Code-Switching in Facebook Live Sales

A Marketing Strategy in the Algerian Context

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Abstract:

This study explores code-switching in Facebook Live sales in Algeria, assessing its impact as a marketing strategy. By analyzing ten such broadcasts, the study sheds light on the linguistic strategies and code-switching patterns that salespeople adopt. Further depth is added through the examination of viewer feedback and a survey of 47 respondents. The research outcomes identifies three types of code-switching: intersentential, intrasentential, and tag-switching, blending French and Arabic. The findings also reveals that online vendors' use of code-switching could enhance persuasion, introduce variability, detail products, and reach diverse socioeconomic demographics. French here is used for its prestige, while Algerian Arabic serves to enhance comprehensibility and broaden customer appeal. However, excessive code-switching can alienate those with limited bilingual proficiency. The audience showed a preference for Algerian Arabic with French loanwords, reflecting the inherent bilingualism of social media users and societal diglossia. The study, in general, highlights code-switching's persuasive impact in digital marketing, and emphasized the importance of considering audience language preferences and proficiency.

*Keywords***:** Code Switching – Digital Marketing – Facebook – language preferences.

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التبديل اللغوي في عروض البث المباشر على منصة فيسبوك: استراتيجية تسويقية في الجزائر

الملخص:

تهدف هذه الدراسة إلى استكشاف تأثير استخدام اللغة العربية والفرنسية معا، أو ما يسمى بتبديل اللغة، على نجاح عمليات البيع المباشر عبر بثوث الفيسبوك في الجزائر. قمنا بتحليل عشر عمليات بث مباشر لتحديد الاستراتيجيات اللغوية وأنماط التبديل التي يلجأ إليها مندوبو المبيعات، كما تم تحليل ردود فعل المشاهدين وإجراء استطلاع على آراء 47 مشاركًا لدعم النتائج المستخلصة. كشفت الدراسة عن ثلاثة أنواع رئيسية لتبديل اللغوي: تبديل بين الجمل (intersentential)، وتبديل داخل الجملة (intrasentential)، والتبديل القصير (tag-switching). وأظهرت النتائج أن تبديل اللغة من قبل البائعين عبر الإنترنت يمكن أن يزيد من الإقناع ويجذب انتباه المشاهدين ويوفر وصفاً دقيقاً للمنتجات. يساهم التبديل اللغوي أيضاً في الوصول إلى شرائح متنوعة من السكان، حيث تستخدم الفرنسية لمكانتها، بينما تستخدم العربية لتعزيز الفهم وجذب العملاء عامة. ومع ذلك، أشارت الدراسة أيضًا إلى أن الإفراط في تبديل اللغات يمكن أن يؤدي إلى نتائج عكسية، حيث يجد بعض المشاهدين صعوبة في فهم سريع خطاب التبديل بين اللغتين. وأظهرت الدراسة أن الجمهور يفضل اللغة العربية مع الكلمات المستعارة من الفرنسية، مما يعكس ازدواجية اللغة المتأصلة لدى مستخدمي وسائل التواصل الاجتماعي في الجزائر. بشكل عام، سلطت الدراسة الضوء على التأثير الإيجابي المحتمل لتبديل اللغوي في التسويق الرقمي، ولكنها أكدت أيضًا على أهمية مراعاة تفضيلات الجمهور اللغوية وإتقانهم للغة من قبل البائعين.

كلمات مفتاحية: التبديل اللغوي – التسويق الرقمي – الفيسبوك – اللغة العربية – التفضيلات اللغوية.

Alternance codique dans les vidéos Facebook Live en Algérie : Une stratégie marketing dans le contexte algérien

Résumé:

Cette recherche explore l'alternance entre codes linguistiques dans le marketing digital algérien, où les vendeurs en ligne mélangent les langues française et arabe sur Facebook Live. L'étude analyse dix diffusions et interroge 47 utilisateurs pour déterminer si cette pratique est une stratégie gagnante. Trois techniques d'alternance codique sont identifiées : l'alternance intersentencielle, l'intra-sentencielle, et le tag-switching. Ces méthodes visent à renforcer la persuasion, créer de la variété, détailler les produits et toucher un public plus large. Les résultats indiquent que l'alternance entre plusieurs codes linguistiques augmente l'attention et la persuasion, dynamise le discours, permet une description imagée des produits, et s'adresse à divers profils socio-économiques. Le français apporte un prestige, tandis que l'arabe algérien assure la compréhension et la proximité. La préférence du public pour les diffusions en arabe algérien avec des mots français souligne le bilinguisme des Algériens et la diglossie du pays. L'étude conclut que l'alternance codique a un impact positif sur le marketing digital en Algérie, recommandant aux vendeurs d'adapter leur langage aux préférences linguistiques de leur audience pour optimiser les ventes en ligne.

Mots clés : Alternance codique – Marketing digital – Facebook – préférences linguistiques.

Introduction

As we navigate the digital landscape of Facebook, it is not uncommon to find ourselves drawn into a live sales session from an Algerian shop. For sociolinguists, such an encounter is a rich field of observation, particularly noting how the salesperson switches between Arabic and French, effortlessly connecting with the audience and promoting their products. This scene exemplifies the natural integration of code-switching in online advertising, especially on platforms like Facebook Live, where commerce and conversation intersect. Here, sellers do more than just sell; they engage with their audience in a lively exchange by infusing their speech with foreign phrases or slang to create a sense of familiarity and trust. Although previous research has illuminated aspects of code-switching in online contexts such as social media (e.g., De Fina, 2007; Elhija, 2023; Wentker & Schneider, 2022), its role in the digital marketplace, particularly in advertising, is still emerging. Building upon this observation, the present study focuses on code-switching within such a dynamic online marketplace.

Guiding our investigation are two pivotal questions:

> 1.What motivates sellers to code-switch during live sales events on Facebook, and what patterns can be identified in these interactions?
> 2.Does it function primarily as a persuasive tool? Or is it a practical strategy to ensure comprehension for a wider audience?

By analysing video content, audience comments, and survey responses, this study aims to explore the interplay between language choice and marketing effectiveness in the context of Algerian Facebook Live sales.

1. Review

To ground this investigation and understand the existing scholarship on code-switching in online sales environments, this section delves into the relevant literature.

1.1. Code-Switching: Definition and Types

Despite ongoing debate on its precise definition (Gal, 1988; Gumperz, 1982; Hymes, 2010; Wardhaugh, 2011), code-switching generally refers to using different languages or communication systems within a conversation (Wardhaugh, 2011). These perspectives, though varied, highlight the core aspects of code-switching: selection and alternation of codes, often impacting social dynamics and power structures.

Code-switching (CS) can be classified according to different criteria, such as the linguistic units involved and contextual reasons for switching. Poplack (1980) distinguishes three grammatical types: intersentential, which occurs at the boundary of a clause or sentence; intra-sentential, which occurs within a clause or sentence by mixing morphemes from different languages; and tag-switching, which adds a tag or phrase from one language to an utterance in another language. Blom and Gumperz (2020) differentiated between situational CS, where switches are related to specific interlocutors, topics, or situations, and metaphorical CS, which uses the symbolic meanings of a certain language for rhetorical effects. Muysken (2000) proposes a typology of "code-mixing" (CM) based on structural factors, defining CM as the appearance of lexical items and grammatical features from two language codes within one sentence. His framework considers the linguistic similarity of the languages involved and the sociolinguistic motivations underlying the code choices.

In Algeria, the context of this research, code-switching is prevalent due to the nation's rich cultural and linguistic diversity. The country embraces multiple language varieties including Arabic, Berber, and French. It is therefore common to observe Algerians alternating between Arabic or Berber and French within discussions, starting with one language and ending with words or sentences in another, or even mixing languages within a single utterance. The confluence of language varieties naturally facilitates smooth code-switching, as Algerians adapt to different linguistic settings in their daily interactions..

1.2. Approaches to Code-Switching

Scholars have employed various approaches to analyse code-switching (Bullock & Toribio, 2009). The psycholinguistic perspective, drawing on Weinreich (1979), Green (1986), and Grosjean (1997), investigates the cognitive mechanisms underlying code-switching, such as the activation and inhibition of language systems. Others have taken a linguistic perspective, focusing on the phonological and morphosyntactic features and rules of CS and trying to find regularities and norms in its structure and form. A third approach is the sociolinguistic perspective, which views CS as a social practice and discursive tool and analyses the social reasons and functions that motivate its use. Myers-Scotton (2006) also proposes the socio-psychological "Markedness Model" (which explains code-switching based on power dynamics and speaker relationships) to account for code-switching behaviour.

1.3. Code-Switching in Digital Communication

According to Crystal (2005), the Internet has ushered in a new mode of communication known as computer-mediated communication (CMC). CMC has defining characteristics that distinguish it from both spoken conversation and written text. Crystal notes several key differences between CMC and traditional face-to-face interactions. One main difference is the lack of simultaneous feedback in CMC, which is essential for effective communication. CMC also does not have nonsegmental phonology such as tone of voice that is present in oral communication. Emoticons try to replace them, but they cannot express the subtleties of paralinguistic cues. Unlike traditional conversations or writing where people usually have one interaction at a time, CMC allows people to participate in multiple conversations at the same time. In addition, it enables message framing, which means that users can edit and reorganize their messages, increasing flexibility and control over the communication process. Crystal claims that these distinctive features have a bigger impact on the fundamental nature of communication than any superficial changes it may cause in the grammatical structure of languages.

Within the online sphere, code-switching (CS) and digital communication are intrinsically linked aspects of CMC (Darginavičienė & Ignotaitė, 2020). While CS exhibits similarities to live interactions, contrasting these modes of communication reveals notable divergences. The flexibility of asynchronous communication, lack of nonverbal signals, and ability to edit and revise texts lead to different CS practices and adaptations in the virtual environment. Unlike spoken communication where CS norms are limited by synchronous delivery and paralinguistic cues, the asynchronous nature of CMC allows for strategic CS use, overcoming these limitations.

Lee (2015, 123) argues that "the negotiating language choice and alternation between linguistic codes serve as an important resource for self-presentation and identity performance". Users may shift codes to assert their cultural or ethnic identity, demonstrate multilingual proficiency, or augment their online persona. Distinct registers or styles are often incorporated to calibrate communication according to context, formality, or the desired impression. This generates specific online languages or styles adopted by users. For instance, people may switch between formal and informal styles, professional and casual tones, or use internet slang and memes to fit in with online culture and create a sense of belonging within virtual communities.

In the same vein, Androutsopoulos (2013) observes diverse patterns of code-switching occurring in CMC, encompassing an array of communicative

purposes. These functions involve greeting others, participating in cultural genres, reporting speech, emphasising messages, addressing specific interlocutors, contextualising shifts, signalling levity or solemnity, mitigating face-threatening acts, and expressing consent or dissent, agreement or conflict, alignment or distancing.

1.4. Code-Switching Strategies in Advertising

Several scholars have explored the symbolic role of CS in advertising. Haarmann (1989) and Kelly-Holmes (2000) posit that advertisers strategically employ foreign words or languages to imbue advertisements with specific and valued cultural meanings, such as English signifying technical progress and French connoting elegance. However, these meanings depend on the sociocultural context and individual perspectives (Haarmann, 1989; Kelly-Holmes, 2000).

More recently, Almoaily (2023) investigated the functions of Arabic-English CS in online Snapchat advertisements. The study found that availability, or using English terms where Arabic equivalents do not exist, was the predominant function. Other motivations for CS included quotation, specifying the addressee, interjection, reiteration, and message qualification. Almoaily (2023) suggested that globalization, the prestige of English, and a lack of standardized Arabic terminology helped explain the high frequency of availability-driven CS.

Additional research demonstrates the strategic value of CS in advertising communication. Kuo et al. (2021) and Luna & Peracchio (2005) respectively found that CS improved the effectiveness of Facebook ads and positively impacted persuasion. Kuo et al. (2021) further posited that CS can mitigate negative brand images through incorporation of "netizen language". These findings illustrate how advertisers exploit language's symbolic properties to craft targeted promotional messaging through CS.

CS also facilitates localization and regionalization of advertising campaigns. In areas with considerable linguistic heterogeneity, such as diverse dialects or minority languages, CS allows advertisers to more deeply connect with local audiences (Ahn et al., 2017). By incorporating regional varieties, campaigns can boost the likelihood of brand engagement and foster stronger affiliation between targeted consumer segments (Ahn et al., 2017). Thus, strategic deployment of geographically-distinct codes leverages language's symbolic power to showcase local identities and cultures while building rapport with

target demographics.

2. Methodology

This section outlines the research methods employed to investigate code-switching tendencies in Facebook Live sales. A mixed-methods approach was adopted, utilizing both qualitative and quantitative methods for data collection and analysis.

2.1. Data Collection and Data Analysis

2.1.1. Qualitative Data

Ten Facebook Live videos were purposefully selected based on the following criteria:

- High view counts, likes, and shares to ensure videos resonated with audiences.
- Presence of code-switching.
- Active engagement through a high number of comments and replies.

The videos were transcribed verbatim using ELAN software to capture all instances of code-switching. Video comments were also scanned for insightful details. The analytical framework drew upon two established models: Myers-Scotton's Markedness Model, which provided insights into potential social motivations behind code-switching, and Poplack's typology, which facilitated categorization of code-switching types for in-depth investigation of both syntactic (sentence structure) and pragmatic (communicative intent) aspects.

2.1.2. Quantitative Data

To assess audience perception and the potential persuasive effects of code-switching, a short online survey was developed using Google Forms, structured as video feedback. Convenience sampling was used to recruit 47 participants from the viewer base of the Facebook Live sales.

Data saturation was the primary criterion for determining sample size. This meant recruitment continued until additional participants ceased providing new insights or viewpoints. Reaching 47 participants ensured a wide range of opinions and experiences were captured, although larger and more diverse samples would likely achieve saturation sooner.

Potential participants from the live video comment sections were given a URL link to access the electronic survey. This approach increased geographic reach but introduced the possibility of incomplete or insincere responses. To minimize these limitations, participation was strictly limited to validated viewers who had directly viewed the stimulus materials.

The quantitative data collection aimed to assess participants' self-reported

perceptions of code-switching effectiveness. Descriptive statistical analysis was performed on the survey responses, with frequency distributions and percentages calculated to identify response patterns

2.2. Ethical Considerations

Ethical principles were a top priority throughout the research process. For the online questionnaire, an implied consent approach was adopted due to the self-selected sample. Participants who chose to complete the questionnaire thereby indicated their willingness to participate and have their anonymized responses included in the research. This aligns with informed consent, as choosing to participate implies understanding and agreement. Furthermore, the process of documenting code-switching instances and audience perceptions did not compromise any identifiable participant information from the Facebook Live video streams. The videos and comments were used only for the purposes of this academic research, and no individual's identity was exposed.

2.3. Limitations

While the research design aimed to provide robust insights, the study's reliance on self-reported survey data and its specific context introduce limitations to the generalizability of the findings. These limitations include:

- Potential for participant recall or bias in self-reported survey data.
- Findings most relevant to the analysed context, potentially not universally applicable to other platforms or cultures.
- Potential for interpreter bias in the manual qualitative analysis, despite capturing nuances.

3. Results

This section presents the key findings of the study, drawing upon the qualitative and quantitative analyses of transcribed video content, viewers' comments, and survey responses.

3.1. Code-Switching Patterns

The following results were observed:

- *Intersentential code-switching*:

This pattern involves switching between complete sentences or clauses in different languages. An example from the transcribed video content demonstrates this:

"*l'équipe j'espère tkuːno kaˈmɛl bien, f had la vidéo ʒiːˈnækəm b un nouvel promotion li raħ tkun pendant un semaine*" (translated to "Hello team, I hope everyone is doing well. In this video, we brought you a new promotion that will be available for one week")

The seller begins with a French expression ("l'équipe j'espère") and then switches to Arabic for the rest of the sentence.

- *Intrasentential code-switching*: This pattern involves switching between languages within a single sentence. The study identified two key ways salespeople intrasententially switch codes:

  o Embedding French lexical items by the incorporation of French words within Arabic sentences, often for specific products or technical terms. For example:

  "l couvre-lit hada ʃbab ʃbab bəl bəzaf jʒi quatre pièces…" (this bedspread, it is so beautiful, and it comes in a set of four pieces)

Here, the French word *couvre-lit* (bedspread) is inserted into the Arabic sentence, which was helpful for highlighting the product and introducing related unfamiliar concepts to the audience.

  o Integrating French phrases within Arabic sentences, often for emphasis or emotional impact. For example:

  "*sæˈlæm ʕæˈlæjkum ˈlehbæb li nəbˈɣoːkum bzaːf bzaːf cinquante huit wilaya…*" (Hello to you, dear viewers, who we love so much in all fifty-eight provinces)

In this case, the French numerical phrase *cinquante huit* (fifty-eight) is used to potentially heighten the sense of widespread availability.

- *Tag-switching*: involves inserting short words or phrases from one language into a sentence composed primarily in another language. The data indicate that salespeople sometimes used tag-switching with Arabic expressions within their French presentations, as seen in the following statement:

  "*et plus ça dépend, m huil mille w el-fouq parce que c'est un produit de qualité w l résultat, Machaallah, …*" (translated as "…and it depends, from height thousand and

above because it is a quality product and the result, Machaallah,
…")

The common Arabic expression "Machaallah" (meaning "What God has willed") is inserted between French clauses. This technique allows salespeople to leverage the religious sentiment and positive connotations associated with Arabic tags to emphasize the quality of their products.

- *Lexical borrowing*: was detected in the direct integration of words from one language into another, often without any significant changes in pronunciation. Some of the recurrent loanwords include: *livraison* (delivery), *promotion* (promotion), *prix* (price), *produit* (product), *originale* (original), and *boutique* (store).

3.2. Code-Switching and Sales Strategies

3.2.1. Linguistic Variation and Flexibility

Salespeople demonstrated linguistic variation and flexibility, effortlessly alternating between Arabic and French to adapt their speech to the context. Notably, when promoting high-priced goods targeting affluent customers, such as expensive jewellery, brands, furniture, and electronics, the use of French code-switching is more prevalent. This code-switching may reflect the high status and global appeal associated with French, while ensuring local audiences understand.

3.2.2. Product Presentation and Language Choice

Prices and Colours: There is a tendency to initially state monetary values in French followed by a reiteration in Arabic numerals. This may demonstrate the high status and global appeal of the products while still ensuring local audiences understand. When referring to colours, all colour terms are directly borrowed from French, implying a cultural affiliation between that language and domains concerning aesthetics and design. For example, expressions like "les couleurs f ʃbab" (the colours are beautiful) and "les couleurs disponible, f el-grenade, bleu-nuit, mauve, vert..." (available colours are in pomegranate, midnight blue, mauve, green) contain French colour labels with the remainder in Arabic. This suggests the speaker conceptually associates semantic fields such as colours more strongly with French cultural spheres. The preference for naming colours with their French terms rather than Arabic ones shows the effect of external linguistic factors on word choice. This illustrates how linguistic code may be selectively employed based on subjective attribution of

representational prominence between languages with respect to specific conceptual domains.

3.2.3. Additional Sales Techniques

The analysis also identified other special lexico-stylistic techniques associated with code-switching:

- Repetition of words, key points, and product information to ensure audience retention.

- Metaphors were employed to create impactful imagery and product associations. For example: "minister of the poor" (wazir al-glali:l), referring to the seller's offers with low prices; a product like an almond (salʕa l-u:z), highlighting the product's excellency; and the imperative verb "grind" (irħi), likely implying that the vendor is giving a discount.

- Emphasized pronunciation and elongated vowels (e.g., "Ssalaaamuuu alaykuum)" – "Heeeeello everyone" for each time starting the live video).

3.3. Ramifications of Extensive Code-switching

The analysis of the comments (see some examples in figure 1) suggests that while code-switching can be a useful tool, there might be downsides when French is the dominant language used. In particular, viewers who are not comfortable with French might feel excluded or disengaged if the majority of the presentation is in French. The comments "ra:k təbi:ʕ f dza:je:r wəla: f fra:nsa fəhm ru:ħak" (Are you selling in Algeria, or in France? use your common sense" and "ʔahdər bel ʕarabi:ja" (Speak in Arabic) point towards a viewer preference for Arabic and a potential feeling of alienation when French is the matrix language. In addition, the overuse of French might be perceived as a way to portray the products or services as more sophisticated or expensive. This could backfire if it creates a sense of pretentiousness or inaccessibility among viewers who primarily speak Arabic.

It is important to note that the comments might not solely reflect language preferences. Other factors like the salesperson's delivery style or the type of products being advertised could also contribute to negative perceptions.

Figure 1. Viewer Sentiment towards French-Dominant Code-Switching

3.2.4. Speak Arabic, But Which Arabic?

While the viewers' comments from the previous section demanded the use of Arabic, a more intriguing finding is the presence of a contradictory stance on language preference, further highlighted by two sellers' humorous posts (Figure 2).

Figure 2. Seller's Humorous Take on Customer Requests

Again, the statement "Speak in Arabic to understand you" reinforces the preference for Arabic, but specifically Algerian Arabic. This highlights a mismatch between the formal Arabic used in the presentations and the everyday spoken Arabic that viewers are accustomed to. These two varieties exist in a diglossia, where formal Arabic is used for writing and official settings, while the spoken dialect dominates daily communication.

Figure 2 itself showcases a French loanword, "tournevis" (screwdriver), further supporting the idea that viewers are comfortable with Arabic that incorporates the French terms that are common to the extent of being part of the Algerian lexicon and losing their *Frenchification*. Standard Arabic, in this case, uses a different word for "screwdriver," leading to confusion if people are unfamiliar with that specific term.

3.4. Questionnaire's findings

3.4.1. Shopping Language Preference

As shown in Figure 3, with a clear majority (67%), Arabic is the preferred language for online shopping. This suggests a strong preference for content and navigation to be presented in Arabic for optimal user experience. While not as prevalent as Arabic, French holds a presence at 18%. This could be due to historical factors, educational backgrounds, or product categories where French terminology might be preferred. The "Other" category at 10% indicates a significant portion of users who prefer English. This could be due to the global reach of English online, younger demographics more comfortable with English, or a specific product category where English terms are more common. Only 5% of users reported "Does not Matter" for language preference. It is worth noting that self-reported preferences may not always reflect actual online shopping behaviour.
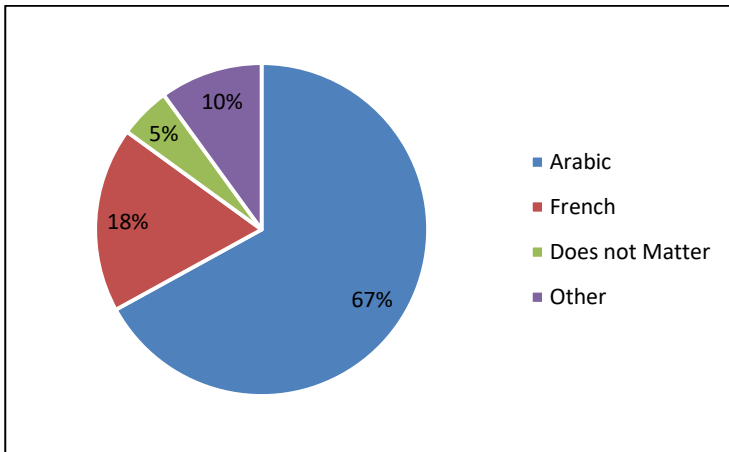
Figure 3. Preferred Language Distribution for Online Shopping

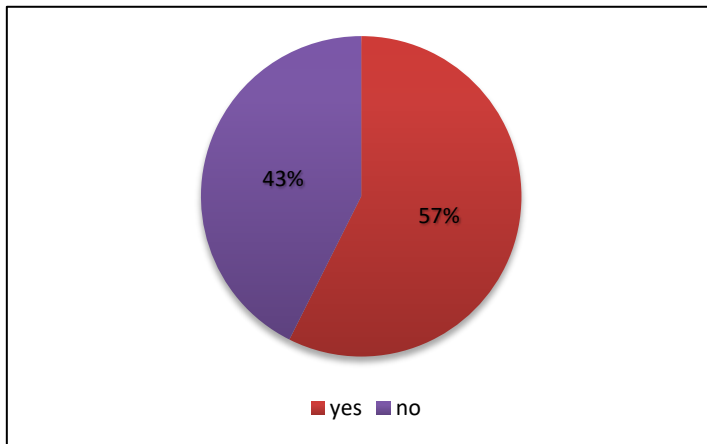### 3.4.2. Observed Code-Switching by Salespeople

Figure 4. Audience Awareness of Code-Switching by Salespeople

Regarding the observed code-switching by salespeople, the survey findings (N=47) revealed the following (Figure 4). The majority of respondents (57.4%) said "No" when asked if they had noticed any code-switching in the live videos

they watched. This result could have several explanations. Participants may not have paid close attention to linguistic features, or lacked familiarity with the concept of code-switching. Some may have only watched videos devoid of, or featuring less frequent, code-switching. Additionally, code-switching can sometimes happen spontaneously and go unnoticed by both speakers and listeners. This is relevant for Algerian Arabic, which naturally assimilates numerous French-origin lexical items according to its own phonological and morphosyntactic system. These well-established French loanwords may be so common in Algerian Arabic that they are not perceived as code-switching by viewers. While over half reported no CS detection, this does not definitively establish its absence from stimuli exposure. Rather, factors like attention, language knowledge, and how the switching was done likely influenced responses. Further analysis of conditions impacting CS perception could disentangle these effects.

On the other hand, the results showed 42.6% (N=47) responded affirmatively to noticing code-switching by salespeople. These participants provided various examples of the combinations they noticed, including Algerian dialect to French; Arabic and French; Arabic, Algerian dialect with some French elements; Arabic and English; French and dialectal Arabic; and Arabic to French. The salespeople seemed to use this diversity of codes to establish rapport with their customers and to evoke positive associations with certain languages in the marketing context. The Algerian dialect served as a cultural marker, while French and English conveyed prestige and modernity.

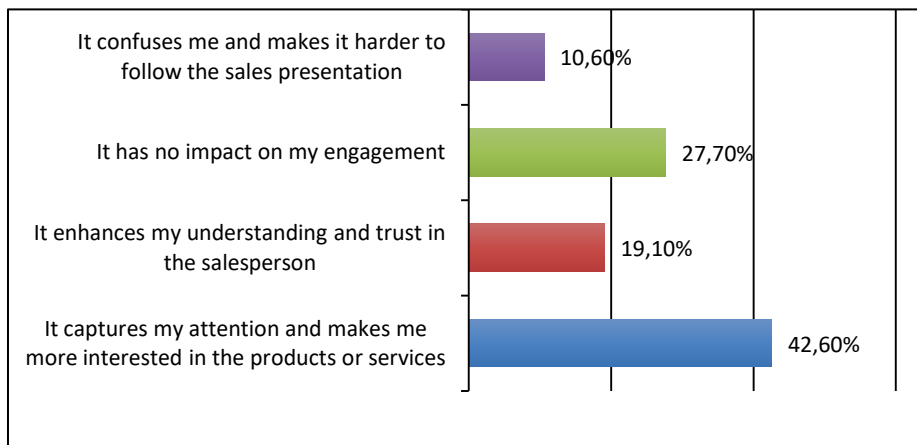### 3.4.3. Impact of Code-Switching on Engagement

Figure 5. Perceived Effects of Code-Switching on Viewers' Engagement

The respondents had different views on how code-switching affected their engagement with the sales presentations, as seen in Figure 5. A substantial plurality (42.6%) found it caught their attention and increased their interest in the products/services by switching between different language varieties. Confirming its effectiveness, 19.1% also linked code-switching to enhanced understanding and trust in presenters due to clearer communication and connection. However, 27.7% perceived no impact, suggesting individual differences in how code-switching shapes receptivity. In contrast, a minority (10.6%) associated rapid switching with confusion that could impede comprehension and information processing. These divergent perspectives indicate code-switching reception depends on complex audience factors. While many endorsed its capacity to dynamically engage, others remained indifferent or found it distracting. Nonetheless, a clear majority perceived code-switching positively vis-à-vis capturing interest and building rapport/clarity.

4. Discussion

The research found three types of code-switching used by the salespeople: intersentential, intrasentential, and tag-switching. Intersentential code-switching allows speakers to switch languages at sentence boundaries, while intrasentential code-switching mixes French words within Arabic sentences, reflecting Muysken's (2000) notion of embedded language contact. These observed patterns suggest the use of code-switching as a rhetorical device to enhance the persuasive impact of sales presentations. Specifically, representatives switch codes to introduce variability, convey product details, and facilitate marketing efforts. By alternating between languages and dialects, they aim to capture and sustain listener attention and interest.

The frequent embedding of French, often associated with prestige and elite appeal, also serves to index sophistication and imbue goods with aspirational qualities, similar to luxury brand positioning (Kapferer & Bastien, 2012). This links to French's historical association with refinement since the era of Louis XIV (Bell, 2016). Meanwhile, the use of Arabic ensures clarity and accessibility for mass audiences. This linguistic strategy aligns with Luna & Peracchio's (2005) segmentation effects, as it caters to different socioeconomic groups. The respondents in the study confirm that code-switching makes the speakers more relatable, engaging, authentic, and accommodating of diverse preferences, similar to Lee's (2015) findings. The enlarged repertoire serves important social functions and indexes bilingual identities, as emphasized in

Myers-Scotton's Markedness Model (1993).

However, excessive code-switching might have negative effects on the audience, especially on those with limited proficiency in one or both languages who might feel alienated by overly complex linguistic shifts. On the other hand, the commenters' preference for Algerian Arabic, including French loanwords, is likely due to diglossia. Standard Arabic, used in formal settings, differs from colloquial dialects like Algerian Arabic. Thus, viewers accustomed to the dialect might find Standard Arabic unfamiliar.

The study altogether demonstrates how code-switching can be effective to persuade consumers by combining the aspirational aspects of French and the nmass appeal of Arabic. Reinforcing Ebrahim's (2020) results, this research also shows how code-switching reflects the natural bilingualism of social media users. The results suggest that code-switching can foster engagement and comprehension by using inclusive language.

5. Conclusion

The present research investigated the use of code-switching in Facebook Live sales within the Algerian context. By analysing video content, audience comments, and survey responses, the findings demonstrated a clear link between code-switching and marketing strategies. Salespeople capitalized on the marketing prestige associated with French to imbue products with a sense of sophistication, while simultaneously using Arabic to ensure comprehension for a wider audience. However, excessively frequent switching can lead to listener disengagement. This reinforces the need to consider the target audience's language proficiency when employing code-switching techniques. The type of product and target audience also likely mediate effects.

All in all, the research contributes to a deeper understanding of code-switching in online media for marketing purposes. It highlights the persuasive potential of this linguistic strategy while acknowledging the need for a nuanced approach that considers audience preferences and language proficiency. Further research could delve deeper into viewer language backgrounds, salespeople's motivations behind code-switching, and the effectiveness of code-switching across other online platforms and for different product categories.

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