since their equivalents in Arabic are written alongside on signs.

5.2.5. Variables that Affect the Frequency of English Shop Signs

After testing the hypothesis that deals with the effect of four examined variables on the frequencies of using English signs, the results were discussed as follows:

1. Shop location: Results of Table 11, page 52 showed the dominance of monolingual English shop signs in wealthy areas with a percentage of (60%). Such a result is in line with Labov's theory of prestige where he found a connection between the social classes of the three New York department stores and the linguistic variations in producing the post-vocalic /r/. That exemplifies the prestigious status of English signs that is attached to wealthy areas. These results also go in line with Nordquist's argument (2018) where he attached the linguistic prestige with higher social classes.

2. Age: Results of Table 12, page 52 showed that English-named shops were owned by young adults (18-35) with a percentage (51%), whereas Arabic-named shops were mostly owned by seniors with a percentage (74.3%). These results go in line with many studies supporting Labov's theory such as Khosravizadeh and Sanjareh (2011) and Sadiq (2015) where they concluded that younger generations seek prestigious languages or linguistic forms to achieve better chances. That was also argued by a young adult shop owner at Hebron's poor area where he utilized a foreign name "*Passionis*" to be a good starter for establishing his own project and going towards globalization, and to sound prestigious so that it reflects high quality of merchandise.

3. Period of shop establishment: As shown in Table 13 page 53, shops established in (2010-2019) scored the highest percentage (56.4%) of English signs and the lowest percentage

(18.8%) of Arabic signs. Apparently, using English in shop signs is connected with modernity of shops and youth age. Since LL is a new field that studies the written form of language appearing in public sphere, all the related studies are recent and mostly deal with the spread of English in public sphere.

4. Level of education: As shown in Table 14 page 54, owners who are holding a university degree named their shops using the Roman alphabets with the highest percentage (52%). These results agree with Bernstein's study (1971) of language codes where he found that elaborated codes that suit educated persons were used by middle social class. Moreover, the results may be also explained in light of Ferguson's diglossia theory where a society could be affected by a prestigious acquired language like English, and as a result adopt it as the H variety and borrow its linguistic items to shop names. On the other hand, these results disagree with the findings of Kwak and Sojka (2010) where they stated that there is no relation between education and using or seeking prestigious foreign brands.

5.3. Discussion Related to Shop Owners' Attitudes towards Using English in Shop Signs

All the interviewed customers, except one, announced their positive attitudes towards English because of their awareness of its usefulness in all domains. For shop owners, there was a consensus that naming shops in English is a newly rising phenomenon in the Palestinian society during the period 2010-2019 (Table 13, page 53). The effect of owner's age on naming shops appeared in the respondents' agreement with a percentage (72.3%) on attaching Arabic signs to older generations (Table 15, pages 55). Consequently, these results implicate that English, the powerful international language that reflects prestigious status, has become highly appreciated and used by younger generations since it paves the way for good business, education, life style and opportunities as was stated by Sadiq (2015).

Results of items 3 & 4 reported in Table 15, pages 55 go in line with Ross's (1997) study in an Italian context and Thonus's (1991) study in a Brazilian society where all the findings justified the random use of English in shop signs for the sake of prestige, style and modernity without caring about English proficiency level of population. That's why one interviewed customer of Bethlehem's poor area described youth owners as "silly" because of their blind imitation of others in naming shops. To sum up, it suggests the use of English for stylistic purposes more than linguistic considerations.

From a psychological view and in light of connecting the results with Henri Tajfel's (1979) social identity theory, shop owners seem to be classified into two groups, in-group and out group. This theory, in social psychology, assumed that members of each group are affected by their group's social identity and thus are controlled by behaviors that strongly tie all the members to show self-esteem and solidarity. As revealed in Table 2, page 40, most shop owners were aged 18-35 with about (52.3%) from the total of sample. And recently from 2010-2019, the tendency to name shops in English was mostly rising by youth since (58.7%) of respondents believed that English shop signs are modern and more attractive for customers. The results also indicated that Arabic signs are preferred by aged shop owners with (72.3%). All these justify the split between generations into in-group that consists of young adult owners and out-group that consists of older generations. Apparently, the in-group seeks to show modernity and distance themselves from local behaviors and customs through the adaptation of English shop names and thus has higher positive attitudes towards Westernization.

Besides, it was claimed that English proficiency of mostly youth shop owners is becoming higher and that leads to the owners' agreement (61.8%) that they are using lexical borrowings that don't match with the community's linguistic awareness of English and thus considering these signs as "meaningless". That doesn't agree with Thonus's (1991) findings

that signifies the importance of English proficiency of customers in comprehending shop signs which reflect the displayed merchandise.

The moderate results of the item “English-named shops are more prestigious than Arabic ones” could be due to the different geographic classifications of respondents where Arabic is the mother tongue of Palestinians and thus expresses solidarity and group identity, and English is the language of high prestige that youth mostly care about it.

On the one hand, the (40%) of disagreement on shifting the Arabic names of shops into English in the future indicates the shop owners’ adherence to their domestic cultural heritage through sticking to Arabic-named shops. On the other hand, the (30%) of agreement and the neutral answers may reveal serious hidden threats on Arabic identity or misunderstanding of the idea.

The belief that customers look for English-named shops scored a moderate mean and accommodated with the analytical descriptive of the customers’ interviews where most of them argued that shop sign’s language doesn’t attract their attention while go shopping as inside-shop décor, shop window, type of merchandise and sales offered in do. As was also approved by the owners, names aren’t highly attractive for customers and that is opposed with Landry and Bourhis’s (1997) clarification of the informative function of shop signs in communicating the shop’s merchandise and attracting customers and may imply the limited English proficiency in most of the Palestinian cities.

5.3.1. Variables that Affect the Owners’ Attitudes towards Naming Shops in English

Results reported in Table 16, page 56 showed that shop location, language of shop sign and owner’s level of education are only the affective variables that play a role in determining the attitudes towards naming shops.

1. Shop location and shop sign's language: The positive attitudes towards English-named shops were higher at wealthy areas by owners of English-named shops. Repeatedly, this is well explained in light of the theories of Labov and Ferguson where they shed light on the relation between the socioeconomic status of the members and the language they use.

2. Level of owner's education: The surprising result upon positive attitudes of English naming gives superiority for the uneducated owners over the educated ones. That can be well explained in light of Labov's hypercorrection where the uneducated owners prefer English names for shops to exclude themselves from lower social status and seek social and economic upgrading. However, it doesn't agree with Khosravizadeh and Sanjareh's (2011) findings that suppose the direct relationship between owner's education and his enthusiasm to use English.

5.4. Discussion Related to the Factors Affecting Language Choice of Shop Signs

In view of the results in Tables 17/A&B, pages 57&58, language choice was highly connected with shop location, kind of merchandise, socioeconomic of customers, media and travel respectively.

1. Shop location: Results showed that the geographic classification of shop location as prestigious or less affects the shop owners' decision when naming shops. These results are similar to the argument proposed by Nofal et al. (2015) in that prestigious locations adopt high quality of merchandise to allure high socioeconomic class of customers and thus choose English names to show prestige. Besides, shop location may impose some owners to simulate their counterparts regarding shop sign language; it was stated by some interviewees that, as a member of society, an owner may be affected by his neighbors' behaviors and thoughts when naming his shop.

2. Kind of merchandise: In the three Palestinian cities, results showed that using English names reflects high prestigious quality of merchandise and thus can be more attractive than using Arabic. These results confirm the economic side of commercial signs which was the major interest of Cenoz and Gorter (2009) study of LL since signs reflect the quality of merchandise and as a result increase the shop's profits. Moreover, they raise the value of Hashmi and Mohsin's (2017) belief that a sign can be economic by being attractive.

As known, brands reflect the merchandise quality. Usually brands use English to convince the customers that the merchandise is valuable since it derives its power from a powerful country. Thus, adopting English in brand names reflects the powerful status of the merchandise. Results of LL analysis and interviews showed that foreign branding (FB) were highly appreciated and used at the wealthy areas because of the high status of customers and prestigious style of those locations. In addition, those areas are mostly visited by youth who seek prestigious brands which agrees with Kwak and Sojka's (2010) findings that connected the increasing tendency of young immigrants in the USA to more purchase expensive prestigious brands than other generations. The same results show Ramallah as the first city in using foreign branding because of its overall high economy and political position.

3. Customers' socioeconomic status: Results of Table 11, page 52 showed the interrelation between shop signs and wealthy areas as proposed by Nordquist (2018) where visitors of those areas have high social class and thus prestigious languages show up.

4. Travel: Most of the Palestinian shop owners travel outside, especially to China or Turkey, in order to import goods and thus use English as a lingua Franca. Some may be affected by the outside world as one of the owners interviewees in Bethlehem's poor area where he named his shop '*Dallas*' after the American city. Others may be amazed by foreign shop signs outside and imitate them inside as said by an interviewee of Bethlehem's customers.

5. Media: As an occupied society which isn't totally open to the outside, many youth shop owners seek uniqueness through searching for English or foreign brand names on the internet as a first step in establishing their own project, as was quite stated by passionis' owner in the interview of Hebron's poor area. These results agree with Rohde (1996) who quoted that media has helped in the prevalence of English worldwide more than what British colonialism did over centuries.

5.4.1. Variables that Affect the Factors of Using English Signs among the Three Cities

Results of Table 19, page 60 revealed significant differences among cities regarding the following affective factors.

1. Tourism: Bethlehem, the religious core of Christianity, scored the highest percentage regarding using English names for shops to attract the tourists' attention who come to visit the Church of the Nativity and buy some souvenirs. These results agree with many previous studies that highlighted the role of English shop signs in attracting foreign tourists in larger cities such as the studies of Ariffin & Husin (2013) in Malaysia, Selvi (2007) in Turkey and Torkington (2009) in Almancil, Portugal.
2. Kind of merchandise: The superiority of Hebron over Ramallah shows how shop owners of Hebron care about the informative function of signs proposed by Landry and Bourhis's (1997) in which they reveal the quality of shop merchandise to attract customers and also how they recently tend to modify and signify Hebron's position in light of their prestigious offered merchandise.
3. Shop location: The results reveal that the geographic classification of shop locations as poor or rich is an influencing factor in choosing a language that suits the socioeconomic status of that location and customers. Thus, shops of high prestige will reflect the degree of

prestige through the language of their shop signs and as a result adopt English signs at wealthy areas.

4. Language attitude: Although all the interviewed customers disclosed positive attitudes towards using English in society, owners' results in Table 19, page 60 showed that the lowest percentage mean of language attitude was at Hebron, while Ramallah and Bethlehem had an approximate high mean. That indicates the populations' high linguistic awareness and motivation towards using English in Ramallah and Bethlehem, while the opposite is suggested in Hebron since English seems to be used on shop signs for only prestigious and stylistic goals.

5.5. Discussion Related to Identity Appeared in Language Choice of Shop Signs

It's worth mentioning that LL shed light on the relation between languages of signs and cultural globalization, and by Trckova's belief, any examination of LL would reveal the society's identity. All these coped with the results shown in Table 21, page 63 and were summarized as follows: Arabic signs were mostly used by seniors and there is an expected agreement on attaching Arabic identity to old generations and referring the use of English signs to the impact of western culture. Thus, owners of poor areas at Hebron and Bethlehem show their adherence to their local identity since they hold over the Arabic features in their LL location as was recommended in Harethy's (2010) Saudi Arabian report.

5.5.1. Variables that Affect the Identity in Shop Signs

The issue of grouping was discussed by Ben-Rafael (2009) who argued that showing self-expression and group's belonging could be revealed through one's use of language (as cited in Gaiser & Matras, 2016) and the social identity theory by Henri Tajfel (1979) who believed in giving one a sense of belonging, and privacy through grouping. Results discussed in Table 22, page 64 revealed the hidden split between generations of shop owners through

having two groups since there is a clear effect of shop location, owner's age, sign's language and period of shop establishment on the identity existed in shop signs' language.

In light of the preceding theory, evaluating a community as "in-group" and "out-group" follows three mental processes:

1. **Categorization:** As mentioned, there are two groups in the theory of social identity; in-group and out-group. The in-group keeps on advocating its self-image through enhancing the group's status in the case of shop names which can be achieved by using a powerful language like English for shop signs.

Results of Tables (12,13,14,15) showed that frequencies of English signs depend on shop location, owners' age and level of education and shop's period of establishment. Thus, categorizing can happen in light of these variables that describe the in-group as mostly youth educated owners who have newly opened shops in wealthy areas, while the out-group as mostly uneducated old owners who have established their old stores in poor areas.

2. **Social identification:** The members of the in-group must adopt the group's identity to show belongings, yet others have personal freedom to join the in-group by following its rules. That explains why most of youth owners and newly opened shops in wealthy as well as in poor areas have English signs to associate themselves within the in-group.

Moreover, as shown in Table 16 and reported in the interviews, the high positive attitudes of some uneducated owners towards using English signs can be also a motive to adopt the identity of the in-group.

3. **Social comparison:** After going through the previous processes, the in-group seeks to compare itself with the other group as being more fashionable, attractive and modern. In this stage, the competition is not a matter of preferring one language over another, but is a matter of competing identities. Since most of the shops in the selected poor areas are

owned by older generations who prefer Arabic monolingual signs, it seems that there is a hidden conflict between the existence of arabization that is mostly progressed by the out group owners and the rising of westernization that is adopted by the youth in-group owners.

To sum up, it's something good to integrate new cultures and languages in the public sphere to keep pace with the era of global revolution glorifying English in all aspects. But, as an Arab society, owners should be proud of their holy language; this can be achieved by utilizing bilingual signs for their shops to show the identification of their origin, culture and identity.

Chapter Six

Conclusion and Recommendations

6.1. Introduction

From 2010 to 2019, the Arab Palestinian society witnessed a new revolution in shop names by the invasion of foreign languages into shop signs such as English, Turkish and Italian. The prevalence of English shop names over other foreign languages was revealed by sighting the LL in three cities. Thus, this study aimed at conducting a study on commercial shop signs that use English and Arabic and excluded other rarely used languages. Analysis of the results which were collected through a survey of shop signs, a questionnaire and semi-structured interviews answered the study's four questions and proved that the hypotheses were valid. Answers indicated language choice of shop signs at three Palestinian cities regarding prestigious and less prestigious locations, attitudes towards using English names, factors behind naming processes and the impact of this phenomenon on Arabic identity.

6.2. Language Choice of Shop Signs within Three Palestinian Cities

The linguistic landscape of the Palestinian society is divided into monolingual and bilingual signs, mainly using English and Arabic.

- **Monolingual signs**

Regarding language choice, it is assumed that frequency of English signs depends on shop location, shop owner's age and level of education and period of shop establishment. For the first variable, results of shop survey and questionnaire analysis show that English monolingual signs are centered in wealthy areas more than in poor areas, while Arabic monolingual signs are highly used in poor areas. As revealed, English-named shops show overt prestige since there is an agreement on the English value in the world of business, while

Arabic-named shops show covert prestige because they are used to reflect the Arabic touch in society despite the owners' belief of its inferior status in business.

The highest percentage of English signs in wealthy areas within the three cities is found in Bethlehem, then Ramallah and finally Hebron. A surprising result, regarding poor areas, shows that Ramallah uses English signs more than the other two poor areas, as a way of seeking higher social and economic status. The use of English signs can be due to stylistic choices or personal freedom in poor areas and due to stylistic, economic, religious, linguistic or collective choices in wealthy areas.

For the other variables, results show that the percentage of English-named shops is significantly owned by educated and young adults and higher at shops established in the period of 2010-2019.

- **Bilingual signs**

Regarding bilingual signs, it is remarkable that they exist more in wealthy areas, particularly in Ramallah, which serves as the political and economic capital of State of Palestine. Besides, Hebron's wealthy area comes second in utilizing them since they are used as a way of showing loyalty to Arabic along with seeking prestigious upgrading. In terms of Bethlehem, results show no significance within its two areas.

6.3. Attitudes of Shop Owners towards the Invasion of English Shop Signs

The owners' attitudes towards using English names in all cities are positive but not high. Highly stated in the questionnaire's responses, English names are adopted by shop owners because they are recent, modern, fashionable to youth owners and attractive for customers. Results of the questionnaire and interviews deny the overwhelming prestigious status of

English names which convinces customers to look for these foreign-named shops and removes the Arabic touch that is reflected in shop signs in the future.

It is assumed that attitudes towards English names are varied in cities, owners' age and level of education, language of shop sign, shop location and period of shop establishment. Results reveal that higher positive attitudes are only attached to wealthy locations, owners of English-named shops and less educated owners. Again, the uneducated owners are moving themselves to high middle classes for the sake of prestige.

It is claimed that most of English signs are "meaningless" for customers since there is incompatibility between the English lexis borrowed by shop owners and the customers' English proficiency who some of them complain of the vague meanings or orthography used. In addition, some interviewed customers complain of the font type and spelling mistakes found in some English shop signs.

6.4. Factors of Using English signs

Thoroughly after investigation, the use of English in commercial shop signs form a LL that reflects the society's regional and social variety, Western cultural impact and commercial interests. Sequentially ordered, it is found that Palestinian shop owners seek English names to cope with prestigious shop locations, reflect merchandise of high quality and suit high socioeconomic status of customers, as well as being influenced by Amazon and business travel that help in expanding the horizon of knowing prestigious foreign names and brands. Other factors such as attracting tourists, branding, increasing sales and revealing language attitudes aren't highly considered in owners' minds when choosing English names for their shops.

At the level of the three cities, it is hypothesized that processes of naming shops in English are varied within cities and controlled by the impact of media, business travel, branding, tourism and economic level of cities. Results show that only four factors can affect language choice within the cities and are ordered in light of their significance as follows:

1. Regional factors: English signs are used mainly to attract tourists' attention and that leads Bethlehem to score the highest percentage of using English shop signs among cities because of its religious significance for Christians over the world.
2. Commercial factors: English signs reflect high quality of shop merchandise and results of owners' survey show Hebron higher than Ramallah. It should be noted here that this result is based on an opinion survey that reflects subjective attitudes. In fact, using English in shop signs is a newly rising fashion in Hebron and as a result its shop owners are highly affected by that and believe that they are exceeding other cities in providing clientele with distinctive merchandise. Whereas in Ramallah, shop owners are used to display the elite of merchandise many years ago since Ramallah is more opened to civilization and occupies the first place in importing high prestigious merchandise and brands.
3. Socioeconomic status: Bethlehem exceeds Ramallah due to having higher socioeconomic status that is connected with its religious significance and tourist destination.
4. Attitudinal factors: High positive attitudes shown in Ramallah and Bethlehem reveal the population's interest towards engaging English as a foreign language in all aspects of life, not only in shop signs. On the contrary, low language attitudes shown in Hebron reveal the stylistic purposes behind using English signs in this society.

6.5. Reflection of Identity in Shop Signs

Some believe that shop signs don't affect identity. Yet, they are part of the language that is very ingrained in culture and identity. Results show that sticking to Arabic identity in naming shops isn't highly reflected in the owners' responses. Such results threaten the domestic identity of the Arab society that should be highly reflected in all life domains.

Besides, results show that shop location, owners' age, shop signs' language and period of shop establishment are all indicators of identity's adherence or disregard. In light of those results and through connecting them with the social identity theory by Tajfel (1979), shop owners are divided into two groups from a psychological view. 1) The in-group consists of mainly young educated adults who seek English-named shops and own new fashion shops in wealthy locations that are visited by customers of high social class. 2) The out-group consists of senior owners who prefer Arabic signs and own shops mostly opened in poor areas that are visited by customers of low social class. Community Solidarity or personal freedom explains why certain areas such as Ramallah's poor area or some uneducated owners in poor areas distinguish themselves within the in-group cycle to seek modernity and prestigious status.

To conclude, it should be noted that shop names are part of the language and language is part of identity. Enhancing the use of Arabic language in Arab countries gives the sense of national belongingness and helps in removing the danger threatening it which is caused by many aspects, such as the glamorous globalization of English, the replacement of standard Arabic with colloquial Arabic at schools, universities and all life domains, the early start of teaching English at schools so children would have problems in excelling the skills of their mother language, the shift to English as the language of higher education and private schools and recently the spread of English or foreign shop names.

Keeping with civilization regarding using foreign shop names may increase personal interests, but if Palestinian owners remove the Arabic authenticity from public spheres, Arabic will gradually lose its value, especially in the eyes of coming generations. It's worth mentioning that any language is empowered by its people. So, it's the responsibility of Chamber of Commerce to put laws for using bilingual signs in order to show the charm of Arabic while keeping with a civilized touch through the use of English names and foreign brands.

Recommendations

Since this study is recent and has investigated the languages used in shop signs of Ramallah, Bethlehem and Hebron, it is highly recommended to conduct similar studies on shop signs at other cities in the Palestinian territories. Moreover, researches can be carried out to compare different locations in poor areas in terms of their period of shop establishment such as comparing Hebron Center (A) with Hebron Center (B). Studies can also focus on the analysis of orthography and semantic features of shop signs. Finally, further studies can measure the effect of other variables, such as type of shop business and governmental (top-down) and private (bottom-up) signs, on language choice of signs. A fruitful study could also compare signs of men's shops with women's shops.

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Appendix A

Commercial Shop Signs in Ramallah's Poor Area (downtown)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign Branding
		English into Arabic	Arabic into English	
Corner 29	معرض عبدالله خلف للاتصالات	سانت لوران	Rastaka	KAZZ Jeans & more
Relax Café	عصفور للمطربات والزي الشرعي	ستوديو زووم	Micheal Shamiah	Nike-Store Ramallah
Tomorrow	ورد للاتصالات	أوسكار شوز	Abu Khalaf	eva shoes
Diamond	الحواري للمجوهرات		Issa Shamieh	Oyshe
Fashion shop	الخليجية		Meirna	Lee store Ramallah
Tala Shoes	الزهراء للسجاد			Polo
Red point	سوبر ماركت أبو عين			itunes
Tit4Tat	مطعم وقطائف أبو عدنان			MAX MAN
Gentle man	بهارات الريان			
Classic	محمص الوليد			
Angel	ما بعد حيفا			
Ruby jeans	الساحوري للزي الشرعي			
Dazzle fashion	السوداني فاشن للزي الشرعي			
Pinky pinky	الشهبندر للجينز			
CUTE	حور الجنة للزي الشرعي			
1-2-shoe	الكمال للزي الشرعي			
K5M	التخبة			
Dvd box	خمس نجوم			
Ramallah center	معرض أبو جمال البتلاوي			
True Blue	أميرة دبي			
Relax café	الأصفهاني للفرش المنزلي			
	خمس نجوم			
	كروان			
	الطاهر			
	مسودي			
	حلويات الريف الفرنسية			
	محلات أبو سليم			
	غزل			
	استيرق			
	سمرا لمستلزمات الصالون			
	يافا فاشن			
	صابون بلادي			

	السندباد			
	البلد جينز			
	بدران مول			
	الطيبات			
	السفير التركي			
	مطعم الوجبة			
Bilingual signs				
Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E-A)	Foreign branding and Arabic translation
Pistachio فستق حلبي	Basman بسمان	GQ جي كيو	Al-Balad jeans البلد جينز	Carina shoes أحذية كارينا
Magic dress اللباس السحري	Al-Zughair الزغير	Violet فيوليت	Al-Ameer Fashion أزياء الأمير	
FREIJ Stores محلات فريج	Saloom سلوم		Sindibad السندباد للجينز والأحذية	
Abu Sara Fashion أبو سارة للأزياء	Zayed زايد		Infinity accessories انفينيتي للمجوهرات	
	Salem سالم		Mahata Jewelry مجوهرات المحطة	
			Tala modals تالا موديلز	
			Zeina style زينة ستايل	
			معرض الشعلة للأجهزة الكهربائية HITACHI	
			Cosmetics نهفات	
			Birro محمص العائلات	
			Florida gifts معرض فلوريدا	
			Floral فلورال	
			Aljebrini fashion الجبريني فاشن	

Appendix B

Commercial Shop Signs in Ramallah's Wealthy Area (Al-Irsal Street and Western Ramallah area)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign branding
		English into Arabic	Arabic into English	
Classy fashion	العوادة ميني ماركت	جاليري للأثاث والمطابخ	Hindo	Chic boutique
Fancy fashion	المختار	أتوكار	Siraj	Colin's
House of style	الافتاوي للعائلات			Miss Lola
Rana house centre	جمان للأثاث			Bella Natural cosmetics
European pastry	صيدلية نجمة			Lola kids
Grand stores	محطة الارسال للمحروقات			Mac simon
Level fashion	تنور عادل			Popeyes
Rama fashion	ياسمين سنتر			Domino's pizza
Sudani center	كلاج عمر			Crocs
Al-Rami motors	شركة بيرنبالا للبلاط والسيراميك			luminous lighting
April Ramallah	معرض دبي للأثاث والأجهزة الكهربائية			KandM
Me @ my accessories	السويطي سنتر للأجهزة الكهربائية			Babybee
Thursday outfit	أبو موسى المنصورة			Babylist
Robina	الأخوة ومرفق للأدوات الصحية			Pablos shoes
Classic light	ملحمة البوادي			Jobedu
Galleria Home Décor	أم عطا للمطرزات			Chili House
Sumerian Fashion	المعرض الفني للتجهيزات الكهربائية			Sega Fredo
All days mini market	هنديلة هوم سنتر			Eva fashion
Top corner	مطعم خليك بالبيت			
Brothers	الحذاء الأخضر			
Jamal Décor	زمن			
Jaber for gift				
Jasmine café				
Stars café				
Sbitany Home				

Bilingual signs				
Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E-A)	Foreign branding and Arabic script
World lingerie عالم الداخلي	Hinn صالون الحن	Slice restaurant سلايس	Zughayer shoes & fashion الزغير	KFC دجاج كنتاكي
J. Kishek Sons Foreign Exchange شركة جريس كشك للصرافة	Balqis بلقيس	Highland هاي لاند	Dunia fashion معرض دنيا	Pizza Hut بيتزا هت
Damascus sweets حلويات دمشق	Zalatimo زلاطيمو	Oasis أواسز	Bicycle ملابس وأحذية	GJC men's wear شركة القدس للألبسة
Bank of Palestine بنك فلسطين	Jawharat Altomoor جوهرة التمور	Best Eastern Hotel بيست ايسترن	Shtayyeh fashion اشتية فاشن	Polo بولو
	Jory جوري	Super light سوبر لايت	Daraghmeh center مؤسسة ضراغمه	Java coffee جافا كافي
		Mac sandwich ماك ساندويش	Hilweh center حلوة سنتر	
			Al-Jamia'a cars الجامعة للسيارات	
			Zughaier sports الزغير سبورت	
			بوتيك غزل Kids	
			Sharabati Fashion شرباتي فاشن	
			Yasmeen centre ياسمين سنتر	
			Tamara shoes تمارا شوز	

Appendix C

Commercial Shop Signs in Bethlehem's Poor Area (Edhisha and Al-Madbash downtown)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign Branding
		English into Arabic	Arabic into English	
Bethlehem Star Hotel	محمص وقهوة ازحيمان	توب لاین		Stella Bella
Nada Style	ملحمة الربيع الحديثة			Atrakzia Fashion
Jerashy Stone	معرض عيسى للأحذية			
Blue Eye	الزهراء للانارة الحديثة والكهرباء			
No name	معرض بيروت للألبسة الرجالية			
Meera Center	صالون الأناقة للسيدات			
Faraj Saloon	العالمية للمطابخ والديكور والأثاث			
Angel Fashion	أبو عمار للمطابخ والأثاث			
Marmara Home	أبو بلح للأراجيل			
Al Huda (Gas Station)	البيت الشامي للدواجن			
Step by step	قهوجي			
Mays Shoes	العلاري للكمبيوتر والانترنت			
Zorba for men	معرض أبو محمد للمطابخ			
Fofu beauty	غرناطة			
I & S Fashion	مجوهرات البحرين			
David	صيدلية الحياة			
	أزياء رهام			
	مخبز ومعجنات أبو قويدر			
	مؤسسة يافا للأحذية والألبسة الجاهزة			
	أبو هليل			
	ملحمة السلام والمحبة			
	الملوكي للسجاد			
	الكرمل 3			
	بيتزا ومعجنات البيك			
	ملحمة ومشاوي الاخلاص			
	ليالي للأزياء			

مطعم أبو العدس			
صقر للكمبيوتر			
نعوم صبايا - شباب			
المكتبة الأهلية للقرطاسية والهدايا			
معرض المنى			
أزياء باسم			
مركز فراس التعليمي			
الوردة الحمراء			
كراميش للألبسة الجاهزة			
مطعم الغدير			
مطعم وشاورما الأمير			
السنديان			
المطعم العربي الوحيد			
مؤسسة باب الحارة للألبسة			
مفروشات الهلال			
أحذية سامر القربي			
عالم التنزيلات للجينز			
ملحمة تمارة للدواجن			
مطعم عماد الشعبي			
مفروشات خضر جاد الله			
مقهى ركوة عرب			
حديقة الشيماء			
ملحمة الأخوة			
عالم المفروشات			
مكتبة الأمل			
صيدلية الوفاء الجديدة			
أزياء البراعم			
مجوهرات ريماس			
سوبر ماركت علاء			
ميني ماركت الأخوة			
روعة كوزماتكس			
يزن ستايل			
جعفر سنتر			
القربي سنتر			
الصرفندي سنتر			
نثریات السيوري			

Bilingual signs				
Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E – A)	Foreign branding and Arabic translation
Abdeen Jewellery مجوهرات عابدين		Dallas دالاس	M-sixty مول	Tito Shoes أحذية تيتو
Al Sbitany & Sons co. شركة سبياني وأولاده			Mograbi Mall مغربي مول	
Jaber sweets حلويات جابر			Foods Restaurant مطعم	
Shalabi Shoes 2 أحذية الشلبي			Obaidallah Supermarket سوبر ماركت عبيد الله	
Bayt Al maqdes jewellery مجوهرات بيت المقدس			Al Mograbi Mall المغربي مول	
Al –Quds Stationery مكتبة القدس			Lela Cosmetics ليلي كوزمتكس	
Bethlehem Hydraulic هيدروليك بيت لحم			Abu Al Adas محمص وبن أبو العدس	
			Al samman sport السمان سبورت	
			Assalam Pharmacy صيدلية السلام	
			Al Shaheed Jewellery مجوهرات الشهيد	
			Al- Habib Sweets حلويات الحبيب	

Appendix D

Commercial Shop Signs in Bethlehem's Wealthy Area (Al-Mahd and Beit Jala Street)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign Branding
		English into Arabic	Arabic into English	
Abu Rumman center	لبنان سناك س كوكتيل وكافيه		Al-anaqa salon	Premium brands
Gloria café (espresso & more)	سوبر ماركت رامي		Abu Shamsiah	X-BRAND
Shawerma house	معرض خوري		Scarbina	Stars & bucks café
Johny salon	المطعم الصيني			Polo Kids
Firas optics	مطعم أبو عليص			Twenteen Fashion
Mitri jewelry	مطعم الدولار			Lucci fashion
Ciabatta & more	محطة صاباب للمحروقات			Firefly burger
Ramzi burger	أزياء هالي			Polo classic (men)
Supermarket 1	رملوي سنتر			KFC
The golden bakery	معرض خوري للبلاستيك			Amigo Stay in fashion
Bandak market	العوساني لقطع السيارات			Domino's pizza
Saint georgios	صيدلية ابن الهيثم			Red hat Technology
Issa market	محمص ليانا			HIK Vision Technology
Happy family	رملوي سنتر			Beauty Arena
Lucky burger	السنديان للألبسة			
Saint joseph souvenir store	عالم التنزيلات للجينز			
Prince of peace	الملكية للمناسبات			
Diamond jewelry	ميني ماركت السعادة			
Bethlehem nativity souvenirs				
Caesar				
Flamingo				
Just 4 you				
Dweik center				
XY				
Curvy				
AL SHALABI Style				
AL SHALABI Fashion				
Mays Al Reem				

Fashion				
Zone				
Jumbo supermarket				
Jafra kids				
Shadi style				
My baby				
Dazzle fashion				
Giacaman market				
Digital Telecom				
Happy baby				
Be style				
ADEL's men				
Milano				
Milano happy land				
Bilingual signs				
Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E – A)	Foreign branding and Arabic script
Flower garden حديقة الزهور	Zuwadeh زوادة	Palace Salon صالون بالاس	Sababa Tent Restaurant صبايا مطعم	Popeyes بوبايز
Assel Salon صالون أسيل	Jerrashi الجراشي		Sajwich Restaurant صاج وبيش	
Peace restaurant مطعم السلام	Jafra جفرا		Abdeen Jewelry مجوهرات عابدين للفضة والساعات	
Optica Ghassan نظاراتي غسان	Al-Koukh الكوخ		Lounge كيو	
Abu Shanab Restaurant مطعم أبو شنب	Jawal جوال		Al-Manar محامص المنار الذهبية	
Caesar القيصر			Sweets & more ميني ماركت المهدي	
Jeusalem Garden حديقة القدس			Al-Razi pharmacy صيدلية الرازي	
Dibs Hospital مستشفى الدبس			Al-Sofara Restaurant مطعم السفراء	
			Annojoum Fashion أزياء النجوم	

Appendix E

Commercial Shop Signs in Hebron's Poor Area (Bab Al-Zaweyah area)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign Branding
		English into Arabic	Arabic into English	
"Brand" Gift & accessories	الزمردة للأدوات المنزلية	انفينيتي		New Tel Samsung
Paris fashion	الجزيرة للاتصالات والكمبيوتر	سبيشل كيدز		Pastel cosmetics
Smile is happiness	نواعم	ستي ستارز		
silver stone	علي بابا			
	جزيرة العرايس			
	قصر الأنبيات للأزياء			
	أحذية شهرزاد			
	رداء العرايس للأزياء			
	بنت الأكابر للأزياء			
	صيدلية الشفاء الجديدة			
	الدويك للثريات والألعاب			
	مكتبة دنديس العلمية			
	العماد			
	نحو جيل قارئ			
	شادي للتصفية التركية			
	محلات الدويك التجارية			
	قصر النبلاء للأزياء			
	أزياء ليندا			
	معرض النور للأحذية			
	مجوهرات البادية			
	الشركة التركية للأدوات المنزلية			
	معرض الكرنك الجديد			
	معرض الوليد للمفروشات والثريات			
	مجوهرات الاخلاص			
	أزياء ليالينا			
	محلات الملك			
	معرض الزغل للأحذية			
	الصفا والمرورة للألبسة			
	أزياء الدويك			
	معرض رامي للأزياء			
	حاتم للأزياء			

مؤسسة الزهراء للألبسة			
السنافر			
مطعم أبو ربيع			
صيدلية الرازي			
أية للزي الشرعي			
شاور التميمي			
شاور للأقمشة			
أبو عفيفة للأزياء			
عابدين للصرافة			
عايدة			
حلويات الخليل			
شاورما الضيعة			
أزياء الشيماء			
جواد الدويك للأدوات المنزلية			
الحوريات			
أحذية الدويك			
أزياء الباشا			
مجوهرات الصفا والمروة			
مجوهرات دبي			
مجوهرات الأخوة			
بيبي مبسوط			
العروسة فاشن			
أحمرو ستايل			
يونس سنتر			
مارد سنتر			
جوري سنتر			
أحمرو ستايل			
يونس سنتر			
مطعم وفلافل طهوب			
الحوت سنتر			
المجنون مول			
فادي فون للاتصالات			
فينيسيا للاتصالات			
مطعم أهل الدار			
دنيا الصبايا			
حلويات الحاج زاهده وأولاده			
صيدلية الأمة			
شركة الحرمين للصرافة			
التوحيد سنتر للألبسة			

	الخليل سنتر للألبسة			
	الشرابصي للبرادي والديكور			
	مجوهرات نمر الجياوي			
	أبو اسنييه للخضار والفواكه			
	مجوهرات الحاج عبد أبو اسنييه وأولاده			
	مجوهرات الحروب			
	مجوهرات القدس			
	مكتبة الشرباتي			
	مجوهرات حسونه			

Bilingual signs

Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E – A)	Foreign branding and Arabic translation
أزياء الرجال men's fashion	Falfelha فلفلها	Dandis bookhouse دنديس بوك هاوس	nice (2) أرقى السبورات الشبابية	
وزوز للصرافة Wazwaz Money Exchange	Daraghma ضراغمه	Moda shoes مودا شوز	ماسة Style	
مخابز عادل فنون الآلية Fanon Bakery			Ten Ten الفلاح - للأطفال	
Sharabati's Bookshop مكتبة الشرباتي			القناص Moda	
			Lubna للألبسة الداخلية	

Appendix F

Commercial Shop Signs in Hebron's Wealthy Area (Ein Sarah Street)

Monolingual signs				
English	Arabic (with some English Arabized nouns)	Transliteration		Foreign Branding
		English into Arabic	Arabic into English	
Sport center	الشريف للرياضة	سوبر تيك		Q- candy
White comfort shoes	بصريات العنان		Shanab	Mango
Next mobile	مؤسسة التكامل التجارية			Nutella Ein Sara
Lamasat Cleopatra accessories	مكة لهدايا الحج والعمرة			CHI CHI accessories
pizza one & more	مسمكة سفينة الصياد			Pastel cosmetics
Heaven Fashion	دار العماد للنشر والتوزيع			Charmaine شارمين
Snacks market	ملك الأراجيل			Chicco
Lamees cosmetics	ملحمة الديك الذهبي			
Karamello	مفروشات عصفور			Jadore
Natsheh Kids	بوتيك الشام			Natural looks
story style	المحمصة اللبنانية			Brono Salon
gentle kids	أسماك جميل دوفش			Keda trading company
Elegant woman	مخبز وحلويات الحداد			Fox outlet
Plastic center	عالم الكراميش			
Hi fashion kids	بهارات السعيد			
GO cell mobile store	مفروشات زلوم			
Zoom cosmetics	قهوة حماده			
Smart Man	سوبر ماركت التنشئة			
Tell Media	ملحمة الشعب			
Turkey Style	أزهار دنديس			
Cloud Phone	صيدلية شروق			
Bader Home center	أزياء سامح			
Olivia	نيروخ للألبسة الرجالية			
Smart phone	صالون كرستينا للسيدات			
My lady	القدسي سنتر			
Doctor baby	مشغل ومعرض السلايمة			
Mays Rose	مؤسسة الدويك التجارية			
	شاور للأدوات المنزلية			
	كينة للفضة			

Bilingual signs				
Translation	Arabic and transliterated into English	English and transliterated into Arabic	Mixed (E-A)	Foreign branding and Arabic script
House of Brands بيت الماركات	سارة Sara	corner shoes كورنر شوز	السيد gifts & more	سترمس SETRMS
مخابز عادل فنون الألية Adel Fanoun Bakery	ميس Mays	انفيني تي Infiinity	شغل الخليل Shoe shop	دجاج كنتاكي KFC
مطعم ماهر الشريف Maher Alshareef Restaurant	رستنة Rasta2h	Yummy chicken مطعم يمي تشيكن	Sham Style شام ستايل	
مكتبة دنديس Dandis Bookshop		Majestic ماحيستك للفرش المنزلي	للكمبيوتر city site	
Karameh Pastry حلويات كرامة	حضارة Hadara	Hammouri center حموري سنتر	أميرة سنتر cosmetics	
الحرباوي للأدوات المنزلية Herbawi household	سما Sama	Ketcake كت كيك	أبو شكر هوم للأدوات المنزلية Abu Shokur Home	
حسونة للأدوات المنزلية Hassounah Household			حلويات السهل الأخضر AL_SAHL ALAKHDER Sweets.	
			سوبر ماركت الأمانة ALAMANA Super Market	
			كسندرا Hammouri stores	

Appendix G

The Questionnaire in English



Prepared by: Huda Badran

This questionnaire is prepared to accomplish a thesis titled “using English in shop signs”. The study is conducted by a student in the English Department at Hebron University in order to earn a Master’s degree in Applied Linguistics and the Teaching of English. The aim of this questionnaire is to reveal the owners’ attitudes towards using English in shop signs, the factors that may affect the language choice of shop sign and the impact of English shop names on the Arabic identity. All the answers will be secret and only be used for academic purposes. Please point to the answer by putting (X) in the specified place. Thank you for your time and for cooperation.

Personal information
1. Age: -----
2. Shop sign’s language <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <input type="checkbox"/> Arabic <input type="checkbox"/> English <input type="checkbox"/> Arabic - English </div>
3. Period of shop establishment: -----
4. Education level <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <input type="checkbox"/> University level <input type="checkbox"/> Lower than university level </div>

No	Statement	Strongly disagree	disagree	Neutral	Agree	Strongly agree
Owners' attitudes towards using English in shop signs						
1.	Shop owners are becoming more familiar with English.					
2.	Customers look for English-named shop.					
3.	There is a rising tendency to use English-named shops.					
4.	Recently (2010-2019), shop owners tend to name their shops in English regardless of being understandable or readable for customers.					
5.	Old-age owners prefer Arabic names for their shops.					
6.	English-named shops are more prestigious than Arabic ones.					
7.	English-named shops are modern and more attractive for customers.					
8.	In Palestine, Arabic-named shops will shift into English in the next few years.					
The reflection of identity in shop names						
1.	I have the freedom to use English shop names for the sake of personal and professional upgrading.					
2.	Using English in shop signs reflects the impact of English culture on my community.					
3.	Arabic identity will vanish from my community because of the invasion of English-named shops.					
4.	Old-age owners adhere to their Arabic					

	identity by naming their shops in Arabic.					
Factors that affect language choice of shop names in your shop area						
1.	English is used in shop signs to attract tourists' attention in my shop area.					
2.	English is used in shop signs to increase sales.					
3.	The kind of merchandise affects the language choice of naming.					
4.	Language choice of shop sign is connected with my shop location; poor or wealthy.					
5.	Language choice of shop sign is connected with the socioeconomic class of my customers.					
6.	Travel increases the owners' tendency towards using English in shop signs.					
7.	Shop owners tend to look for foreign names for their shops through media.					
8.	Using foreign branding is highly appreciated in my shop location.					
9.	Using English in shop signs reflects the people's interest in this language and their tendency to learn and use it as a foreign language in our society.					

“Thank you for cooperation”

Appendix H

استبانة حول استخدام اللغة الانجليزية في لافتات المحلات



اعداد: هدى بدران

تم إعداد هذه الاستبانة من قبل طالبة في قسم اللغة الإنجليزية بجامعة الخليل وذلك لإتمام أطروحة ماجستير بعنوان "استخدام اللغة الإنجليزية في لافتات المحلات التجارية". الهدف من هذه الاستبانة هو الكشف عن اتجاهات أصحاب المتاجر تجاه استخدام اللغة الانجليزية في لافتات المحلات ، والعوامل التي قد تؤثر على اختيار لغة اللافتة وأثر تسمية المحلات بأسماء باللغة الانجليزية على الهوية العربية. يجدر بالذكر أن جميع الإجابات ستكون سرية وسيتم استخدامها للأغراض الأكاديمية فقط. يرجى الإشارة إلى الإجابة بوضع علامة (X) وشكرا لكم على حسن تعاونكم معنا.

معلومات شخصية	
العمر:	-----
اللغة المستخدمة في لافتة المحل	<input type="checkbox"/> عربي <input type="checkbox"/> انجليزي <input type="checkbox"/> عربي - انجليزي
سنة افتتاح المحل	-----
المستوى التعليمي	<input type="checkbox"/> جامعي <input type="checkbox"/> ثانوي

رقم	العبرة	أعرض بشدة	أعرض	محايد	أوافق	أوافق بشدة
القسم الأول: اتجاهات أصحاب المتاجر تجاه استخدام اللغة الانجليزية في لافتات المحلات						
1	أصبح أصحاب المتاجر أكثر معرفة باللغة الإنجليزية.					
2	يبحث الزبائن عن المحلات المسماة باللغة الانجليزية.					
3	هناك ميل متزايد لتسمية المحلات التجارية باللغة الإنجليزية.					
4	يميل أصحاب المتاجر في الأونة الأخيرة إلى تسمية متاجرهم باللغة الإنجليزية بغض النظر عن كون الاسم مفهوم أو مقروء من قبل الزبائن.					
5	يفضل كبار السن استخدام اللغة العربية في تسمية متاجرهم.					
6	تكون المتاجر المسماة باللغة الانجليزية أكثر بريستيج من المتاجر المسماة باللغة العربية.					
7	تكون المتاجر المسماة باللغة الانجليزية أكثر حداثة وجاذبية للزبائن.					

Appendix I

Customers' Interviews

The form

Code	Answers of interviewee
What is your attitude towards English?	
Do you understand the meaning of all English shop names?	
Which factor does affect your choices when go shopping?	
Which language do you prefer to use on shop signs?	
Does English naming of shops affect the Arabic identity?	
What is your personal impression towards this phenomenon?	
What is your future vision towards shop names in Palestine?	

Some examples of customers' responses in the interview

Customer 1:

Code	Answers of interviewee
Attitudes towards English language	English is essential for all people because it has been a universal one. It comes after Arabic in its importance because Arabic is the language of our holly Quran.
Comprehension	I can comprehend the foreign names easily because I have studied English at university.
Factors affecting shopping	Type of product and shop owner's personality.
Preference of lang.	Both, because I can read the 2 languages.
Imaginary situation	I prefer bilingual signs to help tourists read shop signs.

Identity	It affects our identity negatively because most of the inhabitants are monolingual and they can't understand English very well.
Personal impression	Yes, there is no problem in that.
Future vision	I think it will move into Arabic because most of the new shop owners are not educated and Arabic is more easy for them to communicate.

Customer 2:

Code	Answers of interviewee
Attitudes towards English language	English is an international language, used mostly by educated people.
Comprehension	Not all of them because some of them are meaningless. They are for prestige and carry brand names.
Factors affecting shopping	Décor and lighting.
Preference of lang.	Arabic because it is the language of our country.
Imaginary situation	English because of the shop location and the neighborhood's signs.
Identity	No. it doesn't affect our identity negatively because it doesn't match with our beliefs and identity. Instead, owners tend to name in English because they are imitating others and because of the prestigious nature of the area.
Personal impression	No. I'm not pleased with that at all because people's level of English isn't equal to the spread of English names and that makes English signs meaningless to most people.
Future vision	English will be widespread because new generations are traveling to other countries for business and they will borrow these names from outside.

Customer 3:

Code	Answers of interviewee
Attitudes towards English language	I like to learn English as a foreign language.
Comprehension	I can read them, but I can't understand all of them.
Factors affecting shopping	The shop sign.
Preference of lang.	English.
Imaginary situation	English because it is more prestigious.
Identity	No.
Personal impression	I am happy with that.
Future vision	English because half of them are English-named nowadays.

Appendix J

Shop Owners' Interviews

The form

1. Do you speak English well? Are you able to communicate using English?
2. What is the meaning of your shop name? Do customers ask you about your shop name?
3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?
4. How were you inspired when naming your shop? From media, travel, foreign branding or others?
5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers?
6. What is your vision to shop names' future in Palestine?

All shop owners' responses on the interview

▪ Shop owners of Ramallah's poor area:

<p>1. Do you speak English well? Are you able to communicate using English?</p> <p>Interviewee 1: Yes.</p> <p>Interviewee 2: Yes.</p> <p>Interviewee 3: Yes.</p> <p>Interviewee 4: Yes.</p> <p>Interviewee 5: Yes.</p>
<p>2. What is the meaning of your shop name? Do customers ask you about your shop name?</p> <p>Interviewee 1: It means in Arabic "مدهش أو مذهل". Customers always ask about the meaning.</p> <p>Interviewee 2: It was named as a joke '1-2-shoe' instead of '1-2-3'. They rarely ask about it.</p> <p>Interviewee 3: It's an abbreviation of the owner's name and his brothers' names. Yes, they ask.</p> <p>Interviewee 4: The name is used in the field of CDs and movies.</p> <p>Interviewee 5: It's known to all customers.</p>
<p>3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?</p> <p>Interviewee 1: No, it doesn't affect.</p> <p>Interviewee 2: No, it doesn't increase the shop sales.</p> <p>Interviewee 3: No, it doesn't attract customers since they don't look for the shop name but for the</p>

merchandise.

Interviewee 4: I am neutral.

Interviewee 5: I don't know.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: The name was proposed on me by one of my friends

Interviewee 2: From the internet.

Interviewee 3: It's a personal decision.

Interviewee 4: It's a personal idea.

Interviewee 5: It was a family decision.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: Nothing. It's a personal decision.

Interviewee 2: The socioeconomic status of customers.

Interviewee 3: That depends on the owner's level of education and openness to Westernization.

Interviewee 4: The type of merchandise.

Interviewee 5: Everything that was mentioned in the question.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: Yes, it has a negative influence and I am against it.

Interviewee 2: Somehow it affects and I am against it.

Interviewee 3: I am against using English in general.

Interviewee 4: We don't have any Arabic identity. I am with this phenomenon.

Interviewee 5: I am against this phenomenon since it has a negative effect on our identity.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: Most shops will move into using Arabic names.

Interviewee 2: They will move from English into French or Turkish.

Interviewee 3: I have a positive vision for future that is represented in having more Arabic-named shops to reserve our Arabic culture and be proud of it.

Interviewee 4: All shops will be named in English.

Interviewee 5: English names will invade our shop signs.

▪ **Shop owners of Ramallah's wealthy area**

1. Do you speak English well? Are you able to communicate using English?

Interviewee 1: Yes.

Interviewee 2: I am good at English.

Interviewee 3: Yes.

Interviewee 4: Yes.

Interviewee 5: Yes.

2. What is the meaning of your shop name? Do customers ask you about your shop name?

Interviewee 1: It is a Spanish brand. Customers always ask about it.

Interviewee 2: My personal name. They don't ask about it.

Interviewee 3: The shop name is associated with the owner and thus customers don't ask.

Interviewee 4: It means in Arabic "قبضة طفل". It's unknown to customers so they usually ask me.

Interviewee 5: It is a brand. Most of the customers ask about the meaning because not all of them know that brand.

3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?

Interviewee 1: No, it doesn't affect.

Interviewee 2: No, it doesn't increase the sales.

Interviewee 3: No, it's not beneficial for increasing my sales.

Interviewee 4: There is no relation between the name and the increase of sales, though English can be more understandable since there are foreign visitors and higher socioeconomic class at my shop's location.

Interviewee 5: Yes, foreign branding causes better financial returns.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: Foreign branding

Interviewee 2: From my Surname.

Interviewee 3: My relatives insisted on using my name because I am well known.

Interviewee 4: English was used to present a feminist movement that seeks to apply campaigns for raising children's awareness at schools.

Interviewee 5: This shop is a branch of "Jobedu" store in Jordan.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: Type of shop merchandise.

Interviewee 2: Nothing.

Interviewee 3: The socioeconomic status of customers and type of shop merchandise.

Interviewee 4: The type of merchandise.

Interviewee 5: Everything; the shop location, the socioeconomic status, the merchandise, etc.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: Yes and I am against English naming.

Interviewee 2: It affects negatively and I am against it.

Interviewee 3: I am against using English since we should be proud of using our language as other countries do.

Interviewee 4: I don't know. It may be beneficial for tourism and economic scope.

Interviewee 5: No, it doesn't affect negatively and I am with such civilized phenomenon.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: Shop names will be in English in the future.

Interviewee 2: English names will increase.

Interviewee 3: All Arabic-named shops will move into English names.

Interviewee 4: I don't know.

Interviewee 5: I prefer "neutral signs" which means using English-Arabic signs.

▪ **Shop owners of Bethlehem's poor area:**

1. Do you speak English well? Are you able to communicate using English?

Interviewee 1: 80%.

Interviewee 2: 70%.

Interviewee 3: 30%.

2. What is the meaning of your shop name? Do customers ask you about your shop name?

Interviewee 1: The name of an American city. Yes, they ask.

Interviewee 2: My personal name. They don't ask.

Interviewee 3: My personal name.

3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?

Interviewee 1: Yes.

Interviewee 2: Yes, it attracts foreign customers.

Interviewee 3: Yes it is beneficial because it attracts foreigners, but it doesn't increase my sales.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: From travel.

Interviewee 2: Personal name.

Interviewee 3: Because I love English, I used it on my shop sign and I think it gives more prestige for the shop and sometimes helps in attracting the tourists.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: Shop location and socioeconomic status of customers.

Interviewee 2: Type of shop merchandise and I believe that English is the language used to show high prestigious products.

Interviewee 3: Shop location.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: I am with English naming since there are foreigners in Bethlehem.

Interviewee 2: Although it affects negatively, I am with it because we have foreigners in Bethlehem.

Interviewee 3: No, it doesn't. English-named shops have fashionable styles.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: I don't know.

Interviewee 2: Unsure.

Interviewee 3: I don't know.

▪ **The shop owner of Bethlehem's wealthy area:**

1. Do you speak English well? Are you able to communicate using English?

Interviewee 1: I can communicate well using English.

2. What is the meaning of your shop name? Do customers ask you about your shop name?

Interviewee 1: It's a personal name.

3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?

Interviewee 1: Yes, somehow.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: Actually, I don't prefer using English in signs, but during designing the sign, I found that English script was more attractive and beautiful. Besides, most shop signs in wealthy areas are newly using foreign names. Thus as a member of the society, it should be said that the individual influences society and is influenced by society.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: I think branding. Brand names are becoming widespread, but actually most of them are fake; real branding are superior to customers' economic level in Bethlehem. Thus, not all brand names on signs are representative of the shop's merchandise, but instead they are used for attractive purposes. Real brands are common in Ramallah because it has better economy and high individuals' financial income.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: No, it doesn't because it is only used as a modern fashion in our society.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: Shop names will turn into English.

▪ **Shop owners of Hebron's poor area:**

1. Do you speak English well? Are you able to communicate using English?

Interviewee 1: I studied English at Hebron University.

Interviewee 2: I am not fluent in speaking English.

2. What is the meaning of your shop name? Do customers ask you about your shop name?

Interviewee 1: It means "لمعان الذهب". My customers don't care about the shop name.

Interviewee 2: It's a name of a famous Turkish actor. Feminist customers know the name.

3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?

Interviewee 1: No.

Interviewee 2: Yes, it helps in attracting females.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: I used a bilingual sign for decorative purposes.

Interviewee 2: To attract tourists who visit Al-Ibrahimi Mosque. Also, the name "Passionis" sounds more prestigious than any Arabic name. Besides, as a designer, I have the desire to establish an international brand name and it must be a foreign name.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: For me, shop location and kind of customers don't affect the naming process because my poor shop location reflects Arabic identity. Yet, merchandise of shops may impact the naming

process because foreign names are always international and reflect prestigious products.

Interviewee 2: My personal aspirations to improve my business.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: We feel like we are outside Palestine. When we go to Tel Aviv for business, we find that most shop signs are written in Hebrew and that shows how they are proud of their language.

Interviewee 2: It is impossible to abandon Arabic as it's the language of the holy Quran. However, English is the language of business.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: English shop names are considered nowadays as a fashion such as haircuts and cloth styles and they will move away.

Interviewee 2: English signs will be dominant in the future.

▪ **The shop owner of Hebron's wealthy area:**

1. Do you speak English well? Are you able to communicate using English?

Interviewee 1: I studied English at university.

2. What is the meaning of your shop name? Do customers ask you about your shop name?

Interviewee 1: No, they don't ask since it's known to most customers.

3. Do you think that English naming is beneficial for increasing the shop sales and attracting customers?

Interviewee 1: I don't think that the shop name is as much important as the shop's merchandise.

4. How were you inspired when naming your shop? From media, travel, foreign branding or others?

Interviewee 1: To keep up with the dominance of English decorative signs in Ein Sarah Street.

5. In your opinion, which affects the strategy of naming shops more, type of shop business (product), shop location or kind of customers or anything else?

Interviewee 1: Shop location and customers' high social class.

6. Does this newly phenomenon affect the Arabic identity? Are you with or against this phenomenon?

Interviewee 1: All shops are moving towards naming signs in English. Only shops that offer traditional goods use Arabic signs. I am proud of my Arabic identity and I am against foreign signs, yet I need to be update and use English to attract customers.

7. What is your vision to shop names' future in Palestine?

Interviewee 1: Arabic signs will change into English signs.

Appendix K

LSD Multiple Comparisons Post-Hoc Test (the differences between means are significant at 0.05 level)

Independent Variable	(I) Shop Location	(J) Shop Location	Mean Difference (I-J)	Sig.a
Shop Location	Poor	Wealthy	-0.188	0.013*
	Wealthy	Poor	0.188	0.013*
Independent Variable	(I) shop sign's language	(J) shop sign's language	Mean Difference (I-J)	Sig.a
shop sign's language	English	Arabic	0.220	0.011*
		Mixed	0.067	0.468
	Arabic	English	-0.220	0.011*
		Mixed	-0.153	0.115
	Mixed	English	-0.067	0.468
		Arabic	0.153	0.115
Independent Variable	(I) level of education	(J) level of education	Mean Difference (I-J)	Sig.a
level of education	University	Lower than University	-0.146	0.039*
	Lower than University	University	0.146	0.039*

Appendix L

Validity of the questionnaire through Pearson Correlation Coefficients

Item number	Pearson Correlation	P-value	Item number	Pearson Correlation	P-value	Item number	Pearson Correlation	P-value
Attitudes			Identity			Factors		
1.	0.42	0.00	1.	0.59	0.00	1.	0.44	0.00
2.	0.56	0.00	2.	0.47	0.00	2.	0.61	0.00
3.	0.48	0.00	3.	0.59	0.00	3.	0.57	0.00
4.	0.40	0.00	4.	0.48	0.00	4.	0.49	0.00
5.	0.25	0.00				5.	0.56	0.00
6.	0.68	0.00				6.	0.57	0.00
7.	0.72	0.00				7.	0.39	0.00
8.	0.57	0.00				8.	0.51	0.00
						9.	0.48	0.00

Reliability of the questionnaire through Alpha Cronbach coefficients

Domain	Number of Items	Cronbach's Alpha
Attitudes towards using English in shop signs	8	0.61
The reflection of Identity in shop names	4	0.17
Factors that affect language choice of shop names	9	0.65
Over All Total	21	0.62