

English in Commercial Signage: Evidence from Jordanian Clothing Companies on Facebook

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Abstract

This study investigates the use of English in online linguistic landscapes by analyzing the names and introductory descriptions of 180 Facebook pages belonging to Jordanian clothing companies. Data were collected from these pages and examined using the main principles of LL studies. The findings show that most clothing company pages are in English, reflecting global symbolic associations. Additionally, the presence of Turkish and French names evokes a European imagery linked to the products offered. A local dimension appears through the use of Romanized scripts, where cultural values are expressed via a blend of global and local language features. The study finds that, with English as the primary language, the linguistic practices on these online pages closely parallel those found in local physical public spaces across Jordan. This illustrates the socio-symbolic role of English and has contributed to a digitally mediated transformation in how language is presented on commercial signage. The results imply that the negotiation of linguistic identity and cultural significance occurs primarily in online commercial settings in Jordan.

Keywords: English; online-linguistic landscape; Facebook pages; clothing company; Jordan.

1. Introduction

Given that the LL term refers to the use of written language in public spaces (Ben-Rafael et al. 2006, 2009; Coulmas 2009; Gorter 2006; Scollon and Scollon 2003), this traditional focus on physical spaces does not prevent the field from including online platforms, where signs and symbols also play a significant role in conveying cultural and social messages (Biró 2019; Kelly-Holmes 2019). Recent LL studies have also considered digital spaces, underscoring that the semiotic landscapes of social media platforms are similarly effective in creating social meanings (Blommaert and Maly 2019; Ivković and Lotherington 2009). These studies show how the dynamic and interactive forms of signage used in online spaces often reflect more individualized or consumer-driven language practices. While the sociolinguistic roles of English in real spaces have been studied (Al-Khatib and Sabbah 2008; Amer and Obeidat 2014), limited research has examined how language functions symbolically in Middle Eastern digital markets.

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Especially in the Jordanian context, where English holds a complex and evolving status, this study addresses the existing gap by applying conventional LL approaches (Landry and Bourhis 1997; Cenoz and Gorter 2009) to the analysis of Facebook commercial pages, with a particular focus on symbolic language patterns.

English use is quite common in Jordan, not only in schools but also in daily life, especially in urban areas. As a foreign language, it carries associations with modernity, global connectivity, and socioeconomic status. Although widely used, its specific role in online commercial signage—particularly on Facebook—remains underexplored. In this context, English demonstrates its privileged position when addressing consumers of clothing items with a multilingual, diverse readership, becoming the *de facto* lingua franca.

Accordingly, this study examines the symbolic use of English on the Facebook pages of Jordanian clothing companies, with a focus on the coexistence of English and Arabic in the virtual commercial context. Specifically, the study examines the linguistic practices through which globalization shapes identity construction and commercial language choices in the online environment, as well as the recurring presence of English, Romanized Arabic, and other frequently visible European languages on Jordanian Facebook clothing pages.

Facebook is one of the most popular social media platforms in Jordan, with 6.61 million users as of 2023. It is widely used not only for social interaction but also for purchasing goods, particularly clothing. In this way, Facebook pages—being a highly popular platform in Jordan—function as virtual public spheres where consumers' language choices could reflect sociolinguistic orientations and cultural affiliation.

This study contributes to the field by applying LL concepts to the under-explored context of Jordanian Facebook pages, offering applied evidence on how symbolic language practices in online spaces enhance our understanding of English as a global and commercial language. It also assists in a broader perspective on the way English functions as a global lingua franca, particularly in the context of digital consumer culture. This research adds to the growing body of literature on the LL of online spaces, providing evidence of how online spaces like Facebook are sites where linguistic identities are negotiated and performed.

2. Global Linguistic Landscape and Online Contexts

The LL field provides evidence of the impact of globalization on a community's online language practices and business competition, particularly through its influence on the use of English in real-world contexts (Huebner 2006, 32). Similarly, the significant use of English in online environments may reflect a sense of intimacy with globalization through the adoption of the world's lingua franca—English (Shohamy, et al. 2010, xiii). In this regard, Blommaert (2012) used the idea of global sociolinguistics to explain the LL, arguing that super-diversity, standardization, and mobility are characteristics of language behavior in response to globalization. In reviewing the literature on the area of the LL, many sociolinguistic studies have stressed the importance of English. For example, English is widely used in

the LL of Japan, though the country is classified as a monolingual community (Gorter 2006, 81). Other Asian and European metropolitan areas—including Jerusalem, Bangkok, Portugal, Moldova, and Lithuania (Ben-Rafael et al. 2006; Huebner 2006; Torkington 2009; Muth 2012; Muth and Wolf 2010)—also point to the spread of English as a global language.

In fact, English is often economically associated with success, modernity, and high quality, at times serving to promote the products available in stores, as argued by Cenoz and Gorter (2009). The authors view the widespread use of English on both public and private signage as “one of the most obvious markers of the process of globalization” (Cenoz and Gorter 2009, 57). Heller (2003) defined the link between language and economy, or linguistic commodification, as an explanation for the presence of English in multilingualism. By addressing the purposes of English prevalence in the LL, these research contributions illuminate the globalization process and pinpoint the meanings underlying English pervasiveness in the LL.

Other studies, however, expand the scope of LL research and invite further examination of the relationship between language and online space. In this respect, Kallen et al. (2020) emphasize the importance of studying the online LL based on its digital displays. According to Maly and Blommaert (2019), ethnographic analysis of the digital landscape reveals how local places are emplaced in global interconnectivity by tracing indexical connections between offline signage and online profiles. Han (2020) also explored the purposes of translanguaging for Chinese visiting academics on WeChat. According to the study, translanguaging serves three discrete purposes: intertextuality of the local voice, construction of identities for language learners and global citizens, and accrediting the roles of “ethnic messenger” or “cultural broker.” The global dimensions of online LL contexts have also been discussed by Kelly-Holmes (2013, 138), who argues that English plays a neutral role—non-indexical to any particular country—within the multilingual digital space. Thus, it is perceived as the language of modernity and technology and, as such, represents globality. Recent studies further illustrate the growing interest in the symbolic functions of English in diverse digital environments. For example, Pratama et al. (2024) examine how English content shapes the roles of vocational schools in the linguistic features of online gamers. The language behavior of game language is explained through language register theory for the upgrading of English teaching material. Yassine (2024) points out how English plays a role in online community accessibility, identity, and engagement, particularly in non-English-speaking contexts. Alenezi (2024), in turn, conceptualizes digital linguistic spaces as a “digital agora,” i.e., a site where cultures intersect and languages blend, offering new insights into their influence on multilingual practices. These contemporary studies provide evidence of how online spaces challenge the traditional concept of the LL and establish a foundation for understanding the global dimensions of signs observed in particular locales.

In parallel, previous research has addressed the global aspects of the LL (e.g., Shohamy, Ben-Rafael, and Barni 2010; Blommaert 2012; Cenoz and Gorter 2009; Torkington 2009), and these findings reinforce the emerging perspectives of online spaces (Kallen et al. 2020; Maly and Blommaert 2019; Han 2020; Kelly-Holmes 2013).

To the best of the researcher's knowledge, studies on online linguistic landscapes in Jordan remain relatively limited, particularly with regard to the use and symbolic implications of English in commercial domains. While earlier research has examined the global spread of English in physical LL contexts (e.g., Cenoz and Gorter 2009; Torkington 2009; Landry and Bourhis 1997), its function in specific online spaces—such as Facebook clothing pages in Jordan—has received relatively little scholarly attention. This gap in the literature forms the background to the present study.

Drawing on the frameworks of symbolic and informative functions developed by Landry and Bourhis (1997) and later expanded by Cenoz and Gorter (2009), this study explores how English and other visible languages function symbolically on Jordanian Facebook clothing pages. It is worth mentioning that English in Jordan has a significant role in constructing and mediating global and local identities, often in combination with Romanized Arabic and European cultural signs. By analysing these linguistic features, the study aims to contribute to the new area of online LL with a special focus on the Jordanian commercial digital space.

3. Methods and Procedures

In Jordan, Facebook, a platform offering clothing pages, features a variety categorized under local businesses, shopping services, and marketing. This study focuses on these pages as sources for analyzing language use in company names and introductory lines, which reflect language associations and practices. Although these local clothing pages are primarily used to advertise clothing items to consumers, they attract significant numbers of Jordanian followers—despite minimal use of Arabic in defining their commercial objectives. For example, *LC Waikiki Jordan*—A Facebook page for the Jordanian branch of the Turkish brand—has 8.7 million followers, while *She Chocolate* has 1.7 million. These pages tend to advertise various types of clothing (casual, formal, and sporty) for children, young men, and women, targeting a Jordanian audience that appears to actively recognize and respond to the linguistic choices used in clothing advertisements. Most notable is the role of the Introduction section—positioned typically following the company—which frequently employs English and Arabic to construct commercial identity and linguistic appeal.

3.1 Data Collection and Categorization

The data collection process—which included company names and their accompanying introductions on Facebook clothing pages in Jordan—proceeded as follows. First, pages were examined using Facebook's built-in search features, with keywords including "Jordan clothing," "Jordan fashion," and names of well-known local companies. This process was carried out over a three-week period to ensure that the data was both current and comprehensive. Initially, approximately 300 commercial clothing pages were identified. Pages were included in the study only if they met three criteria: (1) they were based in Jordan, (2) publicly accessible, and (3) contained both a company name and a textual introduction defining the page. Pages lacking an introduction section or using only logos without written language were not included. These criteria led to the retention of 180 pages for analysis. These were then noted and

arranged according to the languages utilized (English, Arabic, Romanized Arabic, other languages, bilingual, or multilingual), thus enabling a comparative study based on LL principles.

The next step involves compiling the data into a coding sheet whereby every entry recorded the name of the company, follower count, and content of the introductory section. The researcher categorized each name according to the type and frequency of languages used. One week after the initial collection, a verification process was carried out to confirm the accuracy and reliability of the data, as Facebook content is subject to frequent changes.

Although some of the stores collected in the study, such as *City Suit* (located at City Center, Amman) and *Strong XL* (more precisely called *Strong 10XL* and located on al-Wikalat Street, Amman), refer to real physical stores in different cities in Jordan, their Facebook pages are important marketing tools that show how these companies operate in online contexts. This dual presence emphasizes the symbolic role of language in digital contexts and supports the need to apply LL principles to examine online representations of physical commercial firms.

3.2 Data Analysis

The analysis began by selecting signs that prominently displayed language use in company names and their accompanying textual introductions. These were chosen based on language criteria, with an emphasis on Romanized Arabic and other languages influenced by European linguistic traditions (with “European” defined to include both European and Euro-adjacent languages, e.g., Turkish). A qualitative content analysis was conducted following established procedures (Krippendorff 2018), with a focus on identifying sociolinguistic themes in online language use (Johnstone 2018). This approach was applied to classify and interpret the symbolic meanings underlying the language choices found on the pages. The next level of analysis involved detecting and extracting symbolic categories from the acquired corpus of signs, based on the symbolic functions of language outlined in LL studies (Cenoz and Gorter 2009; Landry and Bourhis 1997; Torkington 2009). To support these findings, an initial quantitative study was conducted to reveal the language distribution among the collected pages. By emphasizing how language use is related to the construction of symbolic meaning and identity in relation to Facebook pages, this analysis provided a focused assessment of linguistic content and thematic functions.

4. Findings

As shown in Table 1, a total of 180 signs from Jordanian Facebook clothing pages were collected, all aimed at promoting clothing items. Most signs were in English, while a smaller number included combinations with Arabic. Three broad symbolic meanings emerged from the data: global practices—signs invoking modernity, commercial credibility, and international branding; European image—signs reflecting cultural stereotypes associated with Europe; and local cultural representations—signs referring to local or national cultural practices. Table 1 uses the following language codes: RA refers to Romanized Arabic, or Arabic written in Latin script; AE denotes Arabicized English, or English words or phrases modified to conform to Arabic linguistic patterns.

Table 1: Frequency and Symbolic Functions of Language in Jordanian Online Clothing Signs

Languages	Global practices	European image	Local cultural representations	Total
English	76	22	2	100
RA (+English)	25	2	30	57
English AE	5	3	-	8
AE Arabic	4	2	-	6
Turkish (+English)	-	7	-	7
Other languages	-	2	-	2
Total	110	38	32	180
Perce.	61%	21%	18%	100%

English is the predominant language, appearing in 100 of the 180 signs. It dominates the global practices category, which includes 110 signs (61percent of the dataset), and conveys themes of modernity, prestige, feminism, and commercial appeal, as further discussed in subsequent sections. Of these, 76 are exclusively in English; the rest are hybrid forms such as RA+E (Romanized Arabic + English). The second most frequent symbolic category is the European image, representing 21percent. Signs in this pattern include phrases and references to Turkish, English, and French labels, along with associations with a European theme and elite fashion symbols. The third category, local cultural representation (18 percent), comprises signs that express Jordanian or Arab identity through Romanized Arabic or hybrid variants (RA+E). Traditional or cultural values are embedded in such signs, where transliteration into Latin scripts show modernity while preserving cultural orientations. Overall, the quantitative evidence demonstrates a mass preference for English and mixed language forms in constructing the identity on Facebook pages for clothes in the Jordanian market.

4.1 Online Global Practices of English

It is true that English often serves a decorative role in contemporary Jordan (Al-Naimat and Saidat 2019), but it also plays a more symbolic role in the online commercial LL. Based on the associations of English as a commercial language, one of its functions on such an online platform is to facilitate efficient communication and convey messages and meanings effectively. While Arabic can fulfill these roles in Jordanian online businesses, English adds a distinct layer of meaning. Especially in fashion and beauty contexts linked to global trends (Al-Naimat and Alomoush 2024), it evokes modernity, international appeal, and aspirational identity. To clarify, Table 1 shows that English patterns appear in 61percent (110/180) of all Facebook signs of Jordanian clothing companies. Of these, monolingual English signs account for 69 percent (76 of 110), while bilingual combinations of English and Arabicized English (AE) represent 4 percent (4 of 110). Mostly written in English, these signs typically indicate global connections within the commercial advertising strategies employed by Jordanian clothing companies on dynamic platforms such as Facebook. The dominant use of English on commercial signs is indeed linked to its role as the global language of products and advertising. As Gatignon and Abeele (1995) note, advertising

companies adapt their language strategies and plans to standardize the linguistic appearances of products across all contexts.

The global associations of English appearing online are reflected in various cultural practices, including meanings of elegance, style, and modernity, which constitute the largest percentage—34 percent, or 37 out of 76 signs. Most of the clothing items feature English names, as illustrated by examples such as *Smile Fashion Jo*, *Glamour Kids*, *Pipe Clothing Store*, *4-Date*, *Online Fashion Club*, *4 Seasons Outlet*, *Trend Elegant Kids Shop*, *Angel Shop*, *Negro Fashion*, *Event Fashion*, *Day 2 Day Fashion*, and *Top Style*. The introductory paragraphs of the Facebook pages reaffirm the communicative function of such clothing signs. For example, the name of the company *City Suit* comes with the Arabic subtitle: “نفتح أمامك أبواب الأناقة والرقي في متجر الملابس والبذلات الرجالية، حيث تنتظر مجموعة واسعة من الملابس” meaning the same as “We open before you the doors of elegance and sophistication at the men's clothing and suits store, where a wide selection of clothes awaits you.” The bilingual structure is characteristic of the way English titles are supplemented by Arabic introductions for the purpose of increasing symbolic appeal and informing a broader Jordanian market.

Extract (1)

City Suit	نفتح أمامك أبواب الأناقة والرقي في محل الألبسة والبذلات الرجالي، حيث تنتظر تشكيلة واسعة من الملابس
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The example of *City Suit* demonstrates how English can be used to evoke a sense of refinement and elegance. Its introductory line aligns with a global trend in which English symbolizes modernity and sophistication. Recent studies show that English in commercial language serves symbolic purposes by indexing global connectivity, modern lifestyles, and aspirational values (Piller 2011; Kelly-Holmes 2005). This strategic usage of English places the clothing goods in a globalized, luxury market. One would argue that, since words like “style” and “cosmetics” are now commonly used in Arabic and may no longer be perceived as English, the use of English elements is not always intentional. While Facebook, as an American platform, encourages English usage—and users with even basic English proficiency may naturally adopt it—such linguistic choices still contribute to constructing a global brand identity, particularly in the context of online retail.

The Arabic texts of company names are also currently displayed using the Arabic transliteration of English, accounting for 4 out of 37 examples (e.g., *ملبوسات كشخة ستايل* [Kashka Dresses of Style] and *بجائاتي* [My Pajamas Fashion Online]). However, these expressions of modernity and elegance intersect with English brand names, which represent 14 out of 76 examples (e.g., *O3 Jordan*, *Queen Cleopatra*, *Little Kids Brand*, *Brand One*, *Wanda Outlet*, *Derby Outlet*, *Outfit Brand*, and *Spin*). While the English names primarily emphasize the brand value of the items, branding for other clothing products is further elaborated in the introductory lines through phrases such as *multi-brands*, *MORE BRANDS*, and *famous brands*, as illustrated in the following cases:

Extract (2)

Less Jeans	Less Jeans Clothing store with multi brands.
Blueline	MORE BRANDS FOR LESS
She chocolate	شي تشوكلت واحدة من ، العلامات التجارية الرائدة ، اختصت في انتاج الاثواب والقفاطين التراثية Trans. She Chocolate is one of the leading brands, specializing in the production of traditionnel robes and kaftans.

Among the symbolic meanings identified are themes of femininity and beauty, which show 34 out of 76 (31percent). Two linguistic patterns—monolingual English and Romanized Arabic alongside English—convey these themes. The monolingual English pattern includes *Princess Me*, *Pink Shadow*, *Queen Boutique*, *Become a Mom Boutique*, *Trendy Fashion Store*, *Women Palace*, *Beauty Fashion*, *Moon Lingerie*, *Pretty In Pink Boutique*, *She Out Fashion*, *Cherry Boutique*, and *Purple Shop*. The Romanized Arabic and English names commonly use familiar Jordanian female names written in Latin script, often combined with the term “fashion,” such as *Sara Collection*, *Jowan Fashion*, *Bayan Online*, *Eshraq Style*, *Abeer Fashion*, *Salma Fashion*, *Zen Outlet*, *ALOURA Boutique*, *Rasha Fashion*, *Samra Fashion*, *Ajmel Fashion*, *ALMA.jo*, *Haya Musallam Boutique*, *Zorita Lingerie*, *Al_masa_butik*, *Jasmine Shop*, *2MOON.jo*, and *Scoop Fashion*.

This linguistic brand strategy parallels international practice, as English is employed by Italian luxury brands such as *Gucci*, *Miu Miu*, and *Bulgari* in their advertising to appeal to cosmopolitan and fashion-conscious consumers (Amatulli et al. 2016, 267). These strategies appear to target female users on Facebook by emphasizing features associated with beauty and elegance. This observation aligns with gendered advertising strategies and demonstrates how language choices reinforce femininity in commercial settings (Cameron 1992; Lazar 2006). Thus, language use in advertising serves as both an index and an anchor of socially sanctioned beauty norms. As illustrated in the following examples, page designers enhance their effect and appeal by incorporating English terms and subtle references to beauty products such as accessories, cosmetics, and handbags.

Extract (3)

Elegant ladies	Explore all collections from trendy, fashionable, unique Dresses, Tops, pants, cardigans, scarves, accessories, and much more with high quality and suitable price for all
Pretty In Pink boutique	an on-line boutique in Jordan, present clothes & accessories & cosmetics & shoes & bags
Bayan online	متجر ملابس وكوزميتكس [Trans. Clothing and cosmetics store]

Other clothing companies appear more persuasive by conveying themes associated with youth, progress, and strength. This is evident in 12 out of 76 signs (11 percent) carrying such themes, including names like *The Castle*, *Grand Stores*, *GIANT*, *Last Player*, *Karag Jeans*, *Bronze Men's Wear*, *BRAVE Clothing*, *Football Shop*, *Address Moda – Men*, *Five Hundred Fashion*, and *Galiaditer Men's Wear*. While most clothing companies explicitly target young people through labels and phrases related to youth and the types of items advertised, others are supported by introductory lines that clarify related activities and actions common in young people's daily lives. Illustrative examples are provided below.

Extract (4)

Bronze men's wear	Sport and Formal
Last Player	LastPlayer is a store specialized on Men's casual wear
Grand stores	جراند ستور للالبسة والسبورات الرجالية [Trans. Grand Store for men's clothing and casual]

Apart from these youth-targeted clothing names (e.g., *Bronze Men's Wear*, *Last Player*, and *Grand Stores*), other companies prioritize conveying meanings of reliability and credibility. Examples include *1991 Stores*, *Kashour Apparel*, *Bayazeed Boutique*, and *Yara Kids*, which use their introductory sections as key components for building client trust. Often contrasting their product quality and prices with

English-language advertisements, these companies emphasize the value of their goods and offer an alternative to dominant global market (Blommaert 2012), as illustrated in the following examples:

Extract (5)

STRONG 10XL	If You Are Looking For The Highest Quality And The Best Prices, Well, You Came To The Right Place Selling World Biggest Big Sizes.
Uptown	Best tag price in Amman also quality and comfort is 100% assured 0791402631 delivery 🚚 in 24 hours

4.2 European Imagery in Online Clothing Items

Jordanian online clothing pages reflect the influence of particular European languages and make extensive use of what can be more precisely described as *European imagery*. This concept encompasses not only the literal use of specific languages but also the symbolic and stereotypical associations linked to countries such as Turkey, Britain, and France. These associations—realized through branding and naming practices—evoke cultural stereotypes of modernity, sophistication, and exclusivity.

As Table 1 shows, both monolingual English and bilingual English-Turkish patterns constitute the largest portion of signage, totaling 29 out of 38 signs associated with the European imagery. This indicates that Turkish is significant—not as a typical European language—but rather as a hybrid symbol that blends various cultural elements that appeals to Jordanians. For example, *Güzel Moda* and *Hürrem Moda* incorporate Turkish words not for their linguistic value but for their cultural significance and branding value. The use of Turkish here goes beyond functional purposes to instrumental ones, which is the typical aim for using such languages to create European imagery. Thus, page originators probably utilize the symbolic meaning of European fashion and lifestyle to attract the attention of more customers or followers. This symbolic use of language reflects what Piller (2001) terms “indexicality”—where language points not just to meaning, but to social identities and values. This symbolic approach is also quite evident in the deliberate use of Turkish brand names as *Volanti*, *LULIA Fashion*, and *Güzel Fashion Store*. Visually reinforced on pages such as the *Guzel Moda* (كوزال مودا) portal, these names assist to anchor Turkish fashion products and urge consumers to interact with a culturally integrated brand identification.

Extract (6)

Guzel Moda كوزال مودا	أجمل وأحدث التصاميم التركية مع كوزال مودا من تركيا الى [Trans. The most beautiful and latest Turkish designs with Kozal Moda — from Turkey to...]
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Names like *Turkish Online*, *Turkish Bazar Collection*, *Istanbul Stores*, *MeGo Turkish*, *Anadol Moda*, and *Turkish Dress* also prominently feature English to promote Turkish goods. Similarly, many Turkish fashion labels also use entirely English names: *Family Storez*, *Girl Zone*, *Abu Laila*, *Prestige Online*,

Fashion Kids & More, H&H Online, TNFashion, Ayla for Kids, Cherry Boutique, Max Chanel Fashion, and Keep Out. This further highlights English's symbolic as well as pragmatic roles in global commerce, where it is typically employed to convey modernity, international reach, and recognition (Piller 2001; Phillipson 2008).

Other cultural associations are found in the names of British companies, including *Sonneti* (selling jeans, shirts, and sportswear) and *CLUB*, which refers to the RCB Polo Club—a well-known symbol of upper-class British style. This category also includes phrases or keywords like “London,” which further evoke British style and modernity. Therefore, the meanings of trendiness, prestige, and appeal detected in page names such as *London Clothes Outlet* and *O3 Ozon London* are commonly associated with British fashion culture.

French associations appear in names like *Bonjour Fashion for All Family* and *Lacosta Outlet* (لاكوستا للتصفية), which play on the prestige of the French brand Lacoste—possibly as variants or imitations—showcase French connotations. Interestingly, the name of the continent *Europe* appears in several Arabic clothing pages, such as *Chic Outlet* (شيك للتصفية الأوروبية), *Scarf* (سكارف للتصفية الأوروبية), *Extra Mall* *European Clearance* (اكسترا مول للتصفية الأوروبية), and other examples of محلات التصفية الأوروبية—a term referring to “European Clearance Stores,” or shops offering discounted European goods. These names suggest the general prestige and appeal of European fashion rather than indicating a literal European origin. This frequent invocation of Europe, especially in Arabic contexts, highlights its symbolic value in clothing promotion and advertising. As illustrated by the use of *Europe* in these names and phrases such as “European Outlet,” the association consistently functions to enhance brand prestige and consumer appeal.

Extract (8)

متخصصون في الملابس والأزياء الأوروبية - خلدا شارع وصفي التل بجانب ميداس	اكسترا مول للتصفية الأوروبية
[Trans. Specializing in European clothing and fashion - Khalda, Wasfi Al Tal Street, next to Midas]	

In such contexts, English is the main language used to symbolize Europe—especially in the linguistic presentation of Turkish fashion lines—but the selective use of national languages from Turkey, Britain, and France, combined with European imagery itself, serves mostly symbolic rather than practical communication. According to Kelly-Holmes (2005), this practice aligns with broader patterns of European stereotypes employed in marketing. Often accompanied by limited use of English labels and French elements, these linguistic strategies enable clothing brands and products to appropriate symbolic authenticity and prestige associated with the perceived value of “the European” or “the Turkish.” Edelman (2009, 2010) refers to these phenomena as impersonal multilingualism—language meant to evoke in customers' minds emotional or cultural connotations rather than literal meaning.

4.3 Representation of Local Cultural Contexts

The local Facebook clothing pages frequently incorporate Arabic to engage with and strengthen cultural traditions. The dataset shows a tendency to combine local and global elements to suit users' preferences. As Table 1 indicates, most signs (30 out of 32) feature company names with Arabic in Roman script. Of these, 13 combine English with Romanized Arabic, while 17 use only Romanized Arabic to represent local clothing brands and demonstrate cultural integration. For example, the results include names of traditional garments recognized in both local and national contexts, such as *Hijab Bent Alarab*, *Abaya Boutique*, *Rose Abaya*, and *Zahras Hijab*. In Jordan, Middle Eastern women often wear the headscarf and *Abaya*. Notably, their representation in Western media—particularly through Roman script—has helped enhance respect for and visibility of Muslim cultural diversity by increasing its prominence.

The appearance of Arabic-origin brand names in Roman script enhances their accessibility and promotes the cultural diversity of the Muslim world to a broader, potentially global, audience. Similarly, the clothing company *Malabes Jor*, referring to a general category of garments, exhibits how Romanized Arabic is employed to render local cultural practices internationally appealing. This practice is supported by LL research, which shows that language in public spaces reflects identity construction and cultural negotiation (Shohamy and Gorter 2009; Scollon and Scollon 2003).

In essence, this use of Romanized Arabic reflects a broader transliteration strategy, through which culturally specific terms are adapted for wider recognition. Transliterating such terms allows local clothing brands to express a distinct cultural voice while remaining recognizable to non-Arabic speakers. For this purpose, Venuti (1995) emphasizes that transliteration involves cultural negotiation rather than mere substitution, particularly in branding.

The results also include Jordanian personal names shown in Roman script alongside English names of clothing businesses, as in *YARA Boutique*, *Doaa Collection*, and *Store SHAMS*. Furthermore, the names *Tabarak*, *Sajeda*, and *Doaa* not only reflect Jordanian female names but also carry cultural meanings associated with virtues such as blessing and prayer. Often paired with English introductions—such as *Qadadde Suits*, *Jarwan*, and *Daraghme*—these pages also feature family names in Romanized script. Typically, English page descriptions accompany these names to support their commercial objectives, as illustrated below.

Extract (9)

Jarwan	Jarwan Investment Group Companies was established in 1973 To become one the best ancient industrial companies marked in the field of fashion and uniforms.
Qadadde suits	welcome to qadadde official Fasebook page

The use of English in such introductory lines undoubtedly enhances the visibility of Arabic-origin commercial content by presenting it in a globally recognizable format. This practice adds symbolic and sophisticated connotations that engage both local and global audiences (Piller 2001).

The data also clearly demonstrates this in clothing brand names on Facebook that incorporate locally meaningful Arabic titles and expressions, such as *RAHHAL* (“nomad”—possibly referencing a family name), *Mo9a Club* (“trendy fashion”), *Safeera* (“female ambassador”), *Khazanti* (“my closet”), *Karameesh* (a term expressing affection for children), *Bakka* (a historical name for Mecca), *Basmala Fashionista* (derived from the Islamic phrase *Bismillah*—“In the name of God, the Most Gracious, the Most Merciful”), and *Betmoon* (used in the context of conceding or negotiating in local sales talk). These names reveal how spoken cultural idioms adapt to the digital commercial environment. Romanized versions retain their local identity while making them accessible to a broader, possibly non-Arabic-speaking audience, even though there are no exact English equivalents that fully convey their cultural meanings. The following examples illustrate this: *Hadayana* (“our gifts”) and *Labbeg* (لَبَّيْغ – “well-dressed” y attired”).

Extract (10)

Hadayana	Hadayana offers a great range of kids clothing and shoes with the highest consideration to quality to up hold our slogan a gift of quality.
Labbeg	Labbeg is Outlet online store.

This dynamic between local language and global accessibility aligns with Blommaert’s (2010) concept of “polycentricity” in LL studies, where various significant factors related to authority and audience contribute to multiple ways of interpreting language. In this context, local language practices—Arabic names and terms—interact with global elements—Roman script and English—so enabling brands to negotiate between local cultural identification and a more generally global audience.

5. Discussion

This study examined the symbolic uses of language in the names and descriptions of Jordanian clothing pages on Facebook. Drawing on the symbolic and communicative functions within the LL framework (Cenoz and Gorter 2009; Landry and Bourhis 1997; Torkington 2009) and using qualitative analysis, it explored how English and Roman scripts reflect identity, globalization, and consumer appeal, with marginal reference to European cues. These clothing pages on Facebook, as partially open commercial spaces, explore how language strategies lead to identifying the balance between local cultural references and broad global commercial objectives (Scollon and Scollon 2003; Shohamy and Gorter 2009).

A key element of this strategy is the symbolic dominance of English, which is employed to convey global modernity and youth, thus situating the product within international fashion discourse. As demonstrated in the analysis, a significant pattern across the pages is the use of English as the dominant language for branding and for the introductory content of clothing pages. Language data drawn from 180 instances across Jordanian Facebook clothing pages reveal a clear symbolic stratification in language use. English dominates, appearing in 61 percent of all instances, and is strongly associated with global branding and contemporary commercial identities. Romanized Arabic (often used alongside English) accounts for about 32 percent of the dataset and acts as a primary tool for local cultural reference,

featuring prominently in 30 of the 57 cases. English-Arabic fusions and Arabic-script renderings of English (AE Arabic) appear only marginally. European imagery is present in 21 percent of the sample. These findings demonstrate that symbolic language use is intentional and strategic, with English employed as a linguistic, economic, and cultural resource—complemented by Romanized scripts and stereotypical European imagery to boost global appeal and local relevance.

Extracts 1–4 illustrate how English is perceived as a marker of modernity, sophistication, and advancement. Phrases like *BRAVE Clothing*, *Football Shop*, *Address Moda – Men*, *Five Hundred Fashion*, *Explore all collections from trendy, fashionable, unique dresses*, *Less Jeans Clothing store with multi-brands*, and *Top Style and Trend Elegant Kids Shop* show how English symbolically marks worldwide fashion standards and youth-oriented ideals of refinement and uniqueness (Piller 2011). Accordingly, the widespread use of English in such digital contexts boosts the language’s international sense and underscores its symbolic and functional role.

This symbolic role is recurrently reinforced by European imagery, which conveys cultural stereotypes—typically seen in iconic cities such as Istanbul and London, as well as brand names that evoke stereotypical European language and concepts, such as *Volanti* and *Hürrem Moda*. Even though the language remains English, these European cues demonstrate the adoption of Western fashion narratives to construct and circulate cultural capital (Heller 2006). Turkish cues and references, although less prevalent than English signs, are quite popular in Jordan; their presence on Facebook pages enhances familiarity but may reduce foreign appeal due to cultural proximity, affordability, and stylistic relevance. Such qualities enhance their appeal and contribute to their success in the Jordanian market.

Alongside external cultural influences, local identity is both expressed and modernized through Romanized Arabic (Arabizi)—a hybrid linguistic code in which Arabic words are rendered using the Latin script. As displayed in Extracts 3, 9, and 10, Arabizi often appears alongside English rather than in isolation, yielding hybrid textual forms such as *Bayan Online*, *Jarwan*, and *Qadadde Suits*.

As such, the use of Arabizi illustrates how local companies create a glocal identity—anchored in cultural tradition yet adaptable to the demands of global markets and digitally connected consumers (Robertson 1995). Usually offering Jordanians culturally relevant content, these signs feature family names, Arabic words, or locally identifiable slogans. They therefore translate the Roman script into a vehicle of local legitimacy and everyday cultural identity (Izwaini 2006; Warschauer 2002).

Such blended forms are a deliberate combination of linguistic and symbolic resources. On the one hand, English offers prestige and alignment with global fashion discourses; on the other hand, Romanized Arabic reclaims local identity within the same global framework. This coexistence of Arabizi and English represents a greater trend of networked multilingualism (Androutsopoulos 2007), where language mixing is a strategic and expressive resource for globalized, digitally literate users and results in new forms of expression and identity formation online.

In this context, Roman scripts on Jordanian online clothing pages serve two main purposes: first, they index local cultural values through names, colloquial expressions, and city references, turning signs into cultural objects. Second, by anglicizing and using Arabizi, they enhance communication, making

content accessible to both local youth and global audiences. This strategy highlights concepts of digital fluency, marketability, and accessibility to language and identity (Heller 2003), influencing how online linguistic practices evolve.

Overall, the study analyzes the linguistic structure of a popular electronic platform—Facebook pages—and reveals the layered approach of exhibiting the commercial language molded by globalization, digital literacy, and cultural standards. The dominant linguistic pattern—centering on English and Romanized Arabic—demonstrates how page creators attract global readers while maintaining cultural relevance for local audiences. Although less prevalent, the inclusion of European stereotypes in brand names and terminology boosts aspirational value. These choices construct an identity that is globally oriented yet locally understandable.

6. Conclusion

To conclude, the omnipresence of English and Roman script forms on online signs of clothing represents a dynamic socio-symbolic practice. It reflects how global cultural and linguistic forces are remarkably exploited in Jordanian virtual space for the purpose of marketing local products. This confirms that English holds a prominent place in Jordan's physical LL (Alomoush 2015; Al-Naimat 2015) but also increasingly shapes online commercial discourse. Additionally, the use of Romanized Arabic serves as an indexical tool for constructing glocal identities and expressing layered cultural meanings in the evolving digital marketplace. These language choices exemplify broader linguistic patterns in globalized digital communication. This study does not rely on broad generalizations but presents a data-informed perspective into the manner in which these languages and scripts function as a symbolic resource for identity construction, market positioning, and mediating international appeal and local relevance. In doing so, the study demonstrates how online commercial language practices reflect broader sociolinguistic hierarchies shaped by globalization, youth culture, and the commodification of linguistic choices.

وجود اللغة الإنجليزية في اللافتات التجارية: أدلة من شركات الملابس الأردنية على فيسبوك

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الملخص

تبحث هذه الدراسة في توظيف اللغة الإنجليزية في المشاهد اللغوية على الإنترنت من خلال تحليل أسماء وأوصاف تجارية وردت في 180 صفحة فيسبوك تابعة لشركات ملابس أردنية، وجمعت بيانات هذه الصفحات وفُحصت باستخدام المبادئ الأساسية لدراسات المشاهد اللغوية. وتُظهر النتائج أن معظم الأسماء والأوصاف في صفحات شركات الملابس مكتوبة باللغة الإنجليزية، ما يعكس ارتباطات ثقافية تحمل رمزية عالمية. إضافةً إلى ذلك، تظهر النتائج وجود أسماء تركية وفرنسية تعكس تأثيراً أوروبياً مرتبطاً بالمنتجات المعروضة. يُمثل البعد المحلي من خلال استخدام النصوص اللاتينية، حيث تُعبر القيم الثقافية من خلال مزيج من سمات اللغة العالمية والمحلية في أسماء الشركات ومقدماتها. وخلصت الدراسة إلى أنه، نظراً لأن اللغة الإنجليزية هي اللغة الأساسية، فإن الممارسات اللغوية على هذه الصفحات الإلكترونية توازي بشكل وثيق تلك الموجودة في الأماكن العامة المادية في الأردن. وهذا يوضح الدور الثقافي والرمزي للغة الإنجليزية، حيث أسهم في التحول الرقمي في طريقة عرض اللغة على اللافتات التجارية. كما تشير النتائج إلى أن الفضاء الإلكتروني التجاري في الأردن يُعد مجالاً واسعاً وأساسياً يتجلى فيه التفاوض على الهوية اللغوية والمعنى الثقافي بشكل رئيسي.

الكلمات المفتاحية: اللغة الإنجليزية؛ المشهد اللغوي المستند للإنترنت؛ صفحات الفيسبوك؛ شركة ملابس؛ الأردن.

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