

ENGLISH WORDS IN JORDANIAN BUSINESS SHOPS' SIGNS

Mufleh Jarrah*

Omar Hazaymeh*

Abstract

This study aims to investigate the use of English words Jordanian Business shops' signs. The study will discuss the structure of these signs to show how English words and expressions are used in them. It will also analyze the various motivations for using these words. The study will include some observations that the researchers could reach. It is hoped that the present study will open the door for more similar studies.

* Place of work : Al-Balqa' Applied University - Huson University College - Jordan

Introduction

Historically, English in Jordan is back to first years of the twentieth century when British mandate was in Jordan.

English words such as trademarks, cities, names of actors among others are utilized in Jordanian Business shops' signs. A quick round in Rainbow street , Gardens street, Mecca street, Zahran street in Amman " the capital city of Jordan ", or in Hashmi street, University street in Irbid " the second largest city in Jordan" show the bulk of English words in Jordanian Business shops' signs.

Review of Related Literature

Salih and El-Yasin (1994) studied the spread of foreign business names in Jordan. They discussed the reasons for the spread of foreign business names in Jordan. According to them the trading success stood behind using foreign names in business.

Bader and Denise (1998) studied brand names in Jordanian Arabic. They registered many brand names.

Zughoul (1996) studied Jordanian business signs, both Arabic and foreign, from a socio-linguistic perspective.

Objectives and Methodology

The present study has the following aims:

- a. Registering English words and expressions in Jordanian Business shops' signs.
- b. Investigating the linguistic inscription of English words and expressions in Jordanian Business shops' signs.
- c. Analyzing the linguistic changes of the English words.

The searchers could collect about three hundred English words or expressions in the two main Jordanian cities (Amman, Irbid). 150 signs were registered in each city.

The registered data include names of malls, supermarkets, restaurants, coffee shops, internet cafes, mobile phone shops, barbershops, travel agencies among others.

Discussion

The researchers analyzed the linguistic content of Jordanian Business shops' signs in which English words are used. The English wordings in Jordanian Business shops' signs were showed in the Jordanian Business shops' signs in two forms which will be named as high and low. The first shows the English word which is used as the name of the shop whereas the second shows type of business of this shop and the things that are sold in this shop.

The limitation of the study

The present study is only limited to the English wordings that are used in Jordanian Business shops' signs in English script.

English Words / English Script

English words, expressions, and names are inscribed in English letters such as :
New Look, High Quality, Blue One, You and Me, Hi Fi, New York, Barcelona,
Michael Jackson, Pizza Hut, Blue Bird, Quick link, Americana, Carrefour, Bubbly
Fashion, Snickers , Star War, Fast Mobile, Two Moons, X one Digital One , Super
Internet Cafe, The Spider.

The Order of the sign

One English Word

The English word is written twice in Jordanian Business shops' signs in two different types. First, it is written within the whole business sign in bold type. Second, it is written in a small type on another sign hanged beside the main one or in another place on the outside walls of the shop with an arrow on the sign to direct customers to the shop. Such English words include: Internet cafe, Restaurant, and Bookshop.

Low Form

2.1. Ownership:

It is generally appeared in different ways::

The owner's full name + one English Word.

Ahmad Mahmood Basher for Satellites.

Surname of the shop's owner+ one English Word.

Barahme for Vedios .

First Name + Surname Name + One English Word.

Kamal Badareen for Electronics.

English wordings in private doctors' clinics' signs appear are as the following:

Doctor Mahmood Matalqa for Otolaryngology.

Doctor Fatima Sabbagh for gynecology .

The title doctor for both male and female doctors comes before the full name of the doctor which is followed with the specialization of him/her.

Business Type

The type of the business such as a leisure center, mall, hyper mall, travel agency, coffee shop, barbershop, or mobile phone shop etc makes a second low form in Jordanian Business shops' signs.

The linguistic form which designates the Jordanian Business shops' signs is an essential part in it. It many cases, the gathered data showed that English word preceded or followed the type of business which is written in English script but with an Arabic word followed by the name of the business in English script and English word such as:

Makhhbaz Alimbssador ; The ambassador Bakery.

Ikseswarat Look and choose ; Look and choose Accessories .

In some cases the business type begins with an Arabic name shows national value. Such as: Matam Al-Taj ; The Crown restaurant .

The Content of the business

The other information in Jordanian Business shops' signs is the name of the goods in the shop as:

Alsurah "the Speed" for Electronic Devices: *Computers, CDs, Films, Satellites, Receivers.*

The Indian Restaurant: *Sandwiches, Hamburger, Snacks, Cocktail .*

The low form of Jordanian Business shops' signs includes the business location, mobile phone, landline, number of the branches.

The Structure of Business Signs in Jordan

Here is a detailed description of the structure of Jordanian Business shops' signs where English words are used as it could be noticed by the researchers while they investigated the signs. All these signs were written in English :

1. One English Word.

Smoker, Hello, Speed.

2. English Name + Arabic Name.

Optics Shami, Cafe Alsunbati.

3. Arabic Name + English Name.

Huda Flowers, Irbid Mall.

4. English Name + English Name.

Rainbow Restaurant, Fast Internet, Baby Land.

5. English Adjective + English Name.

New Look, Strong body, Happy Land.

6. English Adjective + English Adjective.

High Top.

8. One English Adjective + Two English Names.

High Speed Link.

9. English Preposition + English Pronoun.

For Her.

10. English Word + Arabic Name.

Miss Ghusoon .

11. Imperative English Verb + English Preposition.

Come In.

12. English Acronym.

IBM, BMW.

13. Three English Words.

Prestige Coffee Shop.

14. Two English Words.

Dream Land.

15. English pronoun + English Name

She Style.

16. English Name + English Word.

Texas Tours

17. Arabic Word + English Word + Arabic Word.

Suq Royal Amman

18. Arabic Word + Two English Words.

Naser Home Furniture.

19. English Word + Two Arabic Words.

Atlas linasher wa altarjama.

20. Arabic Word + Two English Words + Arabic Word.

Samar New Shop lilkutob.

21. English Word + Number .

Hello 911.

22. Number + English Word .

7 Stars

23. Subject English Pronoun+ Conjunction+ object English Pronoun..

You and Me.

24.English Pronoun +English Modal

We Can.

25. English Word +The English Abbreviation "COM".

Mobile Com .

26. English Acronyms.

CJC

27. Number + Two English Words .

Four Seasons Hotel.

28. English Alphabet + English Number+ English Alphabet.

A2Z

Why English Words are used in Jordanian Business shops' signs

The researchers asked the Jordanian business owners for the reasons for drive adopting English words for their shops' signs. The following is what they said:

They used English words because of the need for such words of the absence of the right Arabic word. For example, Arabic has no good substitution for the English words *mall*.

Shops owners want profits which makes use English words in their business signs to get customers' eyes.

Being the only seller or agent of a trademark is another reason for adopting English wordings in business signs.

Modern telecommunications particularly mobile phones affect using many English words in Jordanian business signs. Examples from the data include: Free Easy Line, Fast Link, Mix Mobile, Super Link, Swiss Link, Z mobile, E Z Link, and Easy Line for mobile.

It is also found that some business owners use names of many English cities where they used to live or work for certain time. when they came back to Jordan they established a business and named it after such cities. Examples include: The Italian Car, Paris Shoes, and Toronto Gym.

Prestige is another purpose for English words in Jordanian business signs. Many business owners prefer using English words in their business signs as a prestige to have English words in their business signboards.

Conclusion

English words in Jordanian Business shops' signs are widely used in all over Jordan. This paper has dealt with this case sociolinguistic case. The English words in the Jordanian business signs may be written in Arabic or English script, or both.

It is also noted that English words are used in different structures as one English word, two English words or more.

The researchers have also noticed that many Jordanian signs have English feminine words or names like *lady*, *Miss*, and *queen*. When English feminine words or names are used, they do not necessarily entail feminine ownership. The owners of these businesses said that they liked to use such words for absolutely commercial value.

References

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