MOULOUD MAMMERI UNIVERSITY OF TIZI-OUZOU

FACULTY OF LETTERS & LANGUAGES

DEPARTMENT OF ENGLISH

جامعة مولود معمري - تيزي وزو

كلية الآداب واللغات

قسم الإنجليزية

Item Number : ……………

Serial Number : ……………

A dissertation submitted in partial fulfillment of the requirements

for the degree of Master in English

FIELD : Foreign Languages

SUBJECT : English

SPECIALITY : Language and Communication

Title

An Analysis of the English language used in Algerian Restaurant Menus

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Cohort : October, 2020

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Dedications

I dedicate this modest work to:

My much loved mother Malika and my father Ali

To my dear brothers, Yacine, Mouloud and Ferhat

To my sister Kamelia and my lovely niece Aya

To my uncle in memory Mahioud

To my beloved friends, Tina, Sihem

And Yassmine

To my binominal Lisa

Kenza

Dedications

This study is wholeheartedly dedicated to:

*My much-loved parents **Kheddoudja** and **Ali**, to whom I owe everything beautiful in life.*

Thank you both for giving me strength to chase my dreams, and for being by my side in

failure as in success. Words cannot give enough credit to your endless love, tenderness and

moral, spiritual and financial support

*My sister **Alicia** who has never left my side to whom I wish all the best in the world*

*My dear **Hamid** who is my source of courage, motivation and support*

*My beloved grand-mother **Fatma***

*Special thanks for **Youcef***

*In memory of my grandparents, **Mouloud**, **Arzeki** and **Dahbia***

My binominal **Kenza**

Lisa

Acknowledgements

We would like to express our deepest gratitude to our supervisor, Mr. CHETOUANE Madjid, for his guidance and constructive comments throughout the realization of this dissertation. We are also indebted to the board of examiners, Pr. FODIL Mohammed Sadek and Mr. HAMMOU Mohamed for having accepted to read and correct our dissertation despite the tightness of their schedules. We would also like to pay a tribute to the restaurants' owners for their collaboration and acceptance to answer our interview.

Abstract

Our research is meant to be a contribution to the studies that have already investigated in the Algerian linguistic landscape in the field of gastronomy. It involves an analysis of a bunch of restaurant menus written in English or containing words in English. These restaurants are located mainly in Algiers, the capital of Algeria. The present work aims to reach three different objectives. First, it seeks to clarify the diverse factors that motivate the Algerian restaurant owners to opt for the use of English in their restaurant menus as a common language to communicate their customers. Second, it aims to scrutinize the way the menus grammatically constructed. Third, it intends to shed light on the translation problems in the menus. As for the corpus, it consists of 35 menus taken from the restaurants web sites along with an online structured interview with 6 owners of the selected restaurants. To reach our objectives, we resorted to MAK Halliday's social semiotic approach to language. Our research is qualitative in nature, it draws on data collected from the interview, relying on the qualitative content analysis (QCA) so as to unveil the ideologies of the restaurant owners. The conclusion we have reached is that the universality of the dish name, the geographical situation of the area or the setting, as well as the influence of the foreign cultures involved in our study, are the major reasons that have incited the Algerian restaurant owners to use English while writing the menus. It is also revealed that complex and simple structures are the two identified types of sentences used in the menus. In addition, the most translation problems found in the analyzed corpus are mainly spelling mistakes and word order patterns.

   Key terms*: Restaurant Menus, Lexicogrammar, Sentence Structure, Translation Problems, Motivation Factors.*

List of Abbreviations

C: Classifier

Covid 19: Corona Virus Disease 2019

E: Epithet

ELF: English as a Lingua Franca

FL1: First Foreign Language

FG: Functional Grammar

H: Head

LL: Linguistic Landscape

MSA: Modern Standard Arabic

NG: Nominal Group

Q: Qualifier

QCA: Qualitative Content Analysis

SL: Source Language

SFG: Systemic Functional Grammar

SFL: Systemic Functional Linguistics

TL: Target Language

UNESCO: United Nations Educational, Scientific and Cultural Organizations

UNICEF: United Nations Children's Fund

List of symbols:

Ø: Absent

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General Introduction

Statement of the Problem

English is over spread all over the world thanks notably to globalization that has invaded the world and encompassed different spheres of life. It has taken the role of an international language to facilitate the global exchange of goods and services. Consequently, Algeria has adopted English as a 'lingua franca' due to its importance and powerful dominance in the world economy. By its nature, Algeria is characterized as a multilingual country in which four main languages are used: Berber, Arabic, French and English.

English in Algeria has occupied many domains including education, and nowadays it has also reached the field of gastronomy, on which the present work is based. Algerian culture has been enriched by the fact that its culinary art is inspired from many cultures due to specific reasons namely colonization by Arab, Turkish, and French; therefore, many tastes and dishes have been added to the existing local menus.

Nowadays, most restaurants in Algeria offer international menus to cater for all kinds of menus and to enrich our cooking habits. According, what attracts our attention is the language used in some Algerian restaurant in which menus include words in English or which are completely written in English. This phenomenon brings our reflection to investigate this matter. Therefore, the basic concern of the present research is the use of English in Algerian restaurant menus, specifically in Algiers, the capital of Algeria. Since the majority of Algerians do not master the English language, we have opted for the analysis of 35 restaurant menus that are written in English or comprising English words in order to show how the translation of the dish names is made and to explain the reason(s) why the owners of these restaurants, Pizza Hut restaurant, Restaurant Asian Taste Hydra, Sultan Restaurant (Pizza Corner), American Burger and Sushima Restaurant, decided to use this foreign language.

A concise review of the literature on the topic at hand and on the use of English as a foreign language in Algeria, shows that many researchers have conducted studies in relation

to the use of English in public areas in the subject of visual language. In this regard, one can mention Fodil's (2017) article entitled *"English in Algerian Street Today: the Naming of Shops"* investigate that the use of English by Kabyle shop owners in the cities of Tizi-ouzou. Results of the aforementioned study reveals that English is gaining much ground in the Algerian business sphere. Kabyle Shop owners have progressively adopted English as a sign of integration to the Global market, and the rapid switch from French to English in Shop labelling is mainly due to various notions which are attributed to this language such as social prestige, modernity, and technology (Fodil, 2017). Another important study related to the use of English by Algerian netizens, is Fodil's and Hocine's (2019) article entitled *"Algerian Facebookers prefer English"* confirms Algerian netizens' preference for English in cyberspace via Facebook platform, especially for designing Facebook groups. The results of the study show a remarkable increase in Facebook groups designed in English that are emerging every day, concerned mainly with fun, entertainment and self-education, allowing Algerian users of Facebook to interact, express ideas and share knowledge, thought with local netizens, who, just like them, are keen on learning and practicing English (Fodil and Hocine, 2019).

Concerning the international studies in relation to the use of English in restaurant menus one can mention Nakhon Pathom's (2017) master dissertation entitled*: Intelligibility Of Thai English Restaurant Menus As Perceived By Thai and Non-Thai speakers*, which aims to measure comprehensibility of English menus used in Thai restaurants as perceived by Thai and non-Thai speakers and to examine systematically the most pertinent unexplainable characteristics found on the menus as identified by native Thai speakers. The main finding of the study shows that there is distinction between the clearness of restaurant menus rated Thai and non Thai speakers and translation is shown as the most frequent rated as a source of unintelligible characteristic. The second study that we may mention is Hong yang bi's (2017)

dissertation about '*the Impact of Using a Foreign-Language in Restaurant Menus on Customers' Attitude and Behavioral Intention*'; this was conducted with the aim to investigate the psychological effect on customers' perception of the foreign language in the restaurant menus and its use. The study come**s** to the result that there is an important influence in the use of a foreign language in restaurant menus on the customers' perception of a restaurant's brand personality, food authenticity and target marketing.

On the basis of the aforementioned works, to our best knowledge, no study has ever been conducted on the presence of English in Algerian gastronomy, especially in restaurants menus. Thus, it is our intention to attempt to investigate this issue relating to Algerian English restaurant menus at the lexicogrammatical level.

Aims and Significance of the Study

It is obvious that the Algerian culinary art shows an influence caused by Algerian interactions with many other cultures (Roman, Arab, Spanish, Turkish, and French and others). Algerian cuisine is a Mediterranean and North African cuisine with Berber roots. Berbers were the first to dense what come to be known as Couscous, which is considered as the Algerian national dish. Algerian people generally prepare Couscous on Fridays and in ceremonies. In the past, most of the Algerian restaurants used to serve mainly Algerian meals. However, in the present time, these have added fast-food and more international menus to attract foreigners.

In recent years, Algerian restaurant owners tend to integrate the English language into their restaurant menus. In fact, not many researchers considered this issue perhaps due to its complexity. Yet, the study remains a fertile area as it seeks to accentuate the importance of English as a foreign language in the Algerian culture, and to provide insights into Algerian English restaurant menus to identify the reasons behind this phenomenon. Hence, the present study is worth investigating since it attempts to uncover this veiled area and provide a

contribution to the existing literature. One of the objectives of the research is to investigate the reason (s) why Algerian restaurant owners choose English to design their menus and to sort out the most pertinent linguistic feature(s) found in the English menus especially the ones involving translation. To reach this objective, an online interview is conducted with the restaurant owners and an analysis of some menus done at the lexicogrammartical level (dish names in particular), relying on the theoretical framework labeled Systemic Functional Grammar (SFG) as illustrated by M.A.K. Halliday's approach, in an attempt to unveil the restaurants owners' ideological stances by focusing on the syntactic structure of the approach.

Research Questions and Hypotheses

Since our work addresses the issue of the analysis of some Algerian restaurant menus written in English or comprising English words in their names in different restaurants in Algiers (Algeria). We formulate the following research questions:

Q1: What motivates Algerian restaurant owners to integrate English in their restaurant menus?

Q2: How are the Algerian restaurant menus written in English, grammatically constructed?

Q3: What are the most recurrent translation problems of Algerian restaurant menus?

To answer the questions, one hypothesis is suggested for each question asked above:

Hp1: Globalization and ideological perspectives are the main reasons inciting restaurant owners to choose English as the working language in their restaurant menus.

Hp2: The English used in Algerian restaurant menus is limited to simple grammatical catchy sentences.

Hp3: The most frequent translation problem rated in the Algerian English restaurant menus is due to literal translation.

Research Methodology

This work adopts an analysis of restaurant menus written in English or comprises English words. The selected sample is elaborated by consulting web-sites and contacting directly the restaurant owners' pages on Facebook. The study; therefore, is a corpus based analysis in which an examination of menus is presented to sort out the hidden ideologies which incite the owners to integrate English in their menus. In addition, the research intends to analyze critically the menus and the manner in which the translation of the names of dishes is made. Furthermore, it aims to sort out the hierarchy and the rank scale of the Algerian restaurant menus' phrases. This will be reached using M.A.K. Haliday's Systemic Functional Grammar (SFC) focusing on the lexicogrammatical level of the approach. Therefore, SFG and Qualitative Content Analysis (QCA) are found as the most appropriate methods for interpreting the data.

Structure of the Dissertation

The overall structure of the present dissertation follows the traditional simple model, which includes a General Introduction and four chapters. The first chapter entitled 'The Review of the Literature' aims to review the literature and to state briefly the framework on which the study is based. The second chapter called 'Research Design', deals with the procedures of the data collection and data analysis of the interview. Then, comes the third chapter, titled 'Presentation of the Findings' which presents the results of our study. The fourth and the last chapter is the 'Discussion of the Findings', which analyzes and interprets the results obtained from our investigation. In addition to all that, a General Conclusion will be presented to summarize all the main points throughout the dissertation and to provide answers to the research questions set in the General Introduction on the basis of the obtained results, thus it checking the validity of the suggested hypotheses. The research also provides recommendations for further research in the area.

Chapter One
Review of the Literature

Introduction

It accounts for the presentation of the theoretical frameworks of the research area together with an overview of the key concepts that will be used throughout our research. This chapter comprises five sections. The first section introduces the term 'globalization' and its link to the rise of English as a lingua franca. Then the second section provides a brief historical overview of the linguistic situation of Algeria, and elaborates the factors that led to the emergence of English in the area. It is followed by the third section which describes the presence of English in the Algerian linguistic landscape. As for the fourth section, it discusses the important role that menus play in restaurant business. The final section is devoted to the presentation of the analytical framework upon which this study is based, which is Systemic Functional Grammar developed by M.A.K Halliday in the 1960s.

1.1 Globalization and English as a Lingua Franca

Globalization is neither a single concept that can be defined within a set of time frame, nor is it a process that can be defined clearly with a beginning and an end. Carol and Kopp (2020) define this phenomenon as the spread of products, technology, information, and job across national borders and cultures. In economic terms, it describes independence of nation around the globe fostered through free trade. Appaduria defines globalization as "*a multi-way process including flows of ideas, ideologies, peoples, goods, images, messages, technologies and techniques*" (Appadurai, 2001: 5). It can be understood from the definition that globalization is a process of the integration of different cultures, languages, and countries from across the world; besides, thanks to globalization everyone is connected in the glob for the sake of personal and business. Fairclough (2006) in his turn defines it as those changes which happen in the external world. Evidently, the influence of globalization is everywhere; indeed, the English language has a great impact of globalization. Therefore, one of the main results of globalization was the demand for an international language, therefore, "*towards the*

20th century, English became a truly global language and since then it has kept its privilege" (Ciprianová and Vančo, 2010: 123).

The need for a common language functioning on a global level appeared in the 1950s with the establishment of international organizations, such as: the United Nations, The World Bank, UNESCO, UNICEF and the World Health Organization. Within these organizations an official language is established in order to minimize the translation costs (Crystal, 2003). Notably, Corrêa de Almeida Pasinato (2008), states that English and globalization go hand in hand, and this attains common communication, business around the world.

Since the Second World War, English has become the lingua franca (ELF) in many domains, ranging from business to international politics and academia, whose development was fostered and accentuated recently by the rise of internet and new media. The number of non-native speakers of English now greatly exceeds the number of native speakers. It is estimated for example that less than one out of every four users of English in the world is a native speaker of the language (Crystal, 2003). The promotion of English worldwide that resulted in English becoming the new lingua franca has many economic, cultural and social causes, but it is a fact that English has been successfully promoted, and adapted to be the global language of   linguistic marketplace (Phillipson, 1992). This means that English is the prominently used language in almost every field such us economy, technology and business; moreover, it is charged to be the global English.

1.2 Algeria as a Multilingual Area: A Historical Overview

Before describing the presence of English in Algeria, a brief historical overview about the linguistic diversity of the country is provided. Benrabah (2014: 43) states that "*Algeria is a multilingual area and this linguistic situation comes from its complex history*". The linguistic situation in Algeria has always been a complex one, it is a fascinating and instructive example. In this linguistic situation, at least five languages have been involved in

one way or another since 1962: Algerian Arabic, Berber, Modern Standard Arabic, French and later (1980s-1990s) English. In addition to English, other foreign languages such as German, Spanish, and Russian of course existed during this period (Belmihoub, 2012).

Tamazight is the language of Berbers, the indigenous people of Algeria (Benrabah, 1999). It is spoken for more than 2500 years and it has many varieties such as: Kabyle, Mozabit, Chaoui, Tergui, and Chenoui, each one is spoken in a specific region (Fodil, 2017).

Arabic was first introduced to Algeria after the first successful Arab-Islamic conquest of the country around the seventh century, when the Berber queen Dihia was defeated. Since that, it has been gaining influence thanks to Islam, a religion that was adopted by most Berbers. Two varieties are used: Classical Arabic used in official settings and *Darija* (spoken Arabic) used by Algerian Arabic speakers in their daily lives (Benrabah, 1994).

When the French settled in Algeria starting from 1980, they progressively introduced their educational system and the French language as a way to establish their domination (Benrabah, 1999). In fact, from a quantitative point of view, Benrabah (2007) demonstrates that Algeria is home to the largest number of French speakers in the world, just after France, and it has a crucial and an important role in the Algerian linguistic landscape.

By 1962, the Algerian government undertook a language reform which aimed to reintroduce Literary Arabic in education and public administration. Benrabah (2007) points out that arabization has aimed at imposing Modern Standard Arabic (MSA) at the detriment of Algeria's linguistic diversity; therefore, it is more of a political than a linguistic policy. Indeed, it was the unique official language until 2016 after the standardisation of *Tamazight*, finally after a series of Kabilian demonstrations (Fodil, 2017).

1.2.1 The Emergence of English in Algeria

The first manifestation of English in Algeria is more related to the Second World War, after the landing of American parachutist in November 1942, in Algiers which was used as a

military base for the American troops. Hence, some inhabitants of the city (*Algerois*) started learning their first words in English for business purposes, such as: *chewing gum, business, Whisky and cigarette* (Fodil, 2017).

According to Bouhadiba (2006), one of the important factors that promote the spread of English in Algeria, is the access that the Algerians had to British council, American and English folksongs, films, the Afro-American Institute, etc. around the 1970s, which motivated the Algerian English learners to be successful ones (cited in Belmihoub, 2012).

During the 1990s, the Algerian educational system offered the teaching of French as a subject starting from the fourth grade in the Primary school, and the teaching of English as a second foreign language from the eighth grade (first year in the Middle school) (Bouhadiba, 2006).

Belmihoub (2012) states that English has recently been used more than ever before in the business sphere. Because American, British and French companies heavily invest in hydrocarbons (Algeria's main source of income), the language of those countries plays a major role in the Algerian business dealings. In addition, those companies hired many Algerian workers for whom mastery of the international language was a requirement (Fodil, 2017).

1.3 English in the Algerian Linguistic Landscape

Before discussing the spread of English in the Algerian linguistic landscape, it is worthy to account for the definition of this notion. In fact, the study of linguistic landscape is relatively a new area, which draws from several disciplines, such as linguistics, sociolinguistics, sociology, semiotics, anthropology and cultural geography (Ben-Rafael et al, 2010). The term '*Linguistic Landscape*' was first used by Landry and Bourhis in their paper published in 1997, where they define it as "*the language of public roads signs, advertising billboard, street names, place names, commercial shop signs, and public signs on government*

buildings combines to form linguistic landscape of a given territory, region, or urban agglomeration" (Landry and Bourhis, 1997: 25).

From this definition one can deduce that LL refers to any linguistic object that marks the public space. In other words, it is the written language which is used in various outside setting from any teaching or learning context, from road signs to name of streets, places and shops. All these signs contribute to establish the LL of a given territory or region.

Shohamy and Gorter (2009), have since widened the scope of the definition to include: "*language in the environment, words, and images display and exposed in public spaces, that is the centre of attention in this rapidly growing area referred to a Linguistic Landscape (LL)*"(2008: 01).

The spread of English in the Algerian public sphere received the attention of only few researches. Fodil's article (2017) entitled '*English in Algerian street today the naming of shops*', which investigates the use of English in shop labelling by Kabyle owners in the town of Tizi-Ouzou. Hence, he reports that the number of shops labelled in English has doubled only in three years, and this is due to the shop owners' perception of English as the language of modernity. In the same context, Sidhoum's master dissertation (2016), entitled '*English as a 'Trojan horse' in Algerian linguistic landscape'* which explores the same issue in the town of Bouira, gathered the same results as Fodil's.

In the same perspective, Boulahia's master dissertation (2018) entitled '*The use of English in the Algerian business sphere: An analysis of some names of Algerian brands and companies*', has discussed the labelling of Algerian brands and companies. Correspondingly, the research has revealed that the Algerian business owners use English in order to be a part of globalization and modernity.

Belmihoub (2017) in his article entitled '*English in multilingual Algeria'* discusses the

contemporary functional uses of English in the different Algerian spheres, such as: music, journalism and tourism. Thus, he claims that English is used to convey prestige and class.

1.4 Restaurant Menus

Restaurant menus are an important tool for marketing and communicating information about a restaurant's products and experiences to customers (McCall and Lynne, 2008). Restaurant menus can be divided into categories by different styles and types, for example, à la carte, set menu, and statistic and cycle menu(Seaberg,1991).Based on the restaurant menu, customers select particular preferred items(Antun and Gustafson,2005).

One might argue that taste is what attracts customers, but taste alone will not effectively fulfill its duty without menus which directly communicates with customers (Ozdemir and Caliskan, 2014). Menu maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu is an instructor that clearly dictates: (1) what will be produced, (2) what type of equipment and ingredients are needed, and (3) which qualifications employees should have (Kincaid and Corsun, 2003).

Magnini and Kim (2016) claim that the restaurant menu font style, background color, and physical weight, all influence customer's perception about restaurant level and service quality. In addition to the above attributes, the language that it is displayed on the menu is also an important part of a menu's layout (Liu and Mattila, 2015).

Therefore, the appropriate utilization of a foreign language could potentially improve an organization's relationship with its customers (Giles et al, 1991). Magnin et al. (2011), have proposed also, that the use of foreign- language restaurant signs can increase the restaurant's incomes.

The format of restaurant menus is definitely based on conventions since it is usually written in a catalogue form which is divided into sections of certain types of dishes. The order of these sections is culturally fixed (Zwicky, 1980). Therefore, restaurants menus are usually

full of descriptions since there is a need to inform the customer about the price, weight, ingredients used, the way of preparation of their dishes or about the methods of payment (Klíma, 2010). In their menus, restaurant owners also use a lot of noun phrases to reach the need degree of brevity. For the sake of clarity an easy orientation in the text, there are a lot of "*visual features*" used in menus, for instance, the use of headlines, "*line division, spacing, punctuation, spelling or the choice of typeface*". Another feature of restaurant menus is capitalization which is used especially for emphasis. Although, there is the need for brevity due to the lack of space, restaurants often use descriptions with no information value, which are especially related to "*the use of adjectives in their menus*" (Zwicky, 1980: 89-92).

1.5 Functional Grammar (FG)

1.5.1 Origins and Definition

Functional grammar (FG) is a structural-function theory of language, of which Simon C. Dik was the initiator and the main developer. The theory arose in 1970s as a response to the prevalence of transformational generative approaches in the Dutch linguistic debate, and was expanded in series of volumes through the 1980 and the 1990s (Lachlan Mackenzie, 2016). The development of FG was a result of the European and South American linguists' contribution, which has its power base at the University of Amsterdam, Dik's former affiliation. Functional Grammar is characterized by a high standard of descriptive adequacy. In response to generative linguistics, it furthermore forbids all deletion of previously generated structure, the use of filters etc. In fact, surface structure is generated on the basis of semantic- pragmatic underlying representation (UR) by means of experience (Dik, 1987).

Overall, FG is concerned with the way that the different kinds of meaning that contribute to grammatical structure are comprehensively addressed. It is concerned with resources for: a) analyzing experience, b) analyzing interaction, and c) analyzing the ways in which messages are constructed. In fact, FG is based on the notion of choice, which means it

modals grammar as a set of options, and it looks at the way in which grammar is used to construct it in their context of use (Dik, 1989). Furthermore, functional grammar is defined as a grammar that puts together patterns of the language and things you can do with them, it is based on the relation between the structure of the language and the various functions that the language performs (Dik, 1997).

1.5.2 Systemaic Functional Grammar (SFG)

Systemic Functional Grammar is a model of grammar developed by M.A.K Halliday in the 1960s. It is part of a broad social semiotic approach to language called systemic functional linguistics (SFL), which is concerned with how language is used. This functionality, according to Halliday (1985) leans on three distinct aspects for its interpretation of: text, system and structure. SFG's focus is on language as a social phenomenon, defining it as a '*social semiotic*' i.e. as a system of set signs (meanings) socially motivated, that are used to express our beliefs, cultures and common needs. Moreover, it is regarded as a semiotic tool (resource) that interacts with the eco-social environment for making and exchanging meaning

The term "*systemic*" refers to the view of languages as '*a network of systems*', or interrelated sets of options for making meaning. The term "*functional*" refers to Halliday's view that "*language is as it is because of what it has involved to do*", which means, that the approach is concerned with the contextualized practical uses to which language is put (Halliday, 1994). Functional is used in opposition to formal so far as it considers language as "*a practical means of expressing meaning rather than as an abstract set of relations*" (Flowerdew, 2013: 11). Grammar, for Halliday is described as systems of rules, on the basis that every grammatical structure involves a choice from a describable option (Halliday, 1994).

Furthermore, according to Halliday SFG is concerned primarily with the choices which the grammar makes available to speakers and writers. These choices relate speaker' and writers' intentions to the concert forms of a language. In fact, the '*choices*' are viewed in

terms of either the content or the structure of the language used. In SFG, language is analyzed in three ways (strata): semantics, phonology and lexicogrammar (Halliday, 1994)

The present study sets to investigate the frequent linguistic problems and translation errors in Algerian restaurant menus written in English, and it concentrates on the lexicogrammatical components and in particular on syntax, which is defined in linguistics as the grammar above the word or the grammar of sentence (precisely: noun group).

1.5.3 SFG's Lexicogrammar

Lexicogrammar in systemic linguistics is the stratum which handles the wording of text. It is the level at which the various patterns of semantic structure are realized in word form and is concerned with classes of grammatical unit and the relationships which may be established between them (Halliday, 1994). Besides, it is the Hallidian view of language in terms of both structure (grammar) and words (lexis). It is derived from the idea that "*vocabulary and grammatical structure are independent*" (Halliday, 1961: 267).

According to Halliday (2004) language refers to: " 1) a text as system, 2) sound, as writing and wording, 3) structure-configurations of parts, and 4) a source/ choice among alternative. Therefore, he defines text as any piece of a written or spoken language. Indeed, it is any item of language, which carries a meaning (for the listener and the reader) in any medium (ibid).

Bloor and Bloor (1995) refer to SFG as the model of language which is built up on the basis of constituency, which is concerned with the structural organization of the clause in various patterns. Thus, a language can be described in terms of rank scale, as for the English language it includes: 1) clause, 2) phrase/group, 3) word and 4) morpheme. In addition to that "*each consists of one or more units of the rank next below, ... and units of every rank may form complexes: not only clause complexes, but also phrase complexes, group complexes,*

word complexes and even morpheme complexes" (Halliday, 2004: 9).In fact, "*each of these*

ranks refers to a unit of meaning" (Bloor and Bloor, 1995: 6).

- ➢ **Clause:** it is used by Halliday (2004) to refer to the '*unit*' of grammar, which is defined as a stretch of language which itself carries grammatical patterns (Morley, 2000). Besides, it is the central processing in lexicogrammar, in terms of mapping meanings into an integrated grammatical structure. It simultaneously organizes a message (textual meaning), enacts a move (interpersonal meaning) and constructs a figure (Halliday and Matthiessen, 2013). "*The clause is as a message by having a distinct status assigned to one part of it. One part of the clause is enunciated as the theme; this then combines with the reminder so that the two parts together constitute a message*" (Halliday and Matthiessen, 2004: 64). The Theme is the starting point of the message; it is that which orients the clause within its context. The reminder of the message is called the Rheme, which is the part in which the Theme is developed (Halliday, 2004). In other words, "*as a message structure, therefore, a clause consists of a Theme accompanied by a Rheme*" (Halliday and Matthiessen, 2004: 65).

- ➢ **Phrase/group:** in Halliday's introduction to SFG (2004) uses the term 'group' to indicate 'phrase' or 'group word'. He distinguishes between the two terms because while a phrase is a contraction of a clause, a group is an expansion of a word. Halliday (1994) asserts that a group is in some respects equivalent to 'word complex. In fact, it is "*a combination of words built up on the basis of a particular logical relationship*" (Halliday, 2003).

- ➢ **Word:** it functions, as it is mentioned before, as a constituent of a 'group', and it has its constituent of its own: 'morphemes' (Halliday, 2004). Indeed, it refers to the primary locus of stress and tone assignment, the basic domain of morphology conditions, and the theme of phonology and morphology process (Bormberger, 2011).

➢ **Morpheme:** Halliday (2004) defines it as "*the part of a written word e.g. eat+ing, curd+s*" (2004: 9). It is the smallest unit of grammatical form and meaning (ibid). Moreover, it is illustrates the limite of compositional structure in a language since it is the lowest unit of a language that cannot be further divided (Halliday, 2004).

So, one can deduce that the hierarchy of grammatical constituents is composed of a sentence, which is made up of clause, a clause is made up of groups, groups are made up of words which consist of morphemes (Halliday and Matthinissen, 2013).

UNITS		COMBINATIONS	POTENTIAL
	clause	clause complex	text
RANK	group	group complex	clause
	word	word complex	group
	morpheme	morpheme complex	word
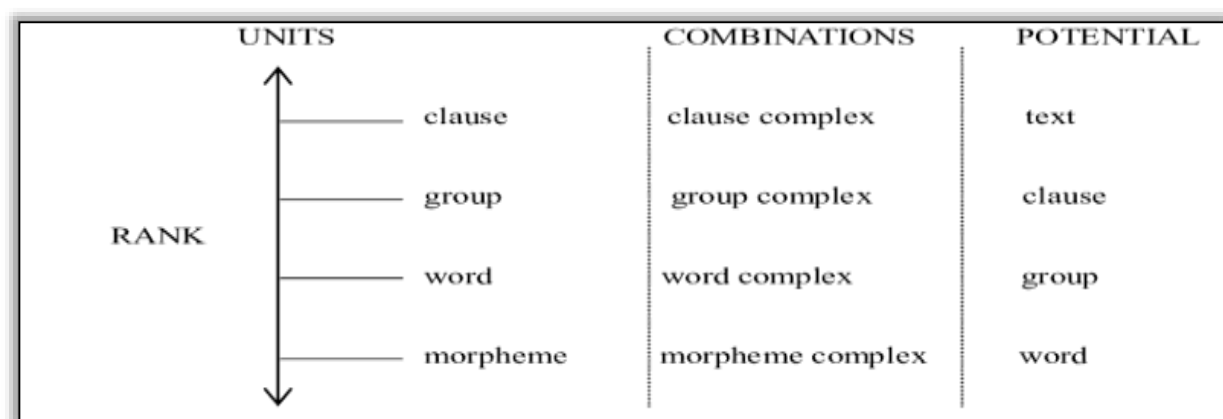
Figure (1): Language Rank Scale of SFG's Lexicogrammar (Halliday, 2004)

1.5.3.1 The Nominal Group (NG) in SFG

The Nominal Group is a structure which includes nouns, adjectives, numerals and determiners. Like the English clause, the nominal group is a combination of three distinct functional components, which express three largely independent sets of semantic choice: 1) textual, 2) interpersonal, and 3) ideational.

1) **Textual:** refers to how the message is organized. It relates to the mode which is the internal organization and communicative nature of a text. This comprises: 1) textual interactivity (*disfluencies*: pause, reptetion), 2) spontaneity (lexical density, coordination and use of nominal groups), and 3) communicative distance (cohesion). In fact, textual meaning deals with how sentences and clauses are conjoined

structurally and semantic-logically; in other words, how it relates to the surrounding text and context in which it occurs (Halliday, 2004). In textual metafunction, the clause is analysed into Theme and Rheme (Matthiessen and Bateman, 1991).

- **Given/ New (Theme and Rheme)**

The *Theme* is the first element in the clause it serves as the point of departure of the message, the *Rheme* is the reminder of the message, as Halliday conceives

> "there is a close semantic relationship between the system of INFORMATION and the system of *THEME_* between information structure and thematic structure, this is reflected in the unmarked relationship between the two…in that case the ordering of the *Given* and the *New* means that the Theme falls within the *Given* while the *New* falls within the *Rhme*" (Halliday, 2004: 120).

Meaning that the clause has two major elements *Theme* and *Rheme*, the first is what comes first in the clause and represent the discussed element (the Given); whereas the second, *Rheme*, is the last part of the clause which completes the *Theme* (the New).

2) **Interpersonal:** refers to the function of communicating attitudes interactively among people engaged in a conversation. This dimension of language, functions to relate listeners by addressing their roles and possibly elicit response from them. Moreover, it concerns with how the clause is doing as a verbal exchange between speakers and listeners (Halliday, 2004).

3) **Ideational:** Halliday (1994) asserts that the ideational metafunction (clause as representation) relates to the field aspects of a text, or its subject matter and context of use. The *field* is divided into three areas: semantic domain, specialization, and angle of representation. First, within semantic domain, SFG components examine the subject matter of a text through organizing its *nominal groups* (noun/noun phrase), its *lexical verbs, adjectives and adverbs*. These, are the words that carry lexical meaning in the text. Second, specialization is partially determined through attention to *jargon* or other technical *vocabulary items*. Finally, examining the angle of representation involves a

close look at types of processes, participants and circumstance. Furthermore, it deals with what the clause or nominal group is about (Halliday, 2003).

In the NG the three mentioned structures are incomplete of themselves and need to be interpreted separately (Halliday, 1989). Hence, this research is concerned with the analysis of the nominal group within the ideational metafunction of SFG, which is done on two perspective: the logical and the experiential functions.

a) Logical structure: deals with the expression of certain logical relation among the elements of nominal group. On this level the functions are: obligatory Head, with optional pre- and post-Modifiers. Indeed, within a clause, a definite nominal group functions as if it were proper or common nouns, which functions as the head of the nominal group. Besides, all the other constituents are modifiers (Halliday, 2004). The modifiers preceding the head are called *premodifiers*, they are words that characterize the head; mainly they would be referred to as adjectives (Halliday, 1961). Then, the ones after the head are *postmodifier*s functioning as *qualifiers;* they are typically an embedded phrase or a finite clause (Morley, 1985).

b) Experiential structure: concerns how meaning is expressed in the group as the organization of experience (Halliday, 2004). The organization in nominal group is expressed by one or more of the fourth functional elements: a) Deictic, b) Numerative, c) Epithet, and d) Classifier. They "*serve to realize terms within different systems of the system network of the nominal group*" (ibid). Each element of these systems will be considered in its turn.

➢ **Deictic:** indicates whether or not some specific Head is intended; and if so, which one (Halliday, 2004). It is either *specific*, or *non-specific* (ibid), specific Deictics may specify the intended Head by one of two possible ways: either *demonstratively*, that is by reference to some kind of proximity to the speaker (this, these= 'near me'; that,

those= 'not near me') (Morley, 1985). Or by *possession, "by reference to person as defined from the standpoint of the speaker (my, your, our, his, her, its, their; also Mary's, my father's). All these have the function of identifying a particular Head that is being referred to"* (Halliday, 2004: 314).

Non-specific Deictics, work in different way, they are total (the sense of all 'positive', or none 'negative') or partial determiners (the sense of unspecified subset) (ibid) .They signal that the hearer or reader does not need to be familiar with the specific identity of the Head, "*it is used instead to indicate what quantity of the head is involved-all, some or non*" (Thompson, 2000:182).

➢ **Numerative:** Halliday (1994) asserts that numerative Deictics indicates *"the number or quantity of the Head, either in exact terms*, *'three'*, *'twenty'*, or in inexact terms, *'many'*, *'much'*; or it specifies order, *'first'*, *'fifth'*.

➢ **Epithet:** indicates some quality of the Head, for example: old, long, blue, fast (Arnold, 1985). The Epithet may be an expression of the speaker's subjective attitude towards the head, e.g. splendid, fantastic, or it is an objective property of it e.g. red, hug (Morley, 1985). There are two types of Epithet: the attitudinal and objective Epithet. The former, expresses evaluation and modality, they represent an interpersonal element in the meaning of the nominal group (Halliday, 1994). The latter, is experiential in function in the sense that they express the properties of the head itself (Halliday, 1994).

➢ **Classifier:** indicates a particular subclass of the thing in question, it includes materials, scale and scope, status and rank. Moreover, it does not "*accept degrees of comparison or intensity...tends to be organized in mutual exclusive and exhaustive sets*" (Halliday, 2004: 320). It is used in registers where space is at a premium such as headlines (ibid).

Logical function	Premodification				Head	Postmodification
Experiential Function	Deictic function	Numerative function	Epithet function	Classifying function	Thing	Qualifying function
Language	Referrers	Exact and inexact quantifiers	Adjectives and participles	Nouns	Noun	• Prepositional phrase • Finite clause • Nonfinite clause

Figure (2): Ideational Analysis of NG in SFG (Halliday, 2004)

1.5.4 Systemic Functional Grammar and Translation Process

Discourse analysis has been applied to translation studies, since the 1990s. As a resource of discourse analysis, the SFG model can be applied to analyze both the original and translated text. Halliday wrote many articles in this perspective. Halliday's article (1966) entitled '*linguistics and machine translation*' defines translation equivalence with the respect of 'rank'. He suggested an analytical model of the translation process, which is proceeded by three stages: 1) selection of the '*most probable translation equivalent*' for each item at each rank, 2) reconsideration in the light of lexicogrammatical features of the unit above, and 3) taking into consideration the lexicogrammatical features of the target language (TL)

As for Halliday's article (2001) entitled '*Towards a theory of good translation*' it proposes a '*typology of equivalence*', in terms of a systematic functional theory, which centers on three 'vectors': 1) stratification (phonetic/ phonology, lexicogrammatical, and semantic), 2) metafunctions and 3) rank.

Conclusion

This chapter has reviewed the main theoretical concepts that we rely on in our research. In its five sections, it has discussed the notion of globalization, and the current status of English defined as the global language. In addition to that, it has presented the major historical factors which led the present multilingual situation in Algeria, accompanied with an overview of the causes that have led to the emergence of English in Algeria. After that, it discussed the spread of English in the Algerian linguistics landscape, by reporting some researches that have been conducted to investigate this issue. The next section defined the restaurant menus with their importance in restaurants; therefore, it reflected the importance of writing them in a foreign language. Finally, the last section of this chapter has introduced the theoretical framework to be adapted to analyze and discuss the research finding, which is Halliday' s Systemic Functional Grammar, with its implication on translation practices.

Chapter Two
Research design and Methodology

Introduction

This chapter is methodological and concerns with research design of the present study. It addresses the theme of the integration of English in the Algerian gastronomy area as an attempt to explore the reason(s) lying behind this neglected linguistic phenomenon. This part of investigation is constituted of three main sections. First, it describes both the corpus and the setting of the current research; it focuses on the three categories of menus selected randomly from the Internet and the city where the restaurants being investigated are located. Second, it describes the procedures of the data collection with a description of the instrument used which consists in a structured interview with the restaurant owners. The chapter ends up with an explanation of the procedures of analysis of the collected data. In this respect, Qualitative Content Analysis (QCA) will be used to interpret the data. This will be done following Halliday's theory of Systemic Functional Linguistics, focusing on the lexicogrammatical structures, and the metafunctions taking into account the textual and the ideational.

2.1 Description of the Setting

Our research aims to examine the presence of English in Algerian restaurant menus, in 'Algiers'; the capital of Algeria. It is situated in the north of Algeria; it overlooks the west side of the Mediterranean bay. Algiers is known for the whitewashed building of the Kasbah, a medina with steep winding streets, Ottoman palaces and a ruined citadel. It is considered as the largest city-centered population, the main economic and social center of the country and the most visited city in the town regarding its important touristic places. This was the reason that made businessmen, craftsmen and the free employed persons to use different foreign languages including French and especially English in different domains of work. The major places where the restaurants are situated are the following: Hydra, Kouba, Dely Ibrahim, Bir

Mourad Rais and Staouali. Generally, this kind of restaurants is situated in the most well known cities in Algiers, Algeria.

Figure 2.1: The City under Investigation: Algiers, Algeria.

The map above taken from Internet illustrate the capital city of Algeria 'Algiers' on which the current investigation focuses on.

2.2 Description of the Corpus

The corpus which consists of 35 restaurant menus is randomly selected from the Internet, or by asking directly the owners to provide us with them. Therefore, it is divided into three main categories which are as follows:

2.2.1. Restaurants that Use only English

We have selected two menus written only in English from one restaurant.

Restaurant Asian Taste Hydra which is a specialized establishment in the Asian cuisine. It is characterized by the originality of their products; some of their cooking is sushis.

2.2.2 Restaurants that Use Two Languages (English and French)

This type uses either the name of dishes in English or their ingredients in French, or both the name and the ingredients in French. Such as;

California Café which is a new restaurant of the type that opened in 2014. It is a restaurant whose most customers are teenagers. California café has a special look since it is situated in the middle of the Paradou forest. It draws the attention since it is a place to take dinner, lunch cocktails in the open air for the lovers of nature.

Pizza Hut Algeria is a restaurant of an American brand mark; an establishment specializing in the American pizza hut (hot stuff beef, cheeky chicken and chicken supreme).

Restaurant Sultan is also called *pizza corner*; new restaurant that provides multiple services of fast delivery at home.

Sushima restaurant is another restaurant with a notion of innovation specialized in the Japanese food and cooking.

American Dinner is a restaurant with an innovative concept and the first of its kind in Algeria. They tend to serve American dishes.

American Burger is another fast food restaurant specialized in the American burger as its name indicates. It tend to bring the American burger, tacos and sandwiches to the Algerian culture. Some of their dishes are Mixed Nuggets, Philly Cheese Steak and Stick Mozzarella.

Spicy Chicken as the name of the restaurantindecates, it is a restaurant specialized in the spicy chicken which is served with spicy potatoes, different salads garlic bread and other supplements.

2.2.3. Restaurants that Have Translated the Names and the Content of their Menus

This category contains the restaurants that have made translations of the names and the contents of their menus into three different languages, i.e. (from Arabic to French then into English) in order to be understood by the customers from different countries; this type consists in one restaurant having seven (07) menus in total.

Restaurant Villa Arena (From Arabic to French and English) a new restaurant in the form of a villa, and it has a terrace near a beautiful pool and a charming garden; this villa is not only modern but it has a stage with a traditional style, they serve western dishes.

To be more clear the following table provides more details.

The category	Name of the restaurant	Number of menus	Location
Restaurants that use only English.	Asian taste Hydra	02	10 Rue Hadj Ahmed Mohemed Hydra, El Mouradia.
Restaurants that have used two languages	California Café	03	La Forêt de Paradou, Hydra, Alger, Algérie.
	Pizza Hut Algeria	02	Corporative El Amel, Ain Allah, Dely Ibrahim, Alger, Algérie.
	Restaurant Sultan(Pizza Corner)	03	Sidi Yahia, Bir mourad Rais, Alger, Algérie.
	Sushima restaurant	02	Sidi Yahia, Bir Mourad Rais, Alger, Algérie.
	American burger	03	Rue Nadjet Slimane, Kouba, Alger, Algérie.
	American Diner	08	01 Route de Seballa, El Achour 1600, Alger, Alegria.
	Spicy Chicken	05	2 Chemin des Cretes, Draria, Alger, Algérie.
Restaurants that have translated the names and the contents of their menus	Restaurant Villa Arena	07	12 Rue de Savoie, Hydra, Alger, Algérie.

Figure 2.2: Detailed Description of the Restaurants under Investigation (location and menus)

2.3 Procedures of Data Collection

In order to accumulate data related to our investigation which is the use of the English language in the Algerian restaurants menus as it is previously mentioned; we used a research instrument, which is a structured interview with the owners of the selected restaurants. The whole number of restaurants selected is nine (9) and for the selected menus, the total number

is thirty five (35), drawn from the different classified categories; among them, (Asian Taste Hydra, California Café, Pizza Hut Algeria, Restaurant Sultan, Sushima, American Burger, American Dinner, Spicy Chicken and Restaurant Villa Arena). Contact with the owners or the managers of these restaurants was made possible on their official pages thanks to Facebook.

Also, our study focuses on a detailed analysis of the vocabulary, grammar, and the translation method used for the names and contents of the restaurant menus selected. In order to attain the aforementioned objectives, the Hallidian theory of Systemic Functional Grammar is used.

- **Structured Interview with the Restaurant Owners**

A structured interview or standard interview as it is also called is a set of pre-prepared questions, this type of interviews make the interviewer asking the same questions in the same order to all the interviewees as Saul McLeod states in his article ''The Interview Research Method'' (2014). Di Cicco-Bloom and Crabtee, (2016) claim that *''significantly, in structured interviews, there is no interpretation of the questions. The rules also cover improvising, where the research is to do no such thing. It is based on the rigid nature of structured interviews that analysts rate them unfavorably in qualitative studies.''*

In our research we adopted a structured interview with the restaurant owners of the selected menus entitled *Interview Questions with Restaurant Owners on English Menus*. To make our study more convincing we sorted out the reason(s) why the owners of the mentioned restaurants integrated English in their menus. Structurally, the interview started with a short introduction and contains ten (10) questions in relation to the objectives of our research.

2.4 Procedures of Data Analysis

Qualitative Content Analysis

The present work applied the Qualitative research method since it is found as the most appropriate method to analyze the restaurant menus as it attempts to sort out the ideologies of the restaurant owners over the use of English in their restaurants' menus.

Many definitions were attributed to the Qualitative Content Analysis (QCA); to mention some, Schreier (2012) who defined QCA as "*Qualitative content analysis is one of the several qualitative methods currently available for analyzing data and interpreting its meaning.*" (Cavanagh, 1997; Elo and Kyngàs, 2008; Hsieh and Shanon, 2005) claim that "*a prerequisite for successful content analysis is that data can be reduced to concepts that describe the research phenomenon", meaning* that researchers make use of QCA to interpret qualitative material; in our case the restaurant menus. According to Shreier (2013) qualitative content analysis is divided into a series of steps which are summarized as follows: 1.Deciding in a research question, 2. Selecting materials, 3. Building a coding frame. 4. Segmentation. 5. Trial coding, 6. Evaluating and modifying the coding frame, 7. Main analysis, 8. Presenting and interpreting the findings.

2.5 Halliday's Systemic Functional Linguistics (SFL)

As we have previously mentioned, the current research adopted the Hallidian theory of Systemic Functional Grammar for the analysis of the selected corpus. SFG is a model of grammar and a theory of language-centered, developed by Michael Halliday in 1960s. It views language as a social semiotic system, i.e. language is considered as a source of meaning, it is described as Systemic because it offers structures and it is also a system of choices. It is functional since it is a meaning-focused approach and applicable in real life, SFL is the field of functional grammar and pragmatics (Halliday, 2004). "*Systemic functional*

linguistic is an approach in discourse analysis which focuses on social, semiotic and functional aspects of language" (Nguyen, 2012 cited in Zahoor and Janjua, 2016). Halliday and Matthiessen (2004) claim that "*language is a meaning making-resource*" (2004 :557), and it is believed that this theory is a helpful tool for translation education semantics (the stratum of meaning)and lexicogrammar(the stratum of wording) (Haliday and Matthiessen, 2004).

For SFL, language is made of three main metafunctions through which meaning is transmited. They are ideational metafunctions, which aim at examining what is happening (the experience); interpersonal metafunctions, and this category examines the relationship between the participants (social relationship), and the last category is textual metafuntions that aim to connect the previous mentioned elements all together to form the cohesion and coherence of the text.
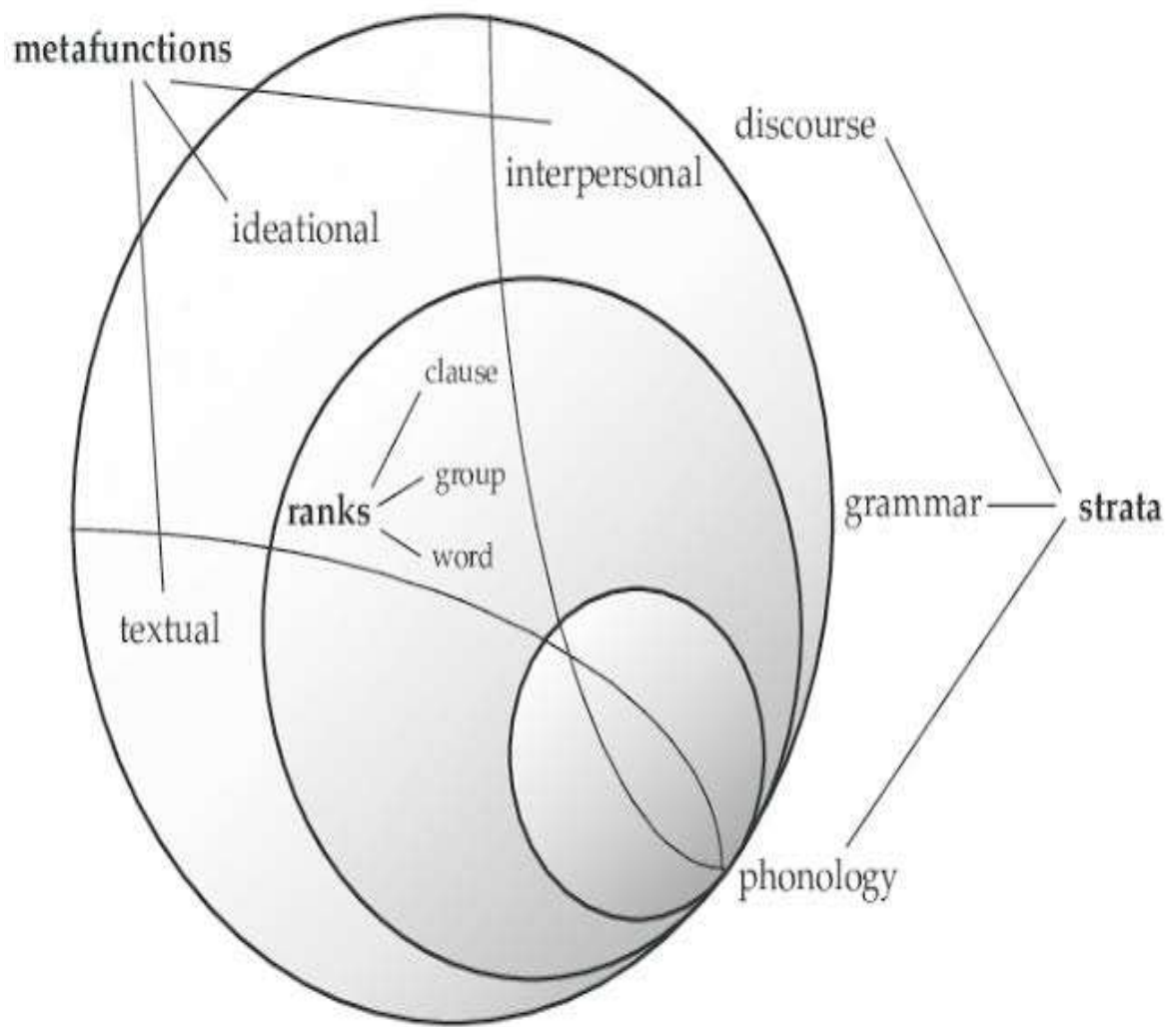
Figure 2.3: Halliday's Metafuctions and Rank Scale.(from the internet).

Conclusion

As a conclusion, this chapter has laid out the research design adopted in the study to investigate the use of English in Algerian restaurant menus .First, it has provided a description of both the corpus (including the three categories of restaurant menus being selected) and the setting i.e. Algiers, a detailed explanation of the procedures of data collection; a selection of some Algerian restaurant menus written in English or comprising English words. In addition, a structured interview was conducted with the restaurant owners. Second, this chapter has presented the data analysis procedures for which the use of Qualitative Content Analysis (QCA) is used for the interpretation of the data. Finally, the chapter has ended with an introduction to the analytical framework which was the *Systemic Functional Grammar* (SFG) suggested by Halliday.

Chapter three
Presentation of the findings

Introduction

This chapter is empirical in nature. It deals with the analysis of the gathered data and contains both the menus of the selected restaurants and the interview conducted with the owners of these restaurants. The chapter is divided into two principal sections. The first section is devoted to the presentation of the corpus and the analysis of the findings relating to the application of the Hallidian theory of Systemic Functional Grammar, mainly the lexicogramatical analysis of the nominal groups of the menus selected and sorts out the translation problems found in the menus' texts showing the mistakes and the correct forms. As for the second section, it is dedicated to the presentation of the results collected from the interview conducted with the six (6) Algerian restaurant owners.

3.1 The Corpus of the Study

Category of restaurants	Casual dining/ sit down restaurants (main courses, salads, desserts and drinks)	Fast-food restaurants (pizza, burgers, sandwiches and tacos)
Number of restaurants	Five (5)	Four (4)
Reataurants' names	1. American Dinner 2. Asian taste hydra 3. Spicy Chicken 5. Restaurant Villa Arena 6. California Café	1.American Burger 2. Pizza Hut Algeria 3. Restaurant Sultan 4. Sushima restaurant

Table (1): Categories of Restaurants Dishes

Table 1 indicates that there are two categories of restaurants, according to the food variants they display on their menus. The first type is the 'Casual restaurants' also called 'sit down restaurants' (6) which includes: main courses, salads, desserts, and drinks, but some of these restaurants serve even fast-foods such as: Spicy chicken and American Diner. The second type is 'fast-food restaurants' (3), they prepare only fast-foods such as: sandwiches, French fries, burgers, Tacos, pizza, and Sushi.

3.2 Lexicogrammatical Analysis of Nominal Groups of the Menus

In order to analyze the nominal group's functional structure, the menus are classified according to the food's variants for each restaurant category (casual dining restaurant/ fast-food restaurant). The functions, then, are analyzed relying on the functional elements proposed by M.A.K Halliday (2004) in his ideational metafunction analysis of NG which is done on two levels: the logical and the experiential functions. This is structured on: an obligatory Head which functions as the thing (common noun), an optional pre-modifier that functions as: Deictic/ Epithet/ classifier, and an optional post-modifier functioning as a qualifier (prepositional phrase/ finite clause). The symbol Ø means the functional element is absent.

Variants of 'Casual Dining Restaurants'

1) Main Courses' Names

Functional Structure	Pre-modifier				Head	Post-modifier
	Deictic	Numer-ative	Epithet	Classifier	Thing	Qualifier (prepositional phrase/finite clause)
E+C+H +Q	Ø	Ø	Grilled	Camcambert	Crottin	with salad
	Ø	Ø	Sea	Bream	Roulade	with mushrooms
	Ø	Ø	Crispy	Rosemary	Potatoes	On Garlic-infused Yogurt
	Ø	Ø	Drilled	Ribeye	Steak	Roasted sweet potatoes
C+H+Q	Ø	Ø	Ø	Chicken	Supreme	With mushrooms
	Ø	Ø	Ø	Rump	Steak	With Bordeaux sauce
	Ø	Ø	Ø	Calf's	liver	In balsamic sauce
	Ø	Ø	Ø	Fresh	Salamon	Baked with peppers
E+C+H	Ø	Ø	Mixed	Grilled	Meat	Ø
	Ø	Ø	Kentucky	Fried	Chicken	Ø
	Ø	Ø	Green	Sicilian	olives	Ø
	Ø	Ø	Crispy	Spicy	Chickpeas	Ø
C+H	Ø	Ø	Ø	Italian	Omelette	Ø
H+Q	Ø	Ø	Ø	Ø	Chicken	Frites
	Ø	Ø	Ø	Ø	Seafood	Gratin
	Ø	Ø	Ø	Ø	Chicken	Nuggets

Table (2): The Functional Structure of the Nominal Groups of Some Main Courses' Names

Table 2 reveals that the functional structure of the nominal groups of the main course dishes names, involved in the casual dining restaurants, are divided into three structures: 1)

pre-modifier +Head +post-modifier, 2) pre-modifier +Head, and 3) Head+ post modifier. The first one includes two types: the one that includes an Epithet, a Classifier, a Head and a qualifier, and the other one involves a classifier, a Head, and a qualifier. Besides, the qualifier is either a prepositional phrase (with mushrooms), or a finite clause (baked with peppers). The second category includes a pre-modifier and the Head, also divided into two groups: 1) Epithet, classifier and the Head, 2) classifier and the Head. The final type includes the Head which is generally the common noun of the served dish, with a qualifier which adds side ingredients. Moreover, as it is obvious in the main courses names the restaurant owners do not mention any Deictic or numerative elements, which make the nominal groups non-specific. It is worthy to mention that some words are written incorrectly such as 'chicken frites' which is a literally translated phrase (more details will be presented in the following chapter).

2) Salads' Names

Functional structure	Pre-modifier				Head	Post-modifier
	Deictic	Numeraive	Epithet	Classifier	Thing	Qualifier (prepositional phrase/finite clause)
H+Q	Ø	Ø	Ø	Ø	Salad	of Avocado
C+H	Ø	Ø	Ø	Greek	Salad	Ø
	Ø	Ø	Ø	Tuna	Salad	Ø
	Ø	Ø	Ø	Exotic	Salad	Ø
	Ø	Ø	Ø	Charred	Cauliflower	Ø
H	Ø	Ø	Ø	Ø	Caesar	Ø

Table (3): The Functional Structure of the Nominal Groups of Salads' Names

As clearly shown in table 3, the functional structure of the nominal groups of salads names is a simple one. It is composed either with a Head+ qualifier, or a classifier+ Head or just the Head. In the first one the side ingredient (avocado) is added after the Head to determine the type of the served salad. Whereas, in the other type, the Thing (salad) is proceeded by the classifier which indicates either the origins (Greek, Exotic) or the ingredient

(Tuna), therefore, other types of salads include the element and how it was cooked (Charred cauliflower). As for the use of the Head alone, menus designers used a proper noun (Caesar) which is the name of the creator of this salad '*Caesar Cardini'*. Besides, the salads names do not include any Deictic, Numerative or Epithet functions.

3) Desserts' Names

Functional structure	Pre-modifier				Head	Post-modifier
	Deictic	Numerative	Epithet	Classifier	Thing	Qualifier (prepositional phrase/finite clause
E+C+H+Q	Ø	Ø	Kiwi	Break	Millefeuille	with cheese spread
	Ø	Ø	seasonal	Fruit	platter	with a scoop of ice cream
	Ø	Ø	dark	chocolate	mousse	with pistachio
C+H+Q	Ø	Ø	Ø	chocolate	fondant	And vanilla ice cream scoop
C+H	Ø	Ø	Ø	American	cookies	Ø
	Ø	Ø	Ø	chocolate	Brownies	Ø
H	Ø	Ø	Ø	Ø	Cheesecake	Ø
	Ø	Ø	Ø	Ø	Cupcake	Ø
	Ø	Ø	Ø	Ø	Pocake	Ø

Table (4): The Functional Structure of the Nominal Groups of Deserts' Names

Just as it is the case with the nominal group of 'main courses names', the functional structure of the nominal group of 'desserts' names' is a complex one. It is based on three structures. The first one is composed of a pre-modifier, a Head, and a post-modifier, which is divided in its turn on two groups: 1) an epithet, a classifier, Head, and a qualifier, 2) a classifier, a Head and a qualifier. The second includes a classifier which indicates either the origin of the desserts or the main ingredient, and a Head which is the type of the dessert. The final one contains only the Head which is the international names of desserts (Cheesecake). It is worthy to mention that there are some incorrect words such as 'Popcake', which is a machine for making Pancakes, not a sort of cakes, but it must be written 'Cake Pop'

(translation errors which is the next point to be discussed). Also, this variant does not include any Deictic or a Numerative.

4) Drinks' Names

Functional structure	Pre-modifier				Head	Post-modifier
	Deictic	Numerative	Epithet	Classifier	Thing	Qualifier (prepositional phrase/finite clause
E+C+H+Q	Ø	Ø	Iced	Caramel	Flan	Latte
C+H+Q	Ø	Ø	Ø	Iced	Cafe	Mocha
	Ø	Ø	Ø	Iced	Vanilla	Latte
	Ø	Ø	Ø	Hot	Chocolate	Caramel
H+Q	Ø	Ø	Ø	Ø	Earl	Grey
	Ø	Ø	Ø	Fresh	Lemonades	Ø
C+H	Ø	Ø	Ø	Red	Mojito	Ø
	Ø	Ø	Ø		Milkshake	Ø
H	Ø	Ø	Ø	Ø	Sunset	Ø
	Ø	Ø	Ø	Ø	Vegas	Ø

Table (5): The Functional Structure of the Nominal Groups of Drinks' Names

As it can be observed in table 5, proper nouns are the dominant nouns used in the drinks' names (Mocha, California, Vegas), the owners have chosen them because they are the ones used all around the world. Furthermore, the restaurants' owners make use of four functional structures while writing their drink menus. The first one includes either: epithet, classifier, Head and a qualifier, or: classifier, Head and a qualifier. The other one is divided into: Head and a qualifier (it is worthy to mention that the qualifier in this variant is one word which defines the texture of the thing (Latte, caramel), or the whole nominal group which is the name of the component of the drink (Earl Grey: a type of a tea). The third one has a classifier which indicates the quality of the dessert (fresh). The final one is based only on the Head for instance 'milkshake' which the international name of that drink.

Variants of 'Fast-food' Restaurants

Functional structure	Pre-modifier				Head	Post-modifier
	Deictic	Numerative	Epithet	Classifier	Thing	Qualifier (prepositional phrase/finite clause
C+H	Ø	Ø	Ø	Classic	Burger	Ø
	Ø	Ø	Ø	Chicken	Burger	Ø
	Ø	Ø	Ø	Suisse	Burger	Ø
	Ø	Ø	Ø	Chicken	Tacos	Ø
	Ø	Ø	Ø	Green	Roll	Ø
	Ø	Ø	Ø	Crunchy	Roll	Ø
	Ø	Ø	Ø	Salmon	Roll	Ø
	Ø	Ø	Ø	Brie	Sandwich	Ø
	Ø	Ø	Ø	Very	Veggie	Ø
H+Q	Ø	Ø	Ø	Ø	Tacos	Mixed
H	Ø	Ø	Ø	Ø	Cheese	Ø
	Ø	Ø	Ø	Ø	Norvegian	Ø
	Ø	Ø	Ø	Ø	Tuna	Ø
	Ø	Ø	Ø	Ø	Egg	Ø
	Ø	Ø	Ø	Ø	Smoky	Ø

Table (6): The Functional Structure of the Nominal Groups of 'Fast-food' Names

The findings displayed in Table 6 show that the nominal groups of 'fast-food' names are of the simplest functional structure. It is composed of one of three structures: a classifier and the Head, the Head with a qualifier or just the Head. The first structure is based upon the classifier which indicates the ingredient of the fast-food (beef, chicken, salmon), and the Head which is the type of the fast-food (Tacos, Sandwich, roll, burger). The second structure using the head which is the thing (tacos) and the qualifier which shows the component of the Head. The third structure is just the Head which is generally used to show how the fast-food is prepared (cheese, smoky, blue), and this structure is generally used while writing the 'Pizza' names. It is important to state that some words are written incorrectly such as' Norvegian' which must be written 'Norwegian', that is a translation problems.

3.3 Translation Problems

3.3.1 Experiential Meaning (Spelling Mistakes)

The mistake(s)	The correct form (s)
Chicken cheese**steack**	Chicken cheese **steak**
Stick**mozarella**	Stick **mozzarella**
America burger	**American** burger
Sanfrancisco	**San** Francisco (spacing)
Milk shakes (spacing)	**Milk**shakes
Norvegian	**Norw**egian

Table (7): The Major Spelling Mistakes Found in the Algerian Restaurant Menus.

Table 7 shows some spelling mistakes found in the Algerian restaurant menus after the analysis of these latter. As it is illustrated, some of the analyzed menus contained spelling mistakes; this may be caused by the influence of the French language on the menus' designers since it is the first foreign language (FL1) in Algeria and the language of the colonizer).

3.3.2 Textual Meaning (Theme and Rheme)

The mistake(s)	The correct form(s)
Authentic Philly steak &cheese	Authentic Philly cheese steak
Chicken curry	Curry chicken
Pesto basilic	Basil pesto
Chicken supreme	Supreme chicken
Onion crispy	Crispy onion
Popcake	Cake pop

Table (8): The Wrong Placement of the Theme and Rheme in the Algerian Restaurant Menus in Relation to Textual Meaning.

The table above demonstrates the wrong placement of the *Theme* and *Rheme*, and the correct way is provided to form a coherent phrase. In fact, the *Theme* should come first, and it represents the major element discussed or what the sentence is talking about; whereas, the *Rheme* is the last part of the sentence which completes the Theme, this is why the writer or speaker must choose the right place for both the Theme and Rheme.

3.4 The Interview Results

This section is devoted to the presentation of the data gathered from the interview conducted with the 6 Algerian restaurant owners in Messenger platform. The answers for the

interview questions were provided by the restaurants owners in a written form, thus these answers are analyzed in order to discover the motives of the Algerian restaurants owners to write their menus in English, focusing on their level in English, with the view to showing that the mastery of this language is one of the keys to success in business. In addition, more attention will be paid to show if the designers and the translators of the menus focus on the use of correct grammar. Moreover, the answers allowed us to elicit information of interest, mainly relating to the targeted customers, their understanding of the menus names, and the current difficult vocabulary they encounter in the English menus.

Q (1) Who designs and writes the menus in English?

This question is asked in order to find out if the menus are written by professionals or just by the restaurant owners. After analyzing the answers it is revealed that the majority of restaurant menus were written by the owners themselves or by the restaurant managers who master the language, The 'Restaurant Sultan' owner says that "*it was written by our manager because of his mastery of the language due to his professional experience nearly 10 years in England*". 'Pizza Hut Algeria' owner who asserts that "*it's collaboration between 'Pizza Hut', the Algerian team and the Algerian designer*".

Q (2) Do you master the English language well?

This question was asked to figure out the restaurant owners' proficiency in English. After analyzing the answers to this question, it is revealed that all participants master the language.

Q (3) Why did you chose to use the English language to write your restaurant menus, knowing that Algeria is a non-English speaking country?

This question constitutes the primary aim of our research. This question was asked in order to find out the motivating factors that led the restaurant owners to integrate English in their menus. As far as the answers to this question are concerned, there is a divergence in

participants' views. Two restaurant owners claim that among the factors that motivate them to write their menus in English was their being influenced by the American culture, since they worked there in American restaurants for example 'American Burger', or representing an American brand in Algeria such as 'Pizza Hut Algeria'. Hence they wanted to present the American cuisine for the Algerians by using the American tastes and language. In addition, they argue that they chose this language because of its global status functioning as a lingua franca. For example the owner of 'American Burger' who explains that "*it started when we visited America. We were attracted by their lifestyle, and we wanted to bring soothing new to our country. English is the most common language in the world*". Another, 'American Dinner' owner states "*the concept of our restaurant is American, that's why we use it, and we kept the real name of these sandwiches*". The manager of 'Pizza Hut Algeria' in his turn asserts "*we kept the name of the Pizzas in English as we are an American brand*".

Two others, like the owners of 'Pizza Sultan' and 'Asian Taste Hydra' included another factor which is the location of their restaurant. Since they are situated in strategic locations surrounded by embassies (Hydra and Sidi Yahia), and they assert that the Anglophone foreigners represent the majority of their clientele. The owner of 'Asian Taste Hydra' for example, says "*I think because there are many English speakers in the area 'Hydra' and almost 70% of the embassies are around my restaurant, so all of them speak English*". The owner of 'Pizza Sultan' one answers the question by saying that "*because of the location of our restaurant, (Sidi Yahia) ... foreigners represent 40% of our clientele*".

As for the last restaurant 'Sushima', the owner answered simply by saying that his menu is not totally written in English, that is to say the dishes names are written in English due to their universality, and the description is in French.

Q (4) Have you translated your restaurant menus (e.g. from French to English)?

As far as this question is concerned, the restaurant owners' answers are manifested in terms of two main categories. The first one asserts that they did not make any translation, especially 'Asian Taste Hydra' menu which is written totally in English. The second category have translated their menus from English to French, but they prefer to keep the English original names of the dishes since they are the international ones, in order to be known by all customers.

Q (5) When writing the menus, do you focus on the use of correct grammar and draw attention to spelling? If so, why?

This question intends to know to which extent the Algerian restaurant owners focus on the use of correct English while writing their menus. In fact, all participants affirmed that they take into consideration the grammar rules and they pay attention to the word spelling. In addition they stress the importance of writing the menus correctly, arguing that it is a proof of professionalism. For example, 'Restaurant Sultan' owner says "*errors in general and especially in restaurant menus, give the impression of the lack of professionalism*".

Q (6) Which kind of customers do you target? Why?

From the restaurant owner answers it can be said that the majority of them do not have a specific target market, they try to reach the largest clientele such as: Sushima, American Burger and Restaurant Sultan. Other restaurants target the Algerian family defining it as 'Familial Restaurants', for example 'Pizza Hut Algeria' owner affirms that "*Algeria is a very family oriented nation*", another 'American Dinner Alger' says "*we target family, because there aren't many of these places for them*". The last category of restaurants targets foreigners because of their location, for instance, 'Asian Taste Hydra' owner says "*our guests in general are foreigners, Expats and people who want to try something new. Because my restaurant is situated in one of the most important and expensive area in the Capital*".

Q (7) How well can your clients understand the names of the menus and the associated English vocabulary?

This question was asked to measure the intelligibility of English menus used by Algerian restaurants. According to the owners' answers, one can deduce that the intelligibility of the clients is based on their mastery of the English language. Therefore, the clients' English level can be divided into: low, medium and high level. Indeed, the majority of restaurant owners such as Asian Taste Hydra, Sushima, American Dinner, Restaurant Sultan, declare that their clients have a high understanding of the English names used in the menus, since they are foreigners, or they just master the language. For example, 'Asian Taste Hydra' owner who claims "*Most of our guests do speak and understand the English language*' Other restaurant owners make use of simple words in order to facilitate the understanding for their customers, for instance, 'American Burger' owner assert "*we didn't use difficult names for the menus, so even an average person in English can understand them*". As for 'Pizza Hut Algeria' menu it is structured on writing the dishes names in English and the ingredient in French or Arabic thus to help the customer understand. In Fact, he asserts "*we know that some customers do not understand the names of our Pizzas in English, this is why we had to use French or Arabic in the description*".

Q (8) What are, if there are, any recurrent vocabulary words that cause your customers difficulties in understanding the menus in English?

As for this question the majority of restaurant owners answered by saying that there is not any word that cause their customers difficulties of the understanding the menus in English. Except one restaurant 'American Burger' owner who said "*well there is just one: the forest burger*".

Q (9) Do you recruit workers who master the English language well?

As far as the answers to this question are concerned, there is a divergence in restaurant owners' criteria to recruit workers. The first category makes a difference between their workers, while recruiting 'waiter restaurants' all owners asserts that it is not obligatory to master English, but is one criterion for instance 'Asian Taste Hydra' asserts " *one of the criteria is the English language, but the most important is the job skills and… good communication and a good manner*". But it is not the case for the 'cashier', 'Quality Assurance manager' or the 'Supply Chain manager'. From this perspective, 'Pizza Hut Algeria' owner declares

> *"English skill is not even a criteria, this is for restaurant staff. English was a requirement for the Quality Assurance manager or the Supply Chain manager who need to be fluent in English because they are in contact with Pizza Hut USA and international suppliers, so English is a must for this position".*

The second category does not make the mastery of English language as a condition to be recruited in the restaurants such as: Sushima, American Dinner, and American Burger.

Q (10) Do you think that the mastery of English is a key to success in business?

All the Algerian restaurant owners have responded positively to this question. They all perceive English as one major key to success in business. They define English as the language of fashion. For example the owner of 'Asian Taste Hydra' argues "*in Algeria it is becoming sort of fashion, so most of the population are well using English as a second language in their lifestyle*". Another, 'Sushima' owner asserts "*yes definitely, learning and speaking English is always beneficial to grow in business*". The other restaurant owners views English as a key for business success at the international level, for instance 'Sushima' owner declares "*if you are doing international business then yes of course…it really depends on the business activity. You can argue that the recent changes in Algerian linguistic policy (shift from French to English) may indicate that Algeria wants to be more involved on the international stage".*

Conclusion

The chapter has presented the findings of this research. First, it has described the corpus which consists in 10 restaurants, divided into 2 categories (Casual dining restaurant and fast-food restaurant), on the bases of their variant dishes. It has also presented the lexicogramatical analysis of the nominal group of the menus, following Halliday's ideational metafunction analysis of NG, to sort out the functional structure of those nominal groups. In addition to that, it has showed the translation problems found on the menus texts. Finally, it has introduced the Algerian participants' answers to the different questions of the interview which are intended mainly to elicit the motivation factors that led them to use English in their menus, and measuring their awareness to use correct English, and obtain their perception of English in the business. These results will be interpreted and discussed in the next chapter.

Chapter Four
Discussion of the Finding

Introduction

The present chapter aims to discuss the findings presented in the previous chapter. The findings stem from the contents of the 35 selected restaurant menus, in addition to the results obtained from the interview conducted with the restaurant owners. This chapter encompasses three main sections which attempt to provide answers to the research questions asked in the General Introduction, with the view to either confirm or infirm the hypotheses suggested in the General Introduction. The first section deals with the motivating factors that have led Algerian restaurant owners to integrate the English language in their restaurant menus. Subsequently, the second section discusses the findings related to the lexicogramatical analysis of the nominal groups of the menus names, relying on Halliday's Systemic Functional Grammar theory. As for the third section, it is concerned mainly with the translation problems found in the selected menus.

4.1 The Motivating Factors that Explain the Integration of the English language in Algerian Restaurant Menus

History gives good reasons for the presence of Tamazight, Arabic and French in Algeria. As presented in chapter I, in theory, Modern Standard Arabic (MSA) and Berber are the two official languages of the country, but in practice MSA and French take more advantage. However, the presence of English in Algeria is still unusual and curious. Yet, its use is increasing rapidly more than ever before in certain domains more than others. Indeed, English has reached the hospitality industry, precisely the restaurant business as will be discussed hereafter. Taking advantage of globalization, the restaurant owners offer international menus, through using both the international names and tastes of those dishes. Therefore, the Algerian restaurant owners opt for English to varying proficiency on the tourism sector.

As mentioned before the present study focuses on the use of English in restaurant menus in the capital city 'Algiers' where the majority of the restaurant owners integrate English in their menus, as a result of the higher presence of foreigners in this area. Consequently, as mentioned in the Research Design chapter, restaurant owners vary in their use of English while writing their menus. The majority of restaurant menus under study are written in a combination of French and English. This, in fact, indicates two interesting points. The first being the influence of the colonial culture and the high status which French enjoys in Algeria. The second one is the positive perception of restaurant owners towards the English language, defining it as the language of fashion and modernity. In fact, one can say that these restaurant owners who use both English and French, share Belmihoub's (2017) view in his work 'English in a multilingual Algeria' where he refers to an equal co-existence of both English and French in the Algerian repertoire. In his article, Belmihoub asserts that "*despite the lingering presence and the Francophone's attempts to resist English and survive as a powerful lingua franca in the 21 century, English is fast-growing in Algeria and its growth does not have to be mutually exclusive with that of French*". The other menus add Arabic, in addition to the previous mentioned languages, as a consequence of being the mother tongue of their clients, or just the one to which they seem familiar. Indeed, this is a practical way to make them understand better content of the menus.

Another case which is worth mentioning, concerns the restaurant menu of 'Asian Taste Hydra' which is written totally in English. The owner of the restaurant perceives English as the language of fashion. Therefore, he argues that he writes his menu in English because the majority of his customers are foreigners, who speak and understand English. This stance shows the restaurant owner's positive attitude toward the spread of English in Algeria.

The interview with the restaurant owners gives further insights about the factors that may influence directly or indirectly the selection of English to write the restaurant menus.

These factors range from personal to business-related. The first main factor is a free and personal choice, which is the result of being influenced by the American culture, precisely its cuisine, which motivates the restaurant owners of 'American Burger' and 'American dinner' to write both their menus' names in English, and even present the American cuisine for Algerians. Indeed, their choice is in a direct relation to globalization, as well as to the global status of English recognized as the 'lingua franca'. This result lends support to Appaduria's (2001) views of globalization who defines it "*a multi-way process including flows of ideas, ideologies, peoples, goods, images, messages, technologies and techniques*" (Appadurai, 2001: 5). In the same train of thought, Phillipson (1992) found that English had successfully been promoted and adapted to be the global language of linguistic marketplace.

The second factor is related to the location of the restaurant. After the analysis of the answers of the interview conducted with the owners of 'Asian Taste Hydra' and 'Restaurant Sultan', it has been revealed that the location of the restaurant plays a great role in choosing the language to use as it is the case with these two restaurants, which are situated in 'Hydra' and 'Sidi Yahia' respectively. These restaurants are surrounded by embassies, which encourage the presence of foreigners in the area. Consequently, the restaurant owners argued that the majority of their clientele were Anglophones. So, they wrote their menus in English in order to facilitate their customers' comprehension of the menus. As a result, this finding goes in tune with Belmihoub's research entitled 'Language Attitudes in Algeria' where he argued that "*tourism professionals... in the capital city Algiers are proficient in English due to their higher exposure to a diverse visitor population, including diplomats*" (Belmihoub, 2018: 10).

Finally, the third factor is a consequence of Global Brands. Therefore, business has been undeniably globalized; hence, many organisations benefited from globalization through creating new markets all over the world (Stank, et al, 2014), as it is the case in Algeria.

Accordingly, in the selected corpus there are two restaurants belonging to global brand groups: 'Pizza Hut Algeria' and 'Spicy Chicken'. The two restaurants are originated from America, the former presents Pizzas with an American taste, and the latter offers American dishes. Interestingly, from the answers of the 'Pizza Hut Algeria' owner one can deduce that the Pizza names were written in English because they are international brands, besides, they are borrowed from the menu of 'Pizza Hut USA'.

Furthermore, restaurant owners are totally aware of the insufficient knowledge in English of some of their customers, which may affect their understanding of the menus' names and dishes. Consequently, most of them wrote the description or the ingredients in French or Arabic in order to facilitate comprehension. Indeed, according to Klíma (2010) restaurant menus are usually full of descriptions since there is a need to inform the customers about the ingredients used, the price, and the preparation of their dishes, especially in relation to the characterization or naming of the items on menus, the description should be brief, clear and comprehensible. However, this does not deny the fact that English is increasingly gaining ground in Algeria, a fact which is affirmed by Fodil (2017) and Belmihoub (2018), who contend that the Algerian tourism professionals use English to show degrees of proficiency on the bilingualism cline.

Accordingly, the findings obtained in this chapter validate the results of a report compiled by the global research organisation Euromonitor International in 2012, showing that the popularity of English among Algerian youth as they believe that it offers more opportunities and allows establishing relationships with foreigners (cited in Fodil, 2017). Therefore, these findings can be added to the studies of Sidhoum (2016), Fodil (2017), Kasdi (2017), and Boulahia (2018), affirming the spread of English in the Algerian public signage, shop signage, song lyrics, ,and business sphere respectively, in addition to Belmihoum's (2017) study of the presence of English in 'Multilingual Algeria'.

The first part of this chapter has answered the first question of our research which is: what motivates Algerian restaurant owners to integrate English in their restaurant menus? In fact, the discussion of the results demonstrates that there are three factors that motivate the Algerian restaurant owners to integrate English in their menus. The first one is free personal choice, resulted from the influence of the American language and culture on the restaurant owners. The second is about the location of the restaurants which is full of Anglophones. The third one is related to the newly arrived American brand groups.

4.2 Discussion of the Findings Relating to the Lexicogramatical Analysis

The analysis of the restaurant menus revealed that five food's variants are included in the menus of the restaurants, namely main course' names, salads' names, desserts' names and drink names variants, all of them belonging to the 'Casual Dining' or also called 'Sit-down' restaurants; in addition to the 'Fast-food' variant. To go further in the analysis and see how these names are structured, we focus on the nominal group's functional structure suggested by Halliday (2004) in his ideational metafunction analysis of NG. Yet , it is done on two levels: the logical and the experiential functions. In fact, this is structured on: an obligatory Head which functions as the thing (common noun), an optional pre-modifier that functions as: Deictic/ Epithet/ classifier, and an optional post-modifier functioning as a qualifier (prepositional phrase/ finite clause). In our corpus, the main functional structures being identified are Epithet+ Classifier+ Head+ Qualifier, Classifier+ Head+ Qualifier, Head+ Qualifier, Epithet+ Classifier+ Head and the use of the Head alone.

The Variant of Main Course's Names

The various nominal syntagms which enrich the brief dish name text are distributed both to the right and the left. The functional structure of the nominal groups of the variant of plats' names is a complex one. In fact, the complexity of nominal group structure is measured by counting the functional elements offered by such a structure. In this respect, the plats'

names constitute mainly five (5) structures which are the following: 1) Epithet+ Classifier+ Head+ Qualifier, 2) Classifier+ Head+ Qualifier, 3) Head+ Qualifier, 4) Epithet+ Classifier+ Head, and 5) Classifier+ Head. As it is obvious, adjectival participle and noun with attributive function occurring as Classifier generally denote the most common cooking technique of primary ingredients or the species such as '*fresh*', '*rump*', '*spicy*' '*fried*' of which the Head Noun is the genus, as it was for '*meat*', '*chicken*', '*salmon*' '*chicken*' etc, which precisely define the type of food served, in this to the common syntactic use of the English language. According to Halliday the classifier "*indicates some subclass of the thing in question*" (2004: 319).

It should be noted that the Epithets used in the plats' names such as '*green*', '*sea*', '*spicy*', '*grilled*' indicate some quality of the Head; hence, they are objective properties of the dish itself, rather than expressions of the restaurant owner subjective attitudes towards the plat. This reflects Halliday's view, who claims that the objective property is experiential in function which is potentially defining; whereas, the latter is not, it expresses the writer's attitude, and it represents an interpersonal element in the meaning of the nominal group (2004: 319).

Furthermore, the Qualifier slot is devoted to a particular preparation, with the addition of side ingredients, possibly in their turn enriched by emotional adjectives, denotes how to best use simple but effective thematic organization. Given the short time spent on reading a menu, the customer's attention and curiosity should be driven towards the end of the sequence, towards those noun phrases collocated in post-modifying positions, which carry the weight of innovation in gastronomy and stimulate a desire to try the dish, for example: '*Rump steak **with Bordeaux sauce**', '*Calf's liver **in balsamic sauce**'. In fact, in plats' names all qualifiers are rank-shifted, which means that the exponents of Qualifiers in their own structure, are of a rank higher than to that of the nominal group, such as '*crispy rosemary*

*potatoes **on garlic- infused yogurt'***, or at least equivalent to it, such as 'drilled Rib Eye steak **roasted sweet potatoes**'. According to Halliday (2004) such items would not be expected to be constituents of a nominal group, and they are said to be 'rank-shifted' and also called 'embedded'. For him, "*embedding is a semogenic mechanism whereby a clause or phrase comes to function as a constituent within the structure of a group, which itself is a constituent of a clause*" (Halliday, 2004: 426). From this definition one can deduce that the "embedding" is thus the 'rank-shift' by which a clause or a phrase comes to function within the structure of a group. Therefore, the characteristic function of an embedded element is "*as Post-modifier in a nominal group*" (Halliday, 2004: 426). Moreover, Halliday (2004) identifies three (3) types of qualifiers: finite clause, non-finite clause and prepositional phrase. Once applied on the main course's names under study, it is found that almost all the nominal groups contain the three types of qualifiers (see table 2 in Chapter 3). For example: '*in balsamic sauce'* which is a prepositional phrase, '*backed with peppers*' which is a finite clause.

Another worthwhile point, is that other words also enter into the nominal group, namely words of the class 'verb'. According to Halliday (2004) these verbs may function as Epithet or Classifier in the nominal group, and they function in one of two forms: present participle or past participle. The nominal groups of the plats' names under study contain the two functions, verbs functioning as Epithets such as, 'mixed', 'drilled', and Classifiers as 'grilled', 'fried'. The former, according to Halliday (2004) usually has the sense of the finite tense; therefore, they are conjugated either to the present participle or to the past participle. However, the restaurant owners write the verbs which function as Epithets in the past simple tense. The latter typically have the sense of a simple present or past (Halliday, 2004). Indeed, this is reflected in the Classifiers of the nominal groups of the plats' names.

The Variant of Salads' Names

The functional structure of nominal groups of salads' names is a simple one. In fact, it has mainly three (3) structures: 1) Head+ Qualifier, 2) Classifier+ Head, and 3) Head. The restaurant owners generally use the word 'Salad' as the semantic core of the nominal group. Therefore they add a Classifier such as '*Greek*', '*tuna*', '*exotic*', etc, which indicates the quality and the type of the salad, or just its origins. Furthermore, the Qualifier type in the salads' names, is a prepositional phrase '*of avocado*' which indicates the ingredient of the 'salad'. As for the use of the Head alone, they used a proper noun (Caesar) which is the name of the creator of this salad '*Caesar Cardini*'. According to Halliday (2004) proper names are names of particular persons, as it is the case with '*Caesar*'. Besides, they are defined experientially, which means that there exist only one. Moreover, this means that typically there is no further specification, "*proper names usually occur without any other elements of the nominal group*" (Halliday, 2004: 325). As a result, this supports the choice of using the name '*Caesar*' alone, in order to refer to the type of the salad since he is its creator.

Variants of Desserts' Names

After counting the functional elements of the desserts' nominal group structures, it has been revealed that the owners use complex structures. This variant contains mainly four structures: 1) Epithet+ Classifier+ Head+ Qualifier, 2) Classifier+ Head+ Qualifier, 3) Classifier+ Head, and 4) Head. The first structure includes an Epithet which indicates either the type of the ingredient as '*Kiwi*', or the category of the ingredient as '*dark*', '*seasonal*'. Indeed, it defines the Head; therefore, they are objective properties of the dessert. Moreover, the Classifier in this structure indicates a subset of the dessert, in other words, it refers to the second component of it, for instance, '*fruit*', '*chocolate*', '*break*'. As far as the Head is concerned, it is the basic component of the dessert, for example, '*mousse*', '*fondant*'. In addition, the restaurant owners use prepositional phrases as Qualifiers in order to show either

the cooking techniques or the side ingredients of the dessert, such as, '*with a scope of ice cream*', '*with pistachio*'. The second structure includes a Classifier which indicates either the origins of the dessert as 'American', or the ingredient itself 'chocolate'. Concerning the Head, it indicates the type of the dessert. In other words, it is the dessert itself, as '*cookies*', '*brownies*'. As a matter of fact, this result goes in tune with Halliday's (2004) indication of the Head as "*it is always the Thing*" (2004: 331). Finally, the last structure is based only on the Head, for example, '*cheesecake*', '*pancake* '. In fact, these names are common nouns, since they are the ones used all around the world, such as the word '*cheesecake*' that has the roots of its origins in ancient Greece, consequently, this name is still used to refer to this specific dessert. According to Halliday (2004), this choice of using common nouns is a result that they are generalized to a class of referents. Moreover, Halliday specifies that "*these names are all the classes of phenomena that the language admits as things, and hence as participants in processes of any kind*" (Halliday, 2004: 326).

Variants of Drinks Names

Concerning the structure of nominal group of the drinks names, it is a complex one. It is divided into five (5) functional structures, which are the following: 1) Epithet+ Classifier +Head + Qualifier, Classifier+ head +Qualifier 2), Classifier+ Head3), Head+ Qualifier 4), and 5) Head. It is worth mentioning that the names used in this variant, are simple ones, and generally they are all the same in all restaurants. So, the Epithet used in this category indicates the quality of the drink such as, '*iced*'. As it is shown in the example, the Epithet is a verb, according to Halliday (2004) a verb can function as an Epithet in the nominal group. However, it is important to say that the conjugation of the verb in this nominal group is incorrect, since Halliday (2004) asserts that verbs which function as Epithets should be conjugated either to the past participle or to the present participle. As far as the Classifier slots are concerned, they generally refer to the quality and the texture of the drink, for instance

'hot', '*iced*', '*fresh*', '*red*'. There again, the verb '*iced*' is used as a classifier, and it is written in correct form. Indeed, Halliday (2004) affirms that "*when functioning as Classifier, they typically have the sense of simple present, active or passive: present, past*" (2004: 321). Concerning the Head in this variant, it indicates the type of the drink as '*coffee*', '*milkshake*', '*lemonades*', '*Mojito*'. It is worth mentioning that in this variant the dominant linguistic technique used is the use of proper names as '*California, 'Mocha*'' and common nouns such as '*sunset*', '*latte*', '*love*'. Hence, according to Halliday (2004) these two elements refer to the 'Thing' which is the semantic core of the nominal group; therefore, the proper names are "*names of a particular place*" (Halliday, 2004: 325), as it is the case with '*California*' and 'café *Mocha*'. Indeed, the former refers to an American city, and it is chosen randomly; whereas, the latter is derived from the city of Mocha, Yemen, which was one of the centers of early coffee trade. As a result, this explains to some extent the use of this word. As far as the common names are concerned, they are general names used randomly by the restaurant owner, and generally they add some description of the drink in order to facilitate the understanding of the customers, and to make it clear.

Variant of Fast-food's Names

After the analysis of the functional structure of the nominal groups of the 'fast-food' variant, it has been revealed that the menus designers use simple structure. Indeed, it contains just two (2) main structures: Classifier +Head and the Head alone. In fact, in this variant the Classifier generally refers to the main ingredient or the texture and the quality of the Fast-food, such as '*chicken*', '*crunchy*', '*green*'. Therefore, the Head indicates the type of the fast-food; besides, is it a: '*burger*', '*tacos*', '*roll*', '*pizza*' or a '*sandwich*'. Furthermore, the structure which is based on the Head alone shows the types of the dish as '*tuna*', '*egg*', '*cheese*', which are common names. In addition, in some cases they use proper names such as, '*Norwegian*', in order to refer to the origins of the fast-food. As a matter of fact, fast-foods are

a food variant which is supposed to be cooked, prepared and served quickly. As a result, the restaurant owners design simple menus which contain simple words written in simple structures, in order to reach the objective of serving their customers as fast as they can. In fact, this practice goes hand in hand with Floreak's (2014) view who claims that in cheaper restaurants (fast-food restaurants), it is more likely to see more common or shorter words that are not complicated.

Accordingly, it is worth mentioning that no nominal groups of all menus variants contain any Deictic or any Numerative element, as it is presented in the previous chapter. As a result, these findings comply with Halliday's views who declares that "*not all nominal groups have all three slots filled*" (1994: 135). Therefore, the absence of the Deictic element is systemically meaningful within the system of non-specific determination. Indeed, a nominal group which does not contain a Deictic is non-specific, within that, it is non-singular. According to Halliday (2004) a nominal group "*may have no Deictic element in its structure, but this does not mean it has no value in the Deictic system, simply that value selected is realized by a form having no Deictic in the expression*" (2004: 316). Moreover the restaurant owners do not use any Numerative element because it is not needed, since it is up to the client to make his/her order and ask for the quantity which he/she wants to eat.

4.3 Discussion of Translation Problems Found in the Algerian Restaurant Menus

As it is previously presented in the last chapter, the designers of the Algerian restaurant menus are the owners themselves. There is also the contribution of the team working in those restaurants. Thus, the non-professionalism of the designers poses problem as one among the causes of the common mistakes that are committed while writing the menus. As we have already shown in the presentation of the findings, translation mistakes remain a major feature of the restaurant menus. This is due to the random automatic translation. It

follows that the most frequent translation problems that are found in some Algerian English restaurant menus are the following: spelling mistakes as well as word ordering, mainly *theme* and *rheme* patterns, as it is explained by Halliday in his theory.

To begin with, cohesion aims to link the grammatical and lexical units within a text or phrases so as to make it coherent. The lexical item of cohesion deals with the textual metafuncions that has been discussed by Halliday as being "*the domain of highest-ranking grammatical unit. These lexicogrammatical systems originate in the textual metafunctions and are collectively known as the system of COHESION.*"*(Halliday and Hassan, 1976, 1985; Martin, 1992, 2001; Fine, 1994 cited in Halliday and Matthiessen, 2004: 603.)* This part of research deals with the analysis of the errors in relation to cohesion; the analysis of the selected restaurant menus reveal that the dishes names are subject to a bunch of spelling mistakes which are a consequence of translation. Though the latter has proved to facilitate the process of cross cultural communication, it appears to be less efficient in some cases especially when it is a random one. One striking example is the results displayed in the findings section of this dissertation. These mistakes can be classified as an ***Insertion error***. For instance, we notice that the word 'steak' in the dish name 'chicken cheese steack' is misspelled i.e. the letter 'c' is an extra one. This mistake though can be considered as an unintentional one, can be related to the issue of language mastery. Indeed, the status of English as a second foreign language in our country may be a contributive element to such a practice of language. It is the dominance of one language.

The commitment of spelling mistakes in the process of designing the selected restaurant menus is not limited to the mastery of the English language. It is also the result of the dominance of other languages such as French. It is the first foreign language that we, as Algerians, have been in contact with as a result of French colonialism. This dominance has influenced the use of other languages which is the case of English. This is what we can infer

from the use of the term 'Norvegian' making reference to the French word 'Norvégien'. Instead of using the English word 'Norwegian', the menu's designer used the French one. The case perfectly reflects the influence of the French language. We notice the fusion of French's particularities with those of the English i.e. the designer unconsciously makes recourse to the norms and rules of French.

There is, indeed, a myriad range of spelling mistakes that we may encounter in our analysis of the menus. Apart from the aforementioned ones, we may consider what is labeled as the **Compounding category.** This is what Halliday refers to as the **Reference** which aims at linking the element of the clause to form cohesion in the text. He argues: *"While conjunction links the whole clauses or combination of clauses, reference creates cohesion by creating links between elements."* (Halliday and Matthiessien 2004: 603). To illustrate this point, we need only to consider the following examples: 'Milk Shake' and 'Milkshake'; 'Sanfrancisco' and 'San Francisco'. These examples demonstrate instances of word linking. In some cases, one word is written in the form of two words or vice versa. This reveals that the designers are not cautious while writing the menus. It is also related, as it has been argued all along the first part of this chapter, to the issue of language mastery.

Another example which displays the issue of spelling mistakes is related to the confusion between the dish and the tools used for its preparation. In our analysis of the selected corpus, we came across the issue of differentiation. We pointed out that one Algerian restaurants owners did not pay attention to the differences that might exist, for example, between the terms 'popcake' and 'pop cake'. While the former refers to a name of a sweet confection, the latter denotes the machine which is used to prepare it. In fact, the menus' writers used the inappropriate term. Instead of including the dessert's name (pop cake), they wrote the name of the machine (popcake).This is again is due to their English language proficiency which is rather very limited to make differences in such cases.

Letter Omission is another type of spelling mistakes that we traced in our close examination of the selected menus. In some instances, though the menus are revised several times before the production of the final copy, we have identified letter omission as another kind of spelling mistakes. The term 'Mozarella' is a relevant case in point. It is, indeed, written with doubled 'z'. However, in the menu, it is written with one 'z'. This is the result of the influence of the pronunciation patterns which cause problems of writing correctly.

In addition to aforementioned types of spelling mistakes; *Letter Addition* is also another mistake mainly identified in the restaurant menus. The term 'Basilic' is the frequent example; indeed, it must be written 'Basil'. The same case for the word 'Salamon' which should be written 'Salmon'.

Apart from the spelling mistakes that we have discussed so far, word order patterns is another significant problem that we highlighted in our study of the menus. SFL prefer to use the terms *Theme* and *Rheme*. By definition, the theme is *'the element that serves as the point of departure of the message, it is that which locates and orients the clause within its context.'* It designates position of each element (first, last…). Bearing in mind this notion, we notice that two designers did not pay attention to the word order and the structure of the nominal sentences or compound words. They did not give much importance to which noun or word must be at the first position functioning as the point of departure. Although the owners, in their answers to our question on the issue of the mastery of the English language, said that they have a good command of English, this is not really the case. The mistakes that we identified in the menus are pertinent pieces of evidence. In this vein, it is inevitable to mention the worthiness that some scholars attribute to the proficiency in the two languages in the process of translation. The languages include: the source language (SL) and the target language (TL).Therefore, a correct and suitable translation is the one that reflects the proficiency of its translators.

To explore further the problem of translation, we suggest viewing it from the perspective of SFL. The latter adheres to the view that a good translation must take into consideration not only the words and vocabulary but also the correct use of grammar and lexis which Halliday refers to it as lexicogrammar. According to Halliday, it shows an important and fundamental role

> "*Even though the most evident problems that come up when translating may seem to be a matter of words and expressions, translating is not a matter of vocabulary: grammar also plays a large and important role. Indeed, FG prefers to talk in terms of lexicogrammar, which includes both grammar and lexis.*"(Halliday, 1978: 39).

As it can be inferred from this quote, Halliday stresses the importance of grammar in the translation process; an issue which some menus' designers failed to take into account when writing the menus. As an illustration, we can mention the name of the following dish: 'authentic Philly steak & cheese'. Taking into account Halliday's premises about an effective translation, the word 'cheese' should precede the term 'steak'. Grammatically, the word 'cheese' functions as pre-modifier (classifier) and not as a post-modifier (qualifier) or rather a noun in this phrase. As a result, it is more correct to say 'Authentic Philly cheese steak'.

Another relevant mistake is the repeated use of qualifiers and classifiers. In this regard, Halliday explains: *"Unlike the elements that precede the thing, which are words (or sometimes word complexes… what follows the thing is either a phrase or a clause"*. (Halliday and Mattiessen2004:381).From these words, we understand that a single word cannot be in the position of a qualifier. Let us analyze these examples: 'chicken curry' and 'pesto basilic'. The two previous examples demonstrate the wrong placement of words, whereby the word 'chicken' and 'pesto' function as the Head. 'The thing' is placed in the first position which is considered as the main element in the clause. It is identified in SFL as *"[...] the semantic core of the nominal group. It may be realized by a common noun, proper noun or a (personal) pronoun".* (Halliday and Mattiessen 2004:383). Whereas the second part of the two clauses

'curry 'and 'basil' function as the qualifiers which must be preceded by preposition such as (and, with,…) or it might be a clause or a sentence as it has been previously understood from Halliday's view of the qualifier. Moreover, the *theme* is related to the topic and the *rheme* is considered as the second part which provides information to the *theme*. It follows that that curry is the *theme* and chicken is the *rheme* in the first example. Quite the same in the second one as basilic is identified as the *theme* and pesto as the *rheme*.

There are other phenomena that, though they have not been presented in the findings section, are still crucial to shed light on them. It is mainly the phenomenon of code mixing. It appears that the owners or the designers of the selected Algerian restaurant menus tend to mix between two languages which are namely French and English. For instance, the phrase 'chicken frites' and 'basilic pesto' is written bilingually. This cannot be considered as an error as it is a linguistic phenomenon. Such practice of language, as it is found in the analyzed menus, may be seen as a matter of tendency or that the makers of the menus want to show off. Or rather the designers wanted to communicate the idea that they were able to switch from one language to another in the sense that they master both French and English.

In addition to all that we have seen, another point which needs mention is that our corpus is divided into three categories of menus: English, English/ French and the last category English /French/ Arabic. Despite the use of multiple languages either French or Arabic in addition to English. We can mention the American Dinner, American Burger, Spicy Chicken, Villa Arena, Pizza Hut, Pizza Corner, California Cafee, and Asian Taste Hydra.

To conclude, we may say that the majority of the mistakes found in the Algerian restaurant menus are related to the influence of French on the designers as it is the first language that they are faced to learn more comparing to the English language, since it is the first foreign language. Hence, their translation of the dish's names is not devoid of the influence French's rules. However, we must admit that not all the menus designed in English

contain mistakes either in relation to spelling or in the misuse of grammar. To avoid overgeneralizations, we would rather say that the selected and analyzed mistakes are found only in one restaurant menu which is *American Dinner* in relation to word ordering; moreover, spelling mistakes are found in *American Burger* and *Sushima*. The rest of restaurants appear to have used the correct grammar just as they have already said in the interview.

Conclusion

This chapter has discussed the findings reached from the analysis of our corpus and the interview conducted with the restaurant owners, who are the participants in the present study. The first section has been devoted to the discussion of the motivating factors that led the Algerian restaurant owners to integrate English in their restaurant menus. For the second section, the findings related to the lexicogrammatical analysis were discussed, spotting light on the functional structure of the nominal groups of the menus names relying on Halliday's ideational metafunction analysis of nominal group. In the third section, further discussion has been made at the level of translation of the menus, to investigate the most current translation errors made by the restaurant owners.

General Conclusion

General Conclusion

The present research was an attempt to investigate the use of English in the field of gastronomy, precisely the use of the English language in the Algerian restaurant menus. Our elaborated corpus consists of 35 menus either written in English or comprising English words or phrases selected randomly from the Internet. The present investigation endeavored to attain three main objectives. The first objective was to identify the reason(s) or the motivating factor(s) that led the Algerian restaurant owners to integrate the English language in their restaurant menus. The second objective was to show how the phrase structure of Algerian restaurant menus is constituted and formed through the analysis of the selected menus. As for the last objective, it consisted in sorting out the most salient translation problems found in the Algerian restaurant menus written in English. In order to attain these objectives, we relied on the theoretical framework elaborated by Halliday and revised by Matthiessen known as *An Introduction to Systemic Functional Grammar* (2004). This theoretical guideline contributed greatly to the analysis of the phrase structure of the restaurant menus and the study of the most frequent linguistic and translation problems manifested in the menus. The study focused on the lexicogrammatical structure of nominal group and the metafunctions mainly the textual and ideational.

The different types of data that the research work adopted in order to achieve the aforementioned objectives are summarized the following. The first type of data was the collected corpus consisting of 35 menus written in English or comprising English. In addition, we made use of an online structured interview conducted with the same restaurant owners. Then, the study put emphasis on the translation problems, which consisted in sorting out the major salient mistakes found in the Algerian restaurant menus at the level of spelling mistakes along with word ordering. As a last step in relation to data collection, the analysis of the interview was conducted with six (6) out of ten (10) restaurant owners.

Focusing on the previous chapters presented in terms of (results and discussion), it has become clear that the Algerian restaurant owners integrated English in their restaurants menus for multiple reasons. The originality and universality of some dish names, the factor of globalization, as well as the owners' desire to bring some new dishes to enrich their culture are the major reasons that led them to adopt the English language. Due to the strategic geographical location that Algiers occupies and the many embassies present in it, a fact which encourages foreigners to come and live in the area. Most of these foreigners are non- native speakers, but English is the language used in their daily communications. This leads to the confirmation of the research hypothesis suggesting that the presence of English in the gastronomic sphere is due globalization and ideological perspectives.

Based on the outcomes of the two previous chapters (results and discussion) and relying on the Hallidian theory of Systemic Functional Grammar, mainly the lexicogrammatical analysis of the nominal group structures, after the analysis of the results it has been revealed that the menus designers use two types of sentences in the nominal group: simple and complex structures. The former is mainly used in the main course dish names and in the names of desserts. It is composed mainly of an Epithet, a Classifier, the Head and the Qualifier. And the latter is used in salad names, fast- food names and drinks names. It contains either Classifier + Head, Head + Qualifier or just the Head alone. Moreover, the results have revealed that all the nominal groups of the menus names do not contain any Deitic or Numerative. This result has led us to refute the hypothesis that the Algerian restaurant owners use only simple catchy sentences or simple words.

As a third result, the frequent mistakes found in the Algerian restaurant menus, the spelling mistakes in relation to the experiential meaning, and the word ordering pattern in relation to the textual meaning, and these are the most conspicuous translation problems

found in the analyzed corpus. Therefore, this leads to the confirmation of the second hypothesis which suggested that the current mistakes are the result of the literal translation.

Furthermore, the research has shown that English is slowly spread in Algeria and has flourishing in occupying different areas. Its use is not limited to the sphere of education. It has spread to other domains such as the gastronomic one just as our dissertation has clearly demonstrated. We may also say that the Algerian people want to include English in their working domain regarding its powerful influence in the world. As our work addresses another area in the field of linguistic landscapes in Algeria, in addition to the existing and the aforementioned works in the same issue considering Fodil (2017), Belmihoub (2017) and Fodil and Hocine (2019), we may say that our work is contributive and has shed some light on one neglected area. Hence, this study is first exploratory and may be used as a guide for the future researchers who wish to work in the same area.

As a conclusion, we may say that the present work is an extension of the previous mentioned studies conducted in relation to the use of English in the Algerian linguistic landscape (LL) in a new area that has never been conducted in our country. It is worth mentioning that our work has encountered some limitations due to the spread of the new epidemic Corona Virus Disease (Covid19) that hindered all fields and let to the closure of all restaurants and the lack of transportation especially to Algiers since it is the most affected city after Blida around Algeria. Thus, we were unable to move there in order to make face to face interviews with the owners of the selected restaurants. Some owners answered to our online interview while others did not answer until the opening of their restaurants. Another limitation of the present work is that it has relied only on 35 menus as the main corpus. We have also attempted to provide some recommendation for further research in the Algerian Linguistic Landscape; therefore, the future researchers who would may be interested in this field of research can widen the corpus and include more Algerian restaurant menus

written in English or comprising words of English. Moreover, it is recommended for future Linguistic Landscape researchers to work on the same issue using face to face interviews as the present study has relied only on an online one. The online interview prevented us from observing the interviewees' reaction over the questions. They can also address the issue from a different perspective. For instance, they can work on the impact of using English in the restaurant menus and make the research a quantitative one by using questionnaires. The basic aim would be to figure out the customers' opinion about the use of English in that area.

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Appendices

Some Restaurant Menus

Name of the Restaurant: American Burger

Category: French/ English

BURGERS

CHICKEN, EGG
FISH, CLASSIC
BLUE, HOLLANDIA
FOREST

American Burger

MENU: +250DA

CLASSIC
SIMPLE 350 DA
DOUBLE 500 DA
TRIPLE 700 DA
100 GR VIANDE HACHÉE, SALADE, TOMATE, OIGNONS, CORNICHON, GOUDA, SAUCE BURGER

FOREST
SIMPLE 450 DA
DOUBLE 600 DA
TRIPLE 750 DA
100 GR VIANDE HACHÉE, SALADE, TOMATE, OIGNONS CARAMÉLISÉS, CHOMPOGNONS, GOUDA, SAUCE BURGER

BLUE
SIMPLE 400 DA
DOUBLE 550 DA
TRIPLE 750 DA
100 GR VIANDE HACHÉE, SALADE, TOMATE, GOUDA, SAUCE ROQUEFORT

CHICKEN
SIMPLE 350 DA
DOUBLE 500 DA
TRIPLE 700 DA
100 GR POULET, SALADE, TOMATE, GOUDA, SAUCE BURGER ET BBQ

EGG
SIMPLE 400 DA
DOUBLE 550 DA
TRIPLE 750 DA
100 GR VIANDE HACHÉE, SALADE, TOMATE, GOUDA, SAUCE BURGER, ŒUF

HOLLANDIA
SIMPLE 450 DA
DOUBLE 600 DA
TRIPLE 750 DA
100 GR VIANDE HACHÉE, SALADE, TOMATE, OIGNONS CARAMÉLISÉS, CAMEMBERT, MIEL, SAUCE BURGER

FISH TO FISH
500 GR POISSON PANÉ, SALADE, TOMATE, GOUDA, SAUCE TARTARE
SIMPLE 350 DA
DOUBLE 500 DA
TRIPLE 700 DA

BURGERS

SANDWICHS

American Burger

MENU: +250DA

VIANDE 350DA
100 GR VIANDE HACHÉE, FRITES, SALADE, GOUDA, TOMATE, SAUCE MAISON

PHILLY CHEESE STEAK 450DA
100 GR STEAK, OIGNONS CARAMÉLISÉS, POIVRONS, GOUDA, SAUCE MAISON

CHICKEN CHEESE STEACK 400DA
100 GR POULET, OIGNONS CARAMÉLISÉS, POIVRONS, GOUDA, SAUCE MAISON

POULET 350DA
100 GR POULET, FRITES, SALADE, TOMATE, GOUDA, SAUCE MAISON

BARQUETTE DE FRITE M
BARQUETTE DE FRITE L

HOT DOG 350DA
SAUCISSE, OIGNONS, SALADE, MOUTARDE, KETCHUP

SAUCE FROMAGERE

SANDWICH

Name of Restaurant: Asian Taste Hydra

Category:English

850 Da LARGE 1250 Da

LAND

LETTUCE CUPS OF CHARCOALED TURKEY SMOTHERED IN SPICY TAHINI & DRIZZLED WITH
DATE MOLASSES, TOPPED WITH ROASTED ALMONDS & SPRING ONION

650 Da PER CUP

LAMB KOFTAS HERBED & SPICED ON A BED OF AUBERGINE & BEETROOT YOGHURT,
CHARCOALED ONIONS

950 Da

SLICES OF GRILLED SPICED TURKEY THIGH ON A BED OF HUMMUS & TAHINI, DRIZZLED
WITH HARISSA, POMEGRANATE SEEDS

1200 Da

MARINATED BREAST OF CHICKEN WITH DATES & PINE NUTS ON GRILLED PITA, SALAD OF
CHOPPED TOMATOES, PICKLES & HERBS, TAHINI

1400 Da

GRILLED RIB EYE STEAK ROASTED SWEET POTATOES, CHERMOULA SAUCE

1600 Da

SEA

SQUID MARINATED IN ZA'ATAR THEN PAN-SEARED, CRUSHED ROASTED TOMATOES &
CRISPY POTATOS

1400 Da

CHARCOAL GRILLED WHOLE FISH RUBBED WITH DRIED LIME &ROASTED FENNEL,

1650 Da

FRESH SALMON BAKED WITH PEPPERS & TOMATOES, CHICKPEAS & KALAMATA OLIVES

2000 Da

CRISPY COD, TURMERIC TAPIOCA & HERB BATTER, PICKLED ONIONS, BEETROOT AIOLI,
LETTUCE & HERB SALAD

1900 Da

Name of the Restaurant: Villa Arena

Category: French/ English and Arabic

MAIN COURSE الأطباق الرئيسية

POISSONS – FISH – سمك

*Pavé d'espadon grillé *1900 DA
Grilled swordfish
سمك أبو سيف المشوي

*Pavé de Saumon rôti à l'unilatérale *2800 DA
Roasted Salmon steak
شريحة لحم سمك السلمون مشوي

*Roulade de loup de mer et daurade à la duxelle de champignons et saumon
fumé et salpicon de gambas *2600 DA
Sea bass and sea bream roulade with mushrooms and smoked salmon and salpicon of prawns
باس البحر وسمك الدنيس البحر مع الفطر دكسيلي والسلمون المدخن والروبيان

*Brochettes de gambas marinées, grillées aux herbes fraiches *2600 DA
Marinated shrimp skewers grilled with fresh herbs
أسياخ جعبري متبلة مشوية بالأعشاب الطازجة

*Daurade grillée (pièce entière) *2100 DA
Grilled sea bream
مشمار البحر المشوي

*Loup de mer grillé (pièce entière) *2100 DA
Grilled sea bass
باس البحر المشوي

A Sample of the Interview

Interview Questions with Restaurant Owners on English Menus

The interview below is a part of an academic research relating to an analysis of menus of some Algerian restaurants that use English in their menus .To reach this objective, you are kindly asked to answer the following questions.

The data from this interview will be used only for academic purposes and will be kept highly confidential.

1- Who designs and writes the menus in English?

2- Do you master the English language well?

3- Why did you choose to use the English language to write your restaurant menus, knowing that Algeria is a non- English speaking country?

4- Have you translated your menus (e.g: from French to English)?

5-When writing the menus, do you focus on the use of correct grammar and draw attention to spelling? If so, why?

6- Which kind of customers do you target? Why?

7- How well can your clients understand the names of the menus and the associated English vocabulary?

8- What are, if there are, any recurrent vocabulary words that cause your customers difficulties of understanding the menus in English?

10- Do you think that the mastery of English is a key to success in business?

Now, let's turn to your staff

9- Do you recruit workers who master the English language well?

Thank you so much for your collaboration.

1. The Conversation on Facebook with the Owner of Pizza Hut Restaurant

Pizza Hut Algeria

The interview below is a part of an academic research relating to an analysis of menus of some algerian restaurants that use english in their menus. To reach this objective, you are kindly asked to answer the following questions.
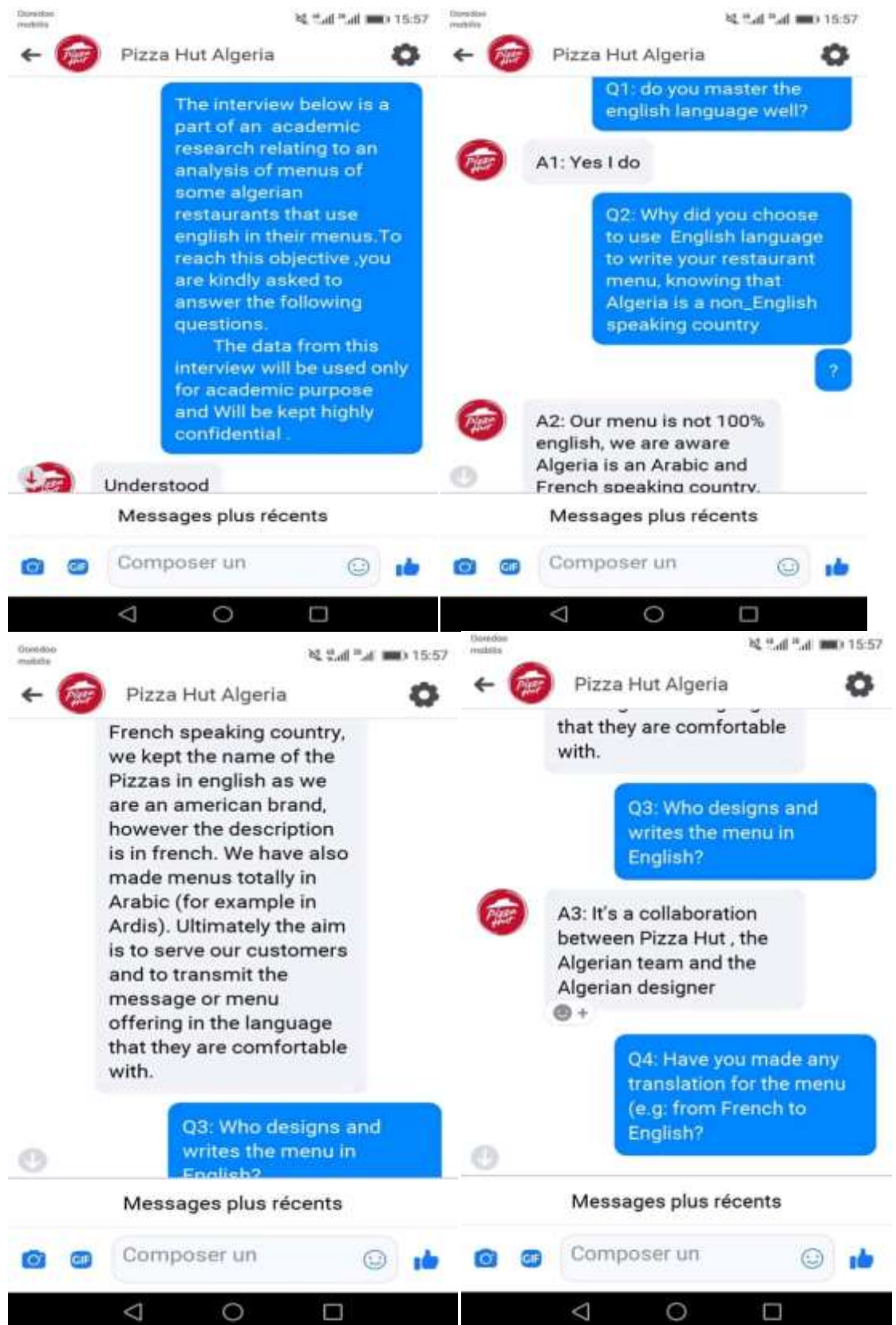   The data from this interview will be used only for academic purpose and Will be kept highly confidential.

Understood

Pizza Hut Algeria

Q1: do you master the english language well?

A1: Yes I do

Q2: Why did you choose to use English language to write your restaurant menu, knowing that Algeria is a non_English speaking country

?

A2: Our menu is not 100% english, we are aware Algeria is an Arabic and French speaking country.

Pizza Hut Algeria

French speaking country, we kept the name of the Pizzas in english as we are an american brand, however the description is in french. We have also made menus totally in Arabic (for example in Ardis). Ultimately the aim is to serve our customers and to transmit the message or menu offering in the language that they are comfortable with.

Q3: Who designs and writes the menu in English?

Pizza Hut Algeria

that they are comfortable with.

Q3: Who designs and writes the menu in English?

A3: It's a collaboration between Pizza Hut, the Algerian team and the Algerian designer

Q4: Have you made any translation for the menu (e.g: from French to English?

A4: Yes in some bits, we took the English messages we use in our menus and translated to French

Great

Let's move to question five

ok

Q5: When writting the menus, do you restrict the use of correcte grammar and draw attention to

Messages plus récents

📷 GIF   Composer un   ☺ 👍

Good

Q6: Which category of customers do you target?Why?

Q6: Algeria is a very family oriented nation, and Algeria has a young population
☺ +

Q7: How well can your clients understand the names of the menus and the associated English vocabulary?

Messages plus récents

📷 GIF   Composer un   ☺ 👍

A7: We know some customers don't understand the names of our Pizzas in english, this is why we had to use french or arabic in the description

But I think English is catching up to French in Algeria as more and more people are connected

Yes I do agree with you.

Q8: What are (if there are)the most reccurent vocabulary words that

Messages plus récents

📷 GIF   Composer un   ☺ 👍

vocabulary words that cause your costumers difficulties of understanding the menus in English?

A8: Sorry but I dont have the answer to this question

Ok no problem

Q9: Do you think that the mastery of English is a key to succes in business?

A9: It depends on the

Messages plus récents

📷 GIF   Composer un   ☺ 👍

1. The Conversation with American Burger Restaurant

America Burger

> Q2: Why did you choose to use English language to write your restaurant menu, knowing that Algeria is a non_English speaking country

> ?

It's a long story in fact

It started when we visited america

> Then?

America Burger

> Algeria is a non_English speaking country

> ?

It's a long story in fact

It started when we visited america

> Then?

They have an interesting taste

😊 +

America Burger

> That is all?

No really

We was attracted from their lifestyle

We wanted to bring something new to our country

English is the most common language in this world

America Burger

world

We had some hard time at first

> Ah ok I understand

We stayed sometime in their

We did some work at a fast food their

😊 +

> Okk

America Burger

It was fun and helpful

So we decided to bring some ideas with us

Surely it is a very good idea

Let's move to the next question

Q3: Who designs and writes the menu in English?

3. The conversation with the Owner of Asian Taste Restaurant Hydra

Restaurant Asian Taste...

Can we start?

Yeap, go on

Q1: do you master the english language well?

Yes

Q2: Why did you choose to use English language to write your restaurant menu, knowing that Algeria is a non_English speaking country

Restaurant Asian Taste...

Messages plus anciens

juil. 03 21:08

I think because there are many English speakers in the area "Hydra" and almost 70 percent of the Embassies are around my Restaurant, so all of them speaks English even if there are not an English native

Q3: Who designs and