Algerian Radio Broadcasting Language Use in the Age of Digitalization: Realities and Challenges

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Abstract

Language practices in Algerian radio broadcasting are underpinned by distinct linguistic attitudes because they are meant for a certain audience, and the choice of language is thus extremely important among radio broadcasters in order to address a clear and simple message. The current research throws light on Algerian radio broadcasters' language, which has its own specific qualifications. It is a simplified version of Arabic that combines conversational terminology with formal linguistic structures. This diversity of la nguage validates Algerian identity; nevertheless, in the age of digital space and new communication technologies, it is now susceptible to transformation and change. Beginning with a discussion of Algeria's radio broadcasting network, the current study attempts to throw light on the Algerian radio broadcasting oral discourse, its uniqueness, and its distinctive relationship with linguistic identity in accordance with modern broadcast media standards. It primarily relies on analyzing some oral texts taken from Ain Temouchent local radio as instances to examine the dynamic relationship that exists between the various varieties and languages that come into contact in today's media domain, as well as how far the cultural integration of the new digital world can affect Algerian linguistic identity.

Keywords: Media, Algerian Radio broadcasting, Language, Digitalization, New Communication Technologies.

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1- Introduction

Nowadays, media is understood to be the instrument used to shape a society's culture, language, beliefs, and ideas. It continues to be the area where all languages and dialects have the greatest direct contact. To be more specific, depending on the type of broadcast, Arabic can be used informally in conjunction with other foreign languages and vernaculars in the mainstream media. In fact, new communication technologies are ingrained in our daily lives, and media seems to connect individuals both online and offline. Communication technology has made it possible for media to transcend international borders, opening up new avenues for expression and application. As a matter of fact, media are moving away from print and toward a unified electronic web platform, with a rising amount of material being produced digitally. Consequently, the advent of digitization ushers in a new era of digital broadcasting and international communication. This study examines the potential effects of emerging communication technologies on media language in order to offer a new perspective on the paths that media discourse is taking, particularly in radio broadcasting.

This research highlights the unique way in which Algerian radio broadcasters' spoken discourse is shaped and controlled by new communication technologies, based on the idea that language must deal with social contexts in addition to words. This paper's overarching goal is:

- ✓ Examining the language used in modern media while also considering the potential impact of emerging communication technologies on language usage.
- ✓ Bringing attention to the unique way that new communication technologies shape and impact the spoken discourse of Algerian radio broadcasters.
- ✓ Offering a novel perspective on the paths that media discourse is taking, particularly in radio broadcasting, and the challenges facing the media language in the era of digital space.

1.2- The Theoretical Framework

This research paper starts by mapping out some concepts related to the media field, based on a theoretical ground i.e. a review of the literature related to the issue of language use in contemporary Algerian broadcasting media.

1.3- Introducing Media

1.4- Role of Media in Maintaining Culture and Identity

Without a question, media has a tremendous impact on their users. Taking television as an example, it is seen as a sort of socialization that has a long-term impact on each member of the audience of various ages. There is currently a definite association between young people's lifestyles and those portrayed on TV, such as in Turkish programs. Algerian

culture, like that of other countries, is now influenced by emerging global trends communicated through mass media. Due to their exceptional popularity, many Algerian TV networks have recently begun showing popular Turkish series. As a result, television series broadcast on various Arab networks have a significant impact on Algerian society.

In fact, the influence of such series may affect family bonds, family size, studying habits, friendship conceptions, and use of spare time. Turkish TV programs today play an important role in the personality development of viewers, particularly youth. In fact, individuals are modifying their living and dressing ways as a result of these series, and they are learning more about the customs and values of other countries. Aside from that, the influence of watching foreign shows may result in the formation of more than one subculture inside a single society.

The importance of media and language in developing, performing, and negotiating one's identity is well acknowledged. Although some characteristics of identification, such as age, gender, and country, are largely static and difficult to change, the attributes of identity are not pre-determined and fixed, but are susceptible to transformation and modification. (Seargeant&Tagg, 2014) addressed how identities are performed through social media, defining identity as a set of resources people use to display and express themselves through connection with others. As a result, language is the major emblem of identity. Individuals and groups are now using social media to highlight specific aspects of their identity.

The ability to reach new, diverse, and potentially worldwide audiences via social media allows people to present themselves with relative freedom. As a result, "people may have to work harder in some online environments to perform an identity which others can recognize as authentic" (Seargeant & Tagg, 2014: 09). Furthermore, because of the potential for anonymity online, individuals can potentially portray themselves in more various ways than they can in their offline reality, where their presentation of self is generally confined by their physical appearance.

Using Algeria as an example, during the French colonization, IbnBadis launched his first newspaper "Al-montaqid" in an attempt to raise awareness of the importance of Islamic culture and identity, but it did not last long because it was banned by the French colonization in the year of its inception. During the French colonization, various organizations and institutions made significant efforts to develop public awareness in Algerian society, inspiring them to protect their cultural and linguistic identities, which the French colonizer relentlessly targeted. Algerian Muslim Ulama's Association was one of these organizations that attempted to help by releasing its publication "El-Bachair," which targeted Algerian society through successive issues. The main goal of this newspaper was to enlighten Algerian society about the importance of safeguarding and preserving their Islamic and national identity (Lahlali 22).

However, we are more concerned with the linguistic side, where the content of various sorts of media has a significant impact on the language. For Eid (1982), "the media is a platform which allows users of Arabic access to many forms of Arabic, dialectal and Fusha" (p.405). Media can allow the hosts or guests of a certain program to flip from one variety to another inside the precise speech string. In the audio-visual media, MSA; the standard Arabic variety, is commonly utilized for informational programs such as news, reporting, educational and religious programs, and so on. On the other hand, colloquial Arabic, which is the non-standard variety, is designated for entertainment and social interaction programs.

The media is also inextricably linked to globalization, and is frequently viewed as the major driver for rapid expansion. Most national media systems have become more internationalized as a result of global media integration through cross-cultural exchange of ideas and different flows of information between countries via international news, broadcasts, and television programming. According to Al Huri (2017, p. 66), "the process of globalizing the different nations and delocalizing the various cultures might not have happened without the intervention of the power of media". Nonetheless, media and technology are interwoven, and neither can be separated from modern society.

1.5- The Impact of New Communication Technologies on Media

Technological advancement has always been the principal force shaping the evolution of the media. By reducing time and space and bringing the global to the local, today's cutting-edge forms of technology have changed the world into a global village. They enable us to interact with people from practically every other society and become aware of what is going on in the world. Thus, new media technologies have increased interconnection across huge distances and throughout numerous countries on one side, and accelerated the rapid spread of information on the other side.

Taking the example of the Internet, Castells (2000) demonstrates how the Internet has transformed international information exchange due to its ability to transport data across boundaries. He has suggested that the Internet has become perfectly suited to contemporary reality's rising individuality, with consumers using the web to generate material and share it to worldwide audiences. The Internet today offers an infinite number of alternatives for establishing local media settings and increasing diversity with the goal of social mobilization, with the person becoming more involved in the message.

Digitalization, as a crucial feature of contemporary communication technologies, ushers in a new era of global communication in which vast volumes of digital information may be stored in a tiny space, compressed and then decompressed when needed, and easily molded, allowing for interactive services. According to (Hartley, 2002), the impact of media convergence on existing media organizations and industry structures is enormous. For him,

a crucial outcome of digitalization is the ability to move information between previously disparate systems. This means that the traditional media (TV, radio, and print) are no longer necessary to maintain their distinct identities. For example, print media content can be accessed via a website on a computer or a digital television set, with links to audio (radio-like content) or video (television-like content).

The evolution of media, from the earliest newspapers to radio and television to the Internet, has led to the increasing influence of media on human existence, particularly through the combination of words, symbols, images, and sounds into a single unit, a message, or a new media product. Digital broadcasting has accelerated media convergence by expanding the mobility of devices used to view television and listen to the radio. The government subsidizes radio and television stations in some countries, such as Algeria, whereas the United States relies on privately held radio and television stations.

Social networking, which includes mobile communications devices, the Internet, and video games, is one of the most rapidly growing kinds of new media. New media, characterized by their interactivity, pose serious threats to traditional media, including radio and television, according to Paxson (2010), who claims that many media firms that previously relied on traditional media forms are now incorporating new media in order to compete with the many new ways people share information. Many television stations display viewer comments during broadcasts to provide an interactive environment for viewers (p.152). In fact, technological advancements, particularly in the last decade, have enabled the emergence of thematic channels. In Algeria, for example, television networks are now attempting to instill a sense of urgency in order to compete with the internet and news feeds on mobile texting devices.

The entire world is now preoccupied with technology. Unfortunately, people's reliance on technology has made them dumber rather than more self-aware. While technology provides a global opportunity, it has also compressed people's time; a long day is no longer adequate to get everything done, and people require more time to relax. Even youth spare time consists of monitoring Facebook and skimming through YouTube news streams. Today's kids are imprisoned in a society heavily influenced by media and are unable to distinguish between reality and morality as portrayed by media elements. Furthermore, the core of activities and the uniqueness of ideas are greatly neglected; while Google has all the answers, no one wants to check or seek for them. This technology has greatly hampered humans.

1.6- Radio Broadcasting Landscape in Algeria

Radio is the most extensively used medium in Algeria. It is still one of the simplest ways to transmit information and was crucial throughout the war of independence. The National Radio Broadcasting Enterprise (ENRS) manages national radio stations. Algeria

has three national radio stations: Arabic Channel 1, Berber Channel 2, and French Channel 3. The four themed radio stations that are available statewide are Radio Culture, Radio Quran, El Bahdja, and Radio International; a 24-hour news station that transmits in Arabic, French, English, and Spanish. Similarly to how the ENTV is expanding and modernizing its network in preparation for future sector liberalization, the ENRS has worked with France's INA (Institut National de l'Audiovisuel) to train staff, improve programming, and facilitate the transition to digital radio.

Algerian radio was born on December 16, 1956, when the secret radio station "Voice of Free Algeria to Combat" began broadcasting its programs. It had an industrial and commercial character and performed public service in the field of audio broadcasting, in response to the need to inform citizens about everything related to national life, regional, local, and international events, strengthen social communication, and protect and promote national identity in all of its components. Algeria had 44 local radio stations as of July 2009, with 48 anticipated by the end of the year, one in each province.
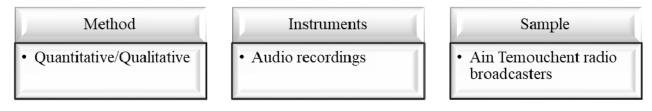
Algerian radio has kept up with the country's political, economic, and media upheavals since the 1989 constitution, and it has responded to political and media plurality. This has been accomplished by creating important debate spaces as well as accessible and diverse expression through political, economic, cultural, and entertainment programs, allowing it to contribute to the promotion of culture, democracy, and tolerance, enhancing its credibility and occupying an advanced position in public opinion. Algerian radio has undertaken a complete process of updating its working and production methods to meet the modern broadcast media standards. In the mid-1990s, it began an initiative to digitize its radio program production.

This effort required a first step, an adaptation to technological development that forced it to phase out the use of magnetic tape and then begin in the second phase, specifically in 1999, with the development and use of digital equipment, and then with the emergence of digital processing programs for radio material, as well as composition, mixing, and sound effects. It has become critical to implement full digitization by replacing analogue equipment with digital equipment, establishing an internal network for digital connectivity, a digital broadcasting system, an electronic multimedia platform, and training all workers whose performance is impacted by digitalization.

2- Methodology

Table.1. Research Methods and Tools

Method	Instruments	Sample
• Quantitative/Qualitative	• Audio recordings	• Ain Temouchent radio broadcasters

2.1-Research Design

The current research paper is based on a case study: Ain Temouchent local radio, and employs observational, descriptive, and analytical methodologies. These procedures are dependent on sufficient and precise information in order to produce practical results. Thus, the research is primarily intended to answer the following research questions:

- How might radio language be impacted by new communication technologies?
- What are the primary shifts in radio discourse that are taking place in the digital era?

In an attempt to answer this research questions, the following hypo theses were posited:

- The radio discourse gains new linguistic features from new communication technologies.
- In the era of digital media, radio broadcasters interact with their listeners using more casual and approachable language, and the conversation is usually original and creative.

2.2- Data Analysis and Findings

The current study's data analysis reveals that, in response to new communication technologies, radio broadcasting discourse is becoming increasingly bilingual or multilingual. This is a communication strategy used by radio broadcasters to target a diverse audience from various cultural and educational backgrounds. Data research also suggests the existence of a variety known as a "middle language" that was developed by merging the linguistic patterns of formal and informal Arabic, primarily Modern Standard Arabic (MSA) and Algerian Arabic (AA). The radio language, particularly the dialectal variety (AA), is kept up to date and in continual contact with other foreign languages as a result of the openness in terms of multilingualism brought about by new communication technologies. More examples are provided in the table below:

Table.2. Mixing Languages in the Speech of Radio Broadcasters

Instances	The Complete Utterance	French items	Formal Arabic	Informal Arabic	Transcription to English
(1)	Had la signture numérique nataamlou biha maa mouassassat okhra.	La signature numérique	Maa mouassassat okhra	Nataamlou biha	We deal with this digital signature with other organizations.
(2)	W men baad intakalna ila system LMD moundou 2004.	Systeme LMD	Intakalna ila Moundou	W men baad	From then, we moved since 2004 to LMD system.
(3)	Les stages de fin d'études taa talaba	Les stages de fin d'études	Talaba	Taa	Students' end-of-study trainings.

The table above clearly shows that Ain Temouchent radio broadcasters employ a linguistic practice known as code-switching, with the switch between Arabic and French being especially evident. This is, in fact, a language technique. In terms of the language used by the target radio, different programs use a variety of linguistic registers and styles depending on the format and audience. Each radio program has a panel of guests, including ordinary people sharing their experiences and expert views, to discuss a topic of relevance to listeners in their social or personal life. People interacting with radio broadcasters were not always local; as a result, language mixing is expected in practically all regional or local radio stations. Incorporating foreign words or idioms into radio oral discourse leads in a mingling of languages and dialects.

2.3- Status of French in Algerian Radio Broadcasting

Despite its complicated status, French is widely used in Algerian society; it serves not only as a means of communication, but also as a source of knowledge and a symbol of modernity. Borrowed French words are commonly employed in AA as part of an informal lexicalization. Words like */afichaw/*: they display, and */nsuprimi/*: I delete, are among other French borrowed words which have been adopted and adapted to the Algerian Arabic linguistic structures. Caubet (1986), for example, states that "French as the language of the last colonizer has an ambiguous statute; on the one hand, it attracts the official contempt, on the other hand, it is the synonym of the social success and the access to the culture and modernism" (p. 122).Combining Arabic and French in utterances has become an increasingly common linguistic practice among radio broadcasters. This sociolinguistic attitude is influenced by a variety of circumstances. According to Albirini (2016), this is due to the fact that numerous socio-cultural, political, economic, and scientific concepts in the source languages lacked counterparts in the target language (p. 12).

As a result of Algeria's unique linguistic contact scenario, numerous French words have been morphologically altered and fully absorbed into the Algerian Arabic lexicon. Despite the fact that French is considered a colonial language, the media confirms the actual situation of the French language in radio broadcsts. The latter is still used, and it is even employed in the redaction of official materials. This is despite Algeria's significant Arabization project, which has been in existence for many years.Many Algerian radio broadcasters have chosen to employ French in their frequent interactions with their audiences, owing to the language's international status. This fact becomes more apparent when radio broadcasters host highly educated speakers, such as executive directors, during debate programs.

The switch from French to Standard Arabic (SA) occurs significantly more frequently on Ain Temouchent radio broadcasts, as the latter deals with far more official or technical terms. When employing French words, radio broadcsters frequently simplify the pronunciation to sound more like the Algerian Arabic pronunciation. Actually, the switching strategies used by Ain Temouchent radio broadcasters range from utilizing French or Arabic words to using larger word sequences in a single sentence. More importantly, nouns are the most commonly switched syntactic category among the minor elements. Words such as *'feuille de route'*: roadmap, *'bande annonce'*:tease, are of common use among Ain Temouchent radio broadcasters. The use of French items is extended to the programs' appellations as in the program *'Astuce chef'*. In reality, language mixing is expected in nearly all radio programs through the use of foreign terminology (French-English). It is done in a completely natural manner to put the individuals they are speaking with at ease. It is to mention that the strong esteem accorded to the French language appears to have been challenged in recent years by English in Algeria and extensively in the media arena.

2.4- Status of English in Algerian Radio Broadcasting

English has become widely utilized by many individuals from all over the world as a result of technological improvements. It is used to communicate, learn, and share ideas, knowledge, and perspectives. It also assists people in developing relationships and interacting in a variety of settings. English is taught to varying degrees around the world, depending on the country's standing. Algeria was among the countries which introduced English as a foreign language at schools. In Algeria, English was introduced in secondary schools alongside French in 1996. In actuality, this plan lasted only a few years since Algeria needed to adapt to the demands of the twenty-first century.

The globalization process has strengthened English's position as the world's first dominant language in comparison to other languages of greater communication. English has become a must-have language instrument for technical innovation, economic development, and commercial expansion. The English language's global dominance influenced Algerian television and radio transmission. The reason for this is that these two major media organizations are continually adding terms in English that reach TV and radio program titles and are excellently suited to technical subjects. About the impact of English on Arabic speakers Al Huri (2017, p.174) points out that:

> With the mushrooming spread of English owing to the ruthless creep of globalization and the cultural integration, some Arabic speakers have become very much affected in their Arabic tongue particularly, the younger generation who aspire to add a new language to their linguistic repertoires to the detriment of their mother tongue. In fact, learning a new language necessarily means getting plunged into the culture of the society speaking that language because besides

being a means of communication, language, serves as a "carrier of culture".

Labed (2015) concludes in her journal article titled 'Multilingualism in Algeria: the Case of Appellation of Algerian TV Channels' that there is a multilingual sign of the simultaneous presence of different languages in different Algerian TV channel logos, which illuminates the various manifestations of multilingualism as it occurs in the appellations of Algerian TV channels. However, there is a strong rivalry between French and English in the appellations, which supports English's growing prominence in Algerian media (p. 250).

New communication technology resulted in the incorporation of foreign phrases, particularly English terms, in presenting programs or even as program titles. The results demonstrate that English is progressively making its way into Ain Temouchent radio broadcasts. Many programs'appellations are in English language as in: *'Summer Day'* and *'Art Studio'* programs. In English-Arabic mixed program titles, we find: *'Lotfi Show'* and *'Jina Time'*.

The goal of introducing such foreign items appears to be to capture the attention and interest of listeners, as English is an international language as well as a language of prestige and modernity. Aside from radio show titles, several additional technical words are adopted from English, including: *jingle*, *travelling*, *streaming*, and *briefing*. Because of its widespread reputation as a fashionable and sophisticated language, the English language appears to be becoming increasingly appealing among radio broadcasters. Actually, the discourse of Ain Temouchent radio presenters is usually creative and innovative in order to cope with new communication technology and remain current and open to the world.

In terms of Algerian radio broadcasting, Britain, as represented by the BBC, is attempting to expand its cooperation with Algerian radio in the realm of external cooperation with other international radios. Several trainings for journalists are conducted by Algerian radio on topics such as "International Communication" and "Public Communication". This is also true for the US embassy, which provides training for Algerian radio journalists who are fluent in English on a variety of themes, including international communication. Furthermore, radio broadcasters frequently receive invites in English that must be translated into Arabic.

2.5- Creativity in Radio Broadcasting Language: In an Age of Digitalization

Technology has accelerated both social and linguistic change in recent years. Radio presenters have increasingly incorporated audio reports, written texts, video sequences, photographs, and graphics from a number of sources in addition to their everyday work. As a result, the journalistic profession is evolving in reaction to new technological constraints and audiences. As languages other than Arabic have grown in popularity on the internet, radio broadcasting discourse is becoming more bilingual or multilingual. As a result, radio discourse shifts as the community shifts and radio broadcasting's discourse is evolving in tandem with the expansion of electronic communication.

Ain Temouchent radio broadcasters, whose discourse is frequently creative, innovative, and even artistic, actively contribute to the diversity of language in use. Radio broadcasters invent and reproduce new communication tactics with their audiences, and most of the time, standard language rules are modified, if not suspended, and innovation is encouraged. The language then is purposefully artistic, with utterances drawing on parts of local slang that radio broadcasters combine distinctively.

Technology has had a substantial impact on radio broadcasting language in various ways. Because social media and other digital platforms allow broadcasters to interact more directly with their listeners, they must employ more colloquial and accessible language to engage with their audience. Indeed, with the advancement of communication technology, people now have access to a wide range of media outlets, allowing the interchange of ideas and information easier than ever before. As a result, radio broadcasters must analyze how various languages and cultures cross in their work and how to best employ these languages to reach and engage their audience.

In this regard, it is also worth noting that language is never static, as proven by the fact that pronunciation and vocabulary change across time and space. As a result of modernity and the impact of fast distributing communication technology, attitudes and perceptions of the Arabic language, particularly its dialectal form, Algerian Arabic, may change. Because of the increased globalization and accessibility of social networks, Algerian Arabic (AA) is continually altering; it is currently unstable and faces serious and real challenges.

2.6- Challenges

Radio broadcasters adopt a specific communicating attitude in order to promote understanding and match linguistic, situational, social, cultural, and relational contexts. They constantly tend to increase the public good, give information and public services to broader population sectors, and so suit local requirements and identities by choosing their words and adjusting their content programming. Nonetheless, in a globalized media world,

there are continually increasing demands on the quality of work of journalists, who must integrate within new communication technologies framework.

The fastest-moving media trends pose significant challenges to Algerian radio broadcasting. To deal with this situation, radio stations must be involved in generating content, including cultural exchange programs, as well as dealing with the expansion of media and communications technology to encourage appropriate messages, interaction, and clear and immediate feedback. Television and radio, for example, realize the threat that new media poses. The new challenge is to see how well these traditional media adapt to these new communication technologies.

In a globalized media environment, there are ever-increasing demands on the quality of journalists' work, who must integrate within the framework of the Internet by broadcasting online editions on Face book and other social media; they must take photos and record visual files to enhance interactivity and audience feedback. The latter is actively involved in content creation and adding value to the medium at hand. In recent years, the challenge has been placed on the journalistic job, which is evolving in reaction to new technology. The real challenge, then, is to resist the trend toward adopting other languages or to adapt to the new circumstances and adopt other languages in order to be open to the world.

3- Conclusion

Algerian radio oral discourse has different linguistic features; a discourse that shows new usage patterns made possible by modern communication technology. Now, radio seeks to keep up with and stay on top of technological innovation as it occurs. Significant areas of new radio technology have already been developed, including computer-to-computer communication, personal communications, and business data delivery. Radio technology is expected to advance at a faster rate due to the great demand for advances in linear technology, cellular techniques, and the already well recognized benefits of short-range radio. Despite advances in video tech, the radio industry will not change. Web radio, a new type of audio communication, is another technological innovation that benefits the radio industry.

In today's digital realm, radio broadcasters should be aware of how to capitalize on this linguistic diversity by keeping up with the progress of media and communication technologies in order to promote appropriate messages, engagement, and clear and rapid response. The main challenge for radio broadcasting is to adapt successfully to the new environment, which is defined by new communication technologies, language diversity, and multilingualism.

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