



Shop Signs in Jordanian Streets in Relation to Borrowing

اللافتات في شوارع الأردن وعلاقتها بالاقتراس اللغوي

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Abstract :

This study aims at highlighting and analyzing the Patterns of shop signs and how they are written and sometimes translated from Arabic to English and vice versa. It is an analytical study in the way language is used and its effect. This study also focuses on the reflexion of "Borrowing", which is clear and noticed in Jordanian streets. In addition to the patterns of shop signs supported with different examples. Related literature was first reviewed. The data collection process involved collecting names of shop signs. The results showed that English has a great influence on Jordanians, especially shop owners, since that it is used in most of the Jordanian shop signs. In addition, we have monolingual and bilingual signs, and it was noticed that Classical and colloquial Arabic were also used. Translation and transliteration were two strategies obtained.

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المخلص:

تهدف هذه الدراسة إلى إبراز وتحليل أنماط لافتات المتاجر وكيفية كتابتها وترجمتها أحياناً من العربية إلى الإنجليزية والعكس. إنها دراسة تحليلية لكيفية استخدام اللغة وتأثيراتها. كما تهتم هذه الدراسة بالتأمل في "القرص اللغوي" الواضح والملاحظ في الشارع الأردني. بالإضافة إلى نماذج لافتات المتجر مدعومة بأمثلة مختلفة. تمت مراجعة الأدبيات ذات الصلة لأول مرة. تضمنت عملية جمع البيانات جمع أسماء العلامات التجارية للمتجر. وأظهرت النتائج أن اللغة الإنجليزية لها تأثير كبير على الأردنيين وخاصة أصحاب المحلات حيث يتم استخدامها في معظم تجار التجزئة الأردنيين. بالإضافة إلى ذلك، لدينا إشارات أحادية اللغة وثنائية اللغة، وقد لوحظ استخدام اللغة العربية الفصحى والمنطوقة أيضاً. الترجمة والتحويل الصوتي هما استراتيجيتان تم الحصول عليهما.

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- ✓ الاقتراس اللغوي
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- ✓ الترجمة
- ✓ التحويل الصوتي

1. Introduction

Speech and translation are concerned mainly with English language, and the influence of English can be noticed. According to (Miller, J, Tresoldi, T , Zartiquiey, R , Castanon, C , Morozova, N , and Mattis, J 2020) Borrowing, the transfer of words from one language to another, is one of the most frequent processes in language evolution. The process can be easily observed in real time. Lexical borrowing is a very precise process that cannot be directly compared with other processes of language change. Borrowing is useful and we need it for specific purposes, we borrow words to fulfill a missing part, but not depend completely on it and borrow unnecessary words, Although Arabic from its beginning borrowed from Persian and Syriac, but only what's necessary. On the other hand, Arabic was a lending language in a specific time.

People and linguists are divided into two parties, with and against borrowing and depending on foreign terms. According to (Alkharabsheh,A , Al Azzam,B and Obeidat,M 2008) , we live in the era of modernity and globalization, shop sign language is loaded and challenging, they added that shop signs in Jordan show specific aspects of Jordanian culture, they also mentioned that translators have the responsibility of identifying and interpreting information in shop sign discourse. Moreover, English is one of the most prestigious languages.

In one of the papers about shop signs, (Mansour, A 2013) stated that shop signs are divided into monolingual and bilingual signs. He mentioned that English plays an important role as language of communication in business, technology, Science and diplomacy. As a result of European British mandate, Jordan was affected by English.

According to (AlHyari, D&Hamdan,J 2019), The use of different languages in the sign reflects power, status and economic importance. They also discussed the two functions of linguistic landscape, the informative function, which conveys information about the product, and the symbolic function, which refers to the status of language.

As a matter of fact, the importance of the use of English in shop signs can be clear. (Amer, F &Obeidat,R 2014) in a case study of shop signs , declared that English is one of the major languages that have an effect on every person's attitude of daily life.

On the other hand, Dr. MuhammedRajiZughoul was one of the people who objected the use of foreign elements in signs and describes it as "aspects of cultural alienation". According to him, When we borrow a word from another language to name a new invention in the world of industry and technology, it is acceptable. But to borrow a word from another foreign language to name a supermarket or a hotel or a company, this something unacceptable and considered as an irresponsible behaviour toward our national language. Moreover, adding too much borrowed terms and lexical items can affect Arabic (Zughoul, M 1988).

Translating shop signs is not an easy task, since it poses many problems for the translators. One of the problems a translator can face is word denotation, they may be so specific to the cultures that produced them and they have no equivalence in the target culture (TC) because they are unknown or they are not codified in the target language (TL).

Tourism has played a very important role in the process of translating shop signs since that Jordan is one of the most beautiful countries that attract tourists from different countries all over the world.

It has Petra, one of the wonders of the world, A foreign visitor, or a tourist visiting Jordan will have an impression that Jordan is a bilingual country, English is used side to side with Arabic, and what makes it clear is because most of the shop signs are written or translated into English, especially stores, supermarkets, companies, agencies, restaurants, café's and other service places.

Any person who visits Jordan for the first time, and through walking in some places in the capital Amman can have the impression that Jordan is a bilingual country, and English is used side to side with Arabic, from the way signs of shops, companies, banks, agencies, and restaurants.

A lot of researchers on the idea that Jordan is a bilingual country, from the field linguistic survey that was done in 1972, by a team from the American Centre for Applied Linguistics (Harrison, W , Prator, C and Tucker, G 1975) concluded that English is almost a second language and it is closely related with careers. Another study which was conducted by (Zughoul, M 1986) showed that A Jordanian student considers English the main factor for getting a high paying job, and that speaking English indicates a high social level and a prestigious one.

2. Methodology

Shop signs were collected from different chosen places and cities in Jordan such as: The capital Amman, Irbid, Jerash and Ajloun, and the shop signs were divided into six patterns

a) The original pattern of shop signs which is written in Arabic by Arabic letters, these are the original and expected patterns, especially in a Muslim country like Jordan, the use of this type of shop signs is concentrated in the country side, rural areas and villages. But for the case of cultural equivalence, a shop sign attracts the attention, an Arabic sign for a restaurant that makes a very well known and famous Jordanian dish, which is "Mansaf" and the restaurant's sign is written as "منسفجي". For foreign visitors, "Mansaf" doesn't have a cultural equivalence, so it will only be known for Jordanians or some Arabs in, so it depends if it is known in other cultures.

b) Shop signs that are written in Arabic depending on the borrowed pronunciation from a foreign language. I should stop here and explain a very important issue. The reader shouldn't be deceived in the written form in Arabic, so he assumes it's definitely Arabic, the situation is totally different. Although these signs were written in Arabic letters, which are not similar to English letters, a lot of words from foreign roots are commonly used in a way that they are familiar to Arabic. In many cases, a foreign word intruded for no reason, as it will be explained later . A very good example for this is the word "supermarket", which is recently spread and became familiar in Jordan. For almost ten years, it has been widely spread in the city and the country side. This word is commonly spread and used although Arabic is rich in many words that have the same denotation like: سمان - دكان - بقالة . What is interesting is that a lot of words became familiar to indicate places where people buy and get used of their services until it became necessary to every citizen like: بوتيك - صالون . It should be also mentioned that a lot of Arabic shop signs are a combination of Arabic and English, but written in Arabic. A very important thing that should be mentioned is that some Arabic shop signs follow the English sentence structure and not the Arabic structure. Example: حمود شوب- حكاوي بوتيك , but what is amazing is that some shop signs have English pronunciation but written in Arabic letters, example: جنتلمان بوتيك - بيبيلوس- تكي كلر .

c) Arabic shop signs translated into English, but written in English letters. These are called bilingual shop signs, and this is the most common type which is spread in main commercial places in cities. Most of these signs are translated into English more than other foreign languages.

This kind of shop signs includes most shops, hotels, restaurants, companies, firms, doctors and lawyers advertisements, and engineer consultant companies. In this type of signs, the name is Arabic, and translated into English.

For the names of people, usually including names of doctors, engineers, and lawyers, they are written in Arabic then in English, followed by the qualifications in Arabic and its abbreviation in English. If the name was Arabic that has a meaning, it is sometimes translated. In other cases, the Arabic name is written in English letters. A lot of places are included in this type. They choose the name of the place which indicates a job, but the content is in Arabic like restaurant مطعم, supermarket بقالة, the name of the place is unique and in English, written in Arabic and English letters. The names of a lot of hotels in Amman and Aqaba are examples for this type. – Palm Beach – Aquamarina- Intercontinental Hotel – Regency Palace. In addition to names of cinemas and restaurants, especially those which concern tourists.

There are a lot of places that sell brands like car brands are included in this type of shop signs. Moreover, electronics like fridges, stoves, dryers, and washing machines follow this type. This type also includes watch brands, Televisions, calculators, and places that sell cigarettes and food with their different brands, like: Kentucky Fried Chicken – دجاج كنتاكي – Best Tours: Travel and Tourism بست توريد للسياحة والسفر.

d) Shop signs that are originally English but written in Arabic letters then in English or vice versa. The name is English or French, but written in Arabic letters without translation, the use of Arabic letters in writing English signs is weird and strange. It has been noticed that these kinds of shop signs are increasing, and most of these names are unfamiliar to the Jordanian citizen and hard to be pronounced and understood.

e) Arabic signs written in English letters. In this type, the shop sign is written with the original Arabic pronunciation but in English letters without being translated. These signs are very few.

f) Signs that are written only in English. This time was limited in the past, but now it is spread especially in some neighborhoods in Amman, where habitants there are known for their high income, like: Shmesani, Um Othaina, Sweifieh and Abdoun.

2.1 Distribution of Shop Signs

If we suppose that the linguistic usage goes forward from A to B, we can say that Arabic shop signs that have Arabic pronunciation and written in Arabic letters are on the A side. On the other hand, signs that are written in English letters are on the other side B. From the distribution, we can conclude that signs that were written only in Arabic were distributed in Jordanian villages and rural areas, which have low income and beneath the economic and social level in general.

Whereas, shop signs that were written in French or English are mostly distributed and commonly spread in classy neighbourhoods in which people have high income and high economical and social

level. The existence of some diplomatic scholarships played a very important role in the spread of English shop signs.

Between both sides A and B, bilingual and translated shop signs are distributed and spread, and they can be found in lively places where medical and law services are available, in addition to consultant companies and tourism agencies. These places are found in the middle of downtown, on main streets, and on the sides of malls.

According to (AlKharabsheh, A 2008), Jordanian shop signs have different characteristics that make them motivating in the process of translation.

First, they represent authentic material, more than a text that should be discussed and translated. Second, Jordanian shop signs represent an attracting component to any person living or visiting Jordan. Third, each shop sign represents an idea and inspiration of thoughts in itself in consideration of its social and cultural contexts. Finally, the shop signs are unique in being varied, and this is what makes them different.

In all types of shop signs, there are two main phenomena that can be recognized.

a) Most of them were written in English letters even the ones which were Arabic names but written in English or translated into a foreign language, specifically English.

b) A lot of foreign pronunciations which we don't need were involved in Jordanian shop signs, just to pretend that we love and imitate western cultures, as if we can by this solve our cultural and psychological problems. One of the most serious issues and linguistic phenomena is involving foreign speech in our language, because this leads to unnecessary borrowings from other languages, which affects our language.

A lot of people think that it is prestigious especially if it was compared to Arabic a native language. These days, we need to fight these thoughts, but at the same time, we need to know how and when to borrow words. As a matter of fact, borrowing words from English and using them in our shop signs played a role in the spread of English and increased the number of English speakers and since that a lot of people learn these words by heart.

2.2 Borrowing in relation to shop signs

It was previously mentioned and discussed that borrowing is related to shop signs, but as noticed, English is involved in most shop signs, which a lot of Jordanians are supposed to know and learn.

Relating specifically to borrowing, (Hussein, R & Zughoul, M 1993) found that the process of borrowing foreign terms and lexical items is a phenomenon that many languages use and discuss. Due to globalization and technology, since that many communities and cultures need to exchange information about their languages, and in many cases they need to fulfill a missing part in the process of translation.

Dr. MuhammedZughoul is one of the most important researchers who studied "Borrowing" and analyzed shop signs; his researches influenced and inspired a lot of people because he always called for respecting our national Arabic language. His research about shop signs in Jordan was inspiring and lead to many other researches about the same topic. Dr. Zughoul was against the use of foreign elements in signs.

Another Linguists who studied “Borrowing” is Bloomfield, the American linguist, who differentiated between what he calls dialectical borrowing,” It is when we borrow words from the same language and its culture and dialect. And the cultural borrowing “it is when we take linguistic patterns which differ from the origin, in other words, borrowing words from foreign languages. Cultural borrowing indicates what he calls spread borrowing of a certain language, and what a language teaches to another one, it is usually mutual. It is from one side only –as the case in Arabic-now. When a nation feels that it has a lot to give to other nations. Then, Bloomfield differentiates between what he calls the original cultural borrowing and intimate borrowing, which happens when one country occupies another one, so the difference appears between the language of the occupying country, and the language of the occupied country, which the defeated uses.

A good example of this is Lebanon, Which was occupied by France, Most Lebanese speak French fluently or code switch French with Arabic, so we can notice how language has an effect on people.

In this case, borrowing goes in one direction and has different linguistic forms with no relation to modernity, as it is now happening in many words used in Jordanian shop signs.

One of the famous and well known studies that discussed this phenomenon in this research, is the study of Uriel Weinreich , which he published in a book in 1953 , and its title was “ Communication of Languages”: results and recommendations, Weinreich studied the factors of lexical borrowing , and this can appear with learners of languages.

Uriel continued discussing “borrowing” until he reached unnecessary borrowing, which is noticed and spread in Jordanian shop signs, he justified the relationship between The original (lending language), an social values. When a person thinks that the original language, mother tongue, is a symbol of social leverage, speakers of the other language insist on borrowing words or expressions that can be distinguished as foreign ones, to highlight the social status, to which the knowledge of this language refer to.

Borrowing words from English is a process that most sign designers use. It became necessary to use English in the process of designing shop signs either to attract the attention or to show prestige.

3. Data Analysis

To achieve the aims of this study, related literature was first reviewed, and shop signs were collected and analyzed, these shop signs were classified into six categories and patterns, several examples of shop signs will be mentioned for each type.

a) For the first pattern, signs written in Arabic letters are introduced in the following examples: بقالة سامي - بقالة العثمان - محمص القضماني - محمص الشعب - معرض شهوان للمفروشات - أزهار جار القمر - أزهار حكاية ورد- ملحمة الراية الشامية - ملحمة المنارة - ملحمة التقوى - حلويات الضيعة - حلويات العنبتاوي- مخيطة البتراء -شركة أسوار عكا للخدمات . - الهندسية - بطيخة - معجنات الأدهم - ألبان أبو مدين - زمزم للصرافة - ألبان الفريد - بن فيينا-ألبان الحارس

b) For the second pattern of signs, that are written in Arabic depending on a borrowed pronunciation from a foreign language, the examples are:

سوبرماركت الوقفي - صالون ناديا - صالون عبدون - بوتيك زيد - ستوديو المكاوي - كفتيريا الشباب- كفتيريا الجامعة - البازار الصيني- سوبرماركت أنوار- صالون كابري

c) For the third pattern of shop signs, the bilingual signs, Arabic shop signs translated and written in English and Arabic, Examples are as follow:

Elegant Man الرجل الأنيق

Green Branch الغصن الأخضر

Engineering Consortium التجمع الهندسي

Red Rose الوردة الحمراء

The second part of this type in which the Arabic name is written in English letters. Example:
Alhayat pharmacy صيدلية الحياة

Al-DBABI PHARMACY صيدلية الدبابي

Lucy Pharmacy صيدلية لوسي

d) The fourth pattern of shop signs which are original English or French names, transliterated, can be clear through the following examples:

Shoes Garden شوز جاردن

Look and لوك أند

Sun Lord صن لورد

Crazy Horse كريزي هورس

Photo Paramount فوتو باراماونت

Mr. Baker مستر بيكر

La Dame لا دام

Young Shoes يونج شوز

Sweet Home Stores سويت هوم ستور

New Style نيو ستايل

Mother Care مذر كير

Happy Land هابي لاند

Golden Spoon جولدن سبون

Concorde كونكورده

e) The fifth and rare pattern of shop signs, which are written in English with the Arabic pronunciation without being translated can be clear through these examples:

Hadayana هدايانا - Souk el-Hamidiah سوق الحميدية Bank al Mashrik بنك المشرق

Wahsheh Center وحشة سنتر

f) The sixth and the last pattern of shop signs, which are only written in English letters can be shown through the following examples:

Moments – Smart Sell – 356 solutions – Crepello – Shelter- Mango – Vogo –Story – Season – Banana – Cotton – Max- Parfois – Pandora – Ice Phone – Let’s Go – On the Run – Hola Mexico – The Cake Shop – Alta Moda – EmanShaaban Beauty Center& Spa - Moon Bride – Chimney House – Hashtag – M&B Cuisine – Candy Market – August Shoes – Amman Balloons - .

4. Discussion and conclusion

After analysing shop signs and their distribution and the languages used in them, It was noticed that shop signs are divided into monolingual and bilingual signs. Different strategies were used to write shop signs such as translation and transliteration. What was recognized is that Jordanians have better attitudes towards bilingual signs more than signs written only in Arabic. In addition, both colloquial and classical Arabic were used in shop signs.

Every nation must respect its national language and be proud of it and have it in the first place. Because anyone who travels to any country will not understand any shop sign without understanding the language of this country. A lot of efforts were done in Jordan by the Academy of Arabic language to protect Arabic, so some recommendations were presented.

The process of borrowing affected the way in which many shop signs were written. Opinions were from both sides, people who were with borrowing and improving the way of making shop signs, and people who were against the idea of having an intruder as a foreign language.

We all should be proud of our Arabic language and try as possible to protect it and never let any other language affect it except for necessity as the case of borrowing.

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