

The Role of Advertising Billboards in Organizing Urban Space: A Field Study in the New City of Ali Mendjeli

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Abstract:

Contemporary cities are undergoing rapid visual changes, largely due to the widespread installation of advertising billboards. These billboards have become defining elements of the urban landscape, affecting both aesthetics and the functional use of public spaces. A case study in the city of Ali Mendjeli reveals the dual impact of billboards on urban environments. On the positive side, billboards aid in spatial orientation, highlight important landmarks, and reinforce a sense of place and city identity. These contributions enhance urban legibility, making cities more navigable and visually coherent.

However, the study also outlines several negative consequences resulting from the unregulated proliferation of billboards. Poorly planned and excessive installations contribute to visual clutter, undermining the aesthetic quality of urban spaces. Additionally, inappropriately placed advertisements may pose safety risks by distracting drivers. The use of content that lacks cultural relevance further weakens local identity, leading to visual pollution and a disconnect between public spaces and the communities they serve.

To mitigate these issues, the study emphasizes the need for strict urban planning regulations governing billboard size, location, and design. It advocates for the integration of culturally appropriate content and local symbols to strengthen the relationship between advertisements and community identity. By adopting a thoughtful, well-regulated approach, cities can balance the functional advantages of outdoor advertising with the need to preserve the visual and cultural integrity of urban spaces.

Keywords : Advertising Sign, Urban Space Organization, Urban Identity Quality of Life, the new city of Ali Mendjeli.

INTRODUCTION

Cities are intricate visual systems where architectural and natural elements converge with diverse forms of visual communication, with advertising playing a crucial role. Advertising signage, encompassing various formats like billboards and illuminated signs, decorates urban streetscapes, extending beyond mere commercial messaging to profoundly influence spatial perception and the overall urban experience.

This study, titled "The Role of Advertising Signage in Organizing the Urban Space: A Field Study in the New City of Ali Mendjeli," investigates this dynamic in newly planned cities like Ali Mendjeli, which are designed as model urban environments. It delves into the distribution, types, and interaction of advertising signs with the urban fabric, simultaneously exploring residents' perceptions of their impact on urban environmental quality and their contribution to visual pollution.

From a sociological standpoint, advertising billboards raise significant questions about the interplay between social, cultural, and economic dynamics and the production of urban space. Their growing prevalence transcends simple promotion, actively shaping the city's character and inhabitants' lived experiences. They contribute to forming values, consumption patterns, and social behaviors, reflecting and propagating stereotypes, influencing social interactions, and potentially reinforcing inequalities by targeting specific groups or promoting particular lifestyles.

At the urban level, the impact of these billboards is evident in the city's physical and visual organization. Uncontrolled proliferation can lead to visual pollution, negatively affecting the aesthetic quality of urban spaces and altering movement patterns and functions of various urban places. This interaction between advertising and urban space necessitates critical examination of its relationship with urban planning policies and public space management.

The problem is compounded by a lack of local community involvement in billboard design, which hinders their ability to reflect cultural identity or cater to diverse community needs. Furthermore, top-down planning approaches, common in planned cities like Ali Mendjeli, can impose advertisements incongruent with the local social and cultural context, intensifying visual pollution and degrading the urban experience. Ultimately, the pervasive presence of advertising billboards significantly shapes urban identity and residents' perceptions of their city.

1.1 Study Problem

The issue is encapsulated in the following question:

How do advertising billboards contribute to the organization of urban space, and to what extent do they influence the social and urban dimensions of the city?

1.2 Sub-questions

- Social Dimension: How do advertising billboards reflect the local cultural identity, and to what degree do they foster a sense of urban belonging? Additionally, how does the absence of community participation in the design of these billboards affect their role in organizing urban space?
- Urban Dimension: In what ways can advertising billboards enhance spatial and functional orientation within the urban environment? What are the negative impacts of their unregulated use on quality of life and urban identity?

1.3 Study Hypotheses

1.3.1 Main Hypothesis

Advertising billboards contribute to the organization of urban space by reinforcing visual identity, improving spatial arrangement, encouraging social interaction, and strengthening community belonging.

This main hypothesis is further divided into two sub-hypotheses:

A. First Sub-hypothesis

The aesthetic and organizational qualities of advertising billboards influence social interaction in urban spaces, as well-designed and well-organized billboards enhance the visual appeal of public areas and encourage social engagement among individuals.

Indicators:

- The design of advertising billboards in terms of colors, sizes, and texts.
- Individual behavior as reflected in social interactions occurring in front of advertising billboards.
- The number of billboards featuring symbols or logos that represent local culture.

B. Second Sub-Hypothesis

Advertising billboards contribute to organizing urban mobility in the new city of Ali Mendjeli by guiding residents to commercial and service areas; however, their effectiveness depends on their quantity and the appropriateness of their spatial distribution within the urban environment.

Indicators:

- Clarity of the billboards.
- Improved mobility measured by the number of individuals relying on billboards for navigation within urban areas.
- Efficiency in the use of public spaces, such as markets and commercial zones, following the installation of advertising billboards, as they aid spatial orientation.
- Distraction of pedestrians causing traffic accidents.
- Deterioration of urban identity due to poor organization of billboards, negatively affecting the city's aesthetic character.

1.4 Study Objectives

- To reveal residents' perceptions regarding the impact of advertising billboards on the aesthetics of their neighborhood and their urban identity.
- To analyze the relationship between advertising billboards and urban planning policies in the new city.

1.5 Study Importance

The importance of this study is reflected in two main aspects:

1.5.1 Theoretical Significance

The theoretical significance of this study lies in providing a comprehensive understanding of the dynamics of urban advertising within the context of a newly established Algerian city (Ali Mendjeli in Constantine). It aims to contribute to the development of effective strategies and policies for regulating advertising signage that enhance the quality of the urban environment while preserving its identity. Additionally, the study examines the social interactions generated by these advertising elements.

1.5.2 Practical Significance

The practical importance of this study is reflected in its provision of recommendations for designing policies to regulate advertising signage. These policies aim to strike a balance between commercial, aesthetic, and functional aspects, thereby reducing the resulting visual clutter and contributing to an improved quality of life in urban areas.

2- Methodological Selection of the Study:

Methodological selection in the context of scientific research refers to the approach and methods adopted to define the study sample, as well as the spatial and temporal scope and the target population.

2.1 Field Research Areas

Defining the study areas is a critical methodological step that ensures the success of the research and the achievement of its objectives. It guides the research, minimizes dispersion, and optimizes the use of time, effort, and resources. Accurately delineating the scope allows for the selection of appropriate tools and research methods suited to the nature of the area, ensuring a comprehensive and effective study that yields scientifically and practically valuable results.

The current study is divided into the following domains:

A. Spatial Domain

Ali Mendjeli has been chosen for this study due to its rapid urban growth, making it a key area for analyzing spatial organization. The city faces planning challenges and commercial disorder, underlining the need for regulatory tools like advertising billboards. Its high population and economic activity make it an ideal site to assess the role of billboards in improving urban management and development

B. Human Domain

The human domain encompasses all social and professional groups within Ali Mendjeli who regularly and daily interact with advertising billboards (including directional, cautionary, and regulatory signs). This includes local residents, visitors, economic actors, drivers, merchants, and others engaged with the urban environment.

2.2 Study Methodology

The study employed a descriptive research methodology to objectively examine the natural occurrence of advertising billboards in urban environments. This approach enabled the researchers to observe and document how billboards affect traffic flow, urban aesthetics, and social behavior without interference. Data were collected through interviews, observations, and questionnaires to provide a comprehensive understanding of their impact on urban space organization.

2.3 Research Tools

A research tool is the means by which a researcher collects data and information. This field study was characterized by a focused approach on collecting and analyzing primary data directly from the heart of the New City of Ali Mendjeli. The methodology was designed to offer an in-depth and comprehensive understanding of the role of advertising billboards through the following tools: observation, interviews, and questionnaires directed at residents.

2.3.1 Observation

The Role of Observation in Studying Advertising Billboards and Urban Space

Observation, a systematic method of monitoring behaviors and phenomena to interpret and predict their interrelations, was employed as a key research tool in a study examining the role of advertising billboards in urban spatial organization. The research focused on how billboards impact spatial orientation, quality of life, and urban identity (Bachahra, 2009, p. 377). A field observation encompassed diverse billboard types (commercial, residential, service-oriented) and forms fixed panels, illuminated signs, posters, transit ads). Furthermore, participant observation was utilized, leveraging the researcher's professional position within the study area to gain an accurate understanding of resident interactions with billboards in their natural daily contexts. This facilitated the collection of qualitative data and general impressions, noting specific behaviors such as individuals stopping to view billboards, their impact on pedestrian movement, billboard density, lighting disturbances, color vividness, and the presence of cultural messages. The study aimed to deepen the understanding of how these visual elements influence urban aesthetics and resident behavior

2.3.2 Interviews

The study uses interviews to explore the views and experiences of residents, merchants, and visitors regarding advertising billboards in urban spaces. Unstructured interviews revealed concerns about the visual and psychological impact of billboard overuse on city aesthetics and cultural identity. Officials highlighted difficulties in enforcing regulations due to rapid commercial growth and limited monitoring resources. Shop owners acknowledged the importance of billboards for business but showed readiness to follow clear and fair rules.

2.3.3 The Questionnaire

The questionnaire is a systematic and structured tool for collecting data in field studies. It is a direct method of scientific inquiry involving individuals, allowing for guided questioning and quantitative sampling aimed at identifying mathematical relationships and conducting numerical comparisons (Angles, 2006, p. 204).

Given the significance of the questionnaire as a data collection instrument, and our interest in understanding public opinion regarding the advertising billboards surrounding them and their impact on quality of life, the questionnaire was designed to gather the perspectives of targeted individuals in urban areas such as markets, main streets, or commercial centers within the New City of Ali Mendjeli concerning these advertising signs.

The questionnaire comprised several key sections:

- Demographic characteristics of the respondents: (age, gender, educational level, residential neighborhood, duration of residence in the city).
- Negative impacts on quality of life and urban identity: (effects on neighborhood aesthetics, contribution to information provision, degree of visual disturbance, impact on the sense of place identity), including aesthetic and organizational aspects.
- The influence of advertising billboards on social and economic dimensions.
- Suggestions for improving the use of advertising billboards.

2.3.4 Study Theory

The Public Space Theory by Jürgen Habermas and Henri Lefebvre. This theory examines how public spaces are shaped and organized through physical and visual elements, including advertising billboards. It emphasizes the interaction between space and its users, and the role of visual elements in facilitating communication or exerting control over the space (Lefebvre, 1991, p. 42).

2.4 Type of Study

This research belongs to the category of descriptive studies aimed at examining and portraying phenomena as they exist in reality through qualitative expression that describes the phenomenon and clarifies its characteristics, ultimately to derive conclusions that enhance understanding and development of the subject matter (Olayan, 2010, p. 67). Additionally, it involves the precise analysis and interpretation of data and information to infer new facts and generalizations that contribute to comprehending the phenomenon. This process includes extracting meanings from the interpretation and formulating generalizations regarding the phenomenon under study (Basset, 1988, p. 213).

2.4.1 Sample Selection

Selecting the sample is a critical step in any research to ensure the representativeness and accuracy of the data, which supports hypothesis testing and the achievement of research objectives. The targeted sample in the present study consists of individuals including residents, visitors, and pedestrians. A purposive (judgmental) sampling method was employed, which is a non-probability sampling technique where the researcher selects sample units based on specific criteria related to the study's objectives and the nature of the research problem. "Purposive sampling is used to obtain information from a particular segment capable of providing relevant data, either due to their location or because they meet certain criteria established by the researcher, where units are selected based on expertise in the subject under study" (Al-Najjar, 2009, p. 100).

Individuals were chosen based on their direct connection to the topic, such as residents of areas densely populated with billboards, and semi-structured interviews were conducted in locations like markets, streets, and cafes. The sample size was determined to be 150 individuals.

The characteristics of the study sample are presented in the following table:

Table 01: Distribution of Sample Individuals According to Demographic Characteristics

Characteristic	Categories	Frequencies	Percentage (%)
Gender	Male	60	40
	Female	90	60
	Total	150	100
Educational Level	Primary	8	5.33
	Intermediate	28	18.66
	Secondary	34	22.66
	University	80	53.33
	Total	150	100
Age	18 to 28 years	40	26.66
	29 to 39 years	60	40
	40 years and above	50	33.33
	Total	150	100
Place of Residence	Inside the city	99	66
	Outside the city	51	34
	Total	150	100

Source: Prepared by the researcher.

Personal data serve as the foundational reference framework upon which the researcher relies to understand the dataset, as these data reflect the characteristics and attributes of the studied community. Table 01, referenced above, provides an overview of the social composition of the sample participating in the study. It is notable that the young to mature age group (18-39 years) constitutes the majority of respondents, accounting for 66.66%, which may reflect the demographic profile of a newly established city like Ali Mendjeli, often attracting young individuals seeking new opportunities. The relatively balanced gender distribution indicates a well-represented sample of both groups.

Regarding educational attainment, a significant proportion of respondents up to 76% hold either university or secondary education degrees, which may influence their awareness of urban issues and their perceptions of the surrounding environment. This educational disparity highlights the existence of socio-economic stratification within the urban space.

Residential status indicates that the majority of the sample, 66%, are relatively settled, which may contribute to forming well-established opinions about the city's characteristics. Newcomers might be more receptive to changes as part of the evolving urban landscape, while long-term residents could be more sensitive to the impact on the city's original character. This relates to the concept of urban adaptation and the development of place attachment over time, as demonstrated by the majority's stability in the area.

3- Definition of Study Terms:

3.1 Advertising Billboard

3.1.1 Linguistic and Terminological Concept

Linguistically, according to *Lisan al-Arab* under the root (laffat): "He turned his face away from the people: he averted it; to turn frequently, and to turn toward something means to direct one's face to it" (Manzur, p. 4051).

In *Al-Mawsool* dictionary, under the root (laffat), it states: “To bend something is to twist it from its usual direction and turn it to the right or left. It is said that one took hold of someone’s neck and twisted it. To turn away from something means to divert it, to look around at something, to turn one’s attention”(Academy of the Arabic Language, 2004, p. 831).

3.1.2 Definition of Billboard

The billboard is one of the oldest means of communication. It is a medium or informational panel directed at the public, designed to capture the attention of a specific audience based on its placement. It is commonly understood as the advertisements that consumers encounter along roadways, displaying promotional messages about a product or service with the aim of reaching the target audience.

“A billboard is a board or piece of cloth on which phrases or slogans are written, used to attract attention or convey a useful message, and is often displayed in public places”(Group of Authors, 2010, p. 245).

3.1.3 Concept of Advertising: Linguistic and Technical Definitions

In *Lisan al-Arab* under the root (shahara), the following is stated: “Fame means the emergence or clarity of something. A famous or well-known man is one recognized and mentioned. ‘Shahara’ means to make something known or publicized, thus becoming famous” (Manzur, p. 2351).

The linguistic root (shahara) carries multiple connotations including clarity, exposure, fame or public recognition, prominence, attracting attention, boasting among people, and dissemination.

Technically, advertising has several definitions. The modern concept emerged around 1830. Among the key definitions are:

- “Advertising is a fundamental means of communication; organizations can employ countless ideas, products, or entities aimed at changing consumers’ attitudes and behaviors”(Brochand, 1993, p. 302).
- “Advertising is a set of technical methods used to inform the public and persuade them of the necessity to use a particular service or consume a specific product”(Martinez, 1994, p. 370).

This is predictive language because it neither invites understanding nor encourages learning.

Slakrow defined advertising as “a technique that facilitates the dissemination of ideas on one hand, and a network of relationships that can be established between individuals on the economic level to promote their goods and services on the other”(Al-Shanqeeti, 2018, p. 14). It is also described as “a set of tools and techniques employed in commercial resistance, whether private or public, with the purpose of influencing the greatest possible number of individuals remotely and without direct intervention from the seller”(Cathelat, 2012, p. 66).

Thus, advertising is a process of clarifying and elevating something to attract people’s attention and make them aware of it, thereby facilitating its dissemination among them. Essentially, it involves revealing, announcing, and displaying a message from a specific sender

who achieves communication aimed at persuading the recipient to accept and prefer it over alternatives.

3.1.4 Concept of the Advertising Billboard

An advertising billboard is not merely a commercial communication medium; rather, it is a cultural instrument that participates in shaping the city's features and symbolic meanings (Ben Abbo, 2017). A city that relies on modern, harmonious billboard designs with a unified visual language establishes an advanced urban image, unlike cities lacking such standards, which appear chaotic and deprived of visual identity.

Advertisements also play a role in reinforcing a particular language through the use of official, colloquial, or even foreign languages on billboards, reflecting the city's cultural orientations and openness. Abdellatif Al-Zawi noted in his study that "billboards employing the local language and heritage imagery contribute to preserving the city's cultural identity, whereas billboards in foreign languages indicate the city's inclination toward globalization" (Zawi, 2020, p. 116).

Advertising billboards refer to fixed or dynamic visual media designed to disseminate marketing messages in public spaces, forming an integral part of the daily urban landscape. These billboards are used to direct attention toward brands or services and may influence the city's aesthetic quality and visual integrity (Al-Khalifi, 2020, p. 112).

3.2. Concept of Urban Space:

3.2.1 The Concept of Space: Linguistic and Terminological Perspectives

The term "space" carries multiple dimensions and meanings. Its origins and earliest usages trace back to the sociologist Jürgen Habermas, who defines it as "a social arena that allows members of society to engage in free, unrestricted collective discussion and to form public opinion concerning shared interests and issues, with the aim of reaching consensus on the public good and ways to achieve it" (Laachibi, 2016, p. 302).

In contrast, urban space is a geographical term falling within the scope of geography studies, focusing on its topographical, physical, climatic, and other geographical characteristics. It is also a concern of economic studies, given that space is a vital factor for economic activities, whether agricultural, industrial, marketing, or consumer-related, hence the term "urban spatial economics" (Boukhoulouf, 2001, p. 52).

Urban space is defined as "the social and physical domain where various urban activities take place: residential, occupational, recreational, transportation, commercial exchange and includes streets, squares, buildings, public spaces, and other city components" (Zarqawi, 2018, p. 25).

Urban space denotes a densely populated geographic region marked by urban growth, sophisticated infrastructure, and public services, integrating both physical and non-physical components. It serves as a dynamic environment where individuals interact with and modify these elements to establish a personalized spatial framework.

3.3. Urban Space Organization:

The term “organization” can be understood as something possessing an organic structure composed of parts or a system of components that come together harmoniously to form an integrated whole pursuing a common objective, despite partial differences and overlaps.

Urban organization encompasses the legal and planning framework that governs the distribution of advertising elements within the city, ensuring a balance between commercial freedom and the preservation of the city’s visual appearance. Many Algerian cities suffer from weak enforcement of these regulations (Bouziyan, 2019, p. 45).

4-Presentation and Analysis of Questionnaire Data:

The significance of any research is not complete without field verification of its results, achieved through the collection of data relevant to the research topic. This is done by employing appropriate tools that enable the connection between theoretical concepts and field observations.

Table 02: Illustrates the Distribution of Sample Individuals According to the Aesthetic Aspects of Advertising Billboards

Question	Response	Frequency	Percentage (%)
Do you believe that advertising billboards in the city of Ali Mangli add aesthetic value to the urban environment?	Yes	30	20
	No	50	33.33
	To some extent	70	46.66
	Total	150	100
How do you rate the design of advertising billboards in terms of colors, fonts, and size?	Good	20	13.33
	Average	80	53.33
	Poor	50	33.33
	Total	150	100
Do you think advertising billboards are consistent with the overall character of the city?	Yes	30	20
	No	70	46.66
	To some extent	50	33.33
	Total	150	100
Do you notice visual clutter caused by the abundance or poor distribution of billboards?	Yes	100	66.66
	No	50	33.33
	Total	150	100

Source: Prepared by the Researcher.

Understanding the aesthetic dimensions of advertising billboards in urban environments offers insights into their influence on residents’ perceptions, urban quality, and cultural identity. According to the data, 46.66% of respondents believe billboards add some aesthetic value, while 33.33% disagree entirely, and 20% consider them a positive addition to the city. These differences reflect varied expectations influenced by age, education, and cultural background.

Regarding design quality, 53.33% rate it as average, 33.33% as poor, and 46.66% note a lack of visual harmony. Additionally, 46.66% believe the billboards do not align with the city's character, 20% find them harmonious, and 33.33% hold mixed views. These figures reveal a generally negative perception and a disconnect between public expectations and actual billboard design.

The study emphasizes the evolving role of billboards as elements of urban visual culture. When thoughtfully integrated, they can enhance urban aesthetics and reflect cultural

diversity. However, uncontrolled billboard expansion may disrupt visual harmony and compromise citizens' rights to an inclusive and coherent public space, a concern more strongly expressed by younger and more educated respondents.

Table 03: Distribution Of Sample Individuals by Organizational Aspects

Question	Response	Frequency	Percentage (%)
Do you believe advertising billboards contribute to guiding residents and visitors within the city?	Yes	90	60
	No	3	2
	To some extent	57	38
	Total	150	100
Do you notice clear and organized distribution of billboards, such as uniform size and designated locations?	Yes	20	13.3
	No	130	86.7
	Total	150	100
	Yes	20	13.3
Do you think there are sufficient local laws or regulations to organize advertising billboards?	Yes	30	20
	No	70	46.7
	Don't know	50	33.3
	Total	150	100
Have you encountered problems caused by advertising billboards, such as obstructed visibility or traffic accidents?	Yes	90	60
	No	60	40
	Total	150	100

Source: Prepared by the Researcher.

Understanding the role of advertising billboards in facilitating the identification of commercial locations and the importance of their regulation in urban areas to preserve the city's aesthetic appeal for residents is crucial. Data presented in Table 03 indicate that 60% of participants believe these billboards assist in guiding residents and visitors and play a significant role in understanding the city's layout and identifying key locations. They are not merely marketing tools but also contribute to shaping the urban experience by providing visual cues that facilitate navigation.

Conversely, 38% of respondents consider this role to be limited due to visual clutter and poor regulation, with billboards being used primarily for commercial purposes rather than enhancing wayfinding and orientation.

The same data reveal that 86.66% of participants deny the existence of clear regulation, citing the absence of standards for billboard distribution, which negatively impacts the urban space's aesthetic quality and the city's visual identity. The presence of visual elements such as advertising billboards contributes to forming the city's image and influencing the perceptions of residents and visitors alike. The lack of regulation results in visual pollution and reflects weak governance and the authorities' failure to enforce uniform standards, allowing for the random proliferation of billboards. Additionally, 46.66% of the total respondents assert that clear laws either do not exist or, if they do, are ineffective.

Table 04: Distribution of Sample Individuals According to the Role of Advertising Billboards in Social and Economic Aspects

Question	Response	Frequency	Percentage (%)
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Do you believe that advertising billboards reflect the cultural identity of the city (Ali Mangli) and influence your sense of belonging?	Yes	30	20
	No	120	80
	Total	150	100
Do the advertising billboards contain content that aligns with local values and traditions?	Yes	50	33.3
	No	100	66.7
	Total	150	100
Do you think advertising billboards encourage social interaction among residents?	Yes	120	80
	No	30	20
	Total	150	100
Do you believe advertising billboards contribute to increasing economic activity in the city, such as shopping and tourism?	Yes	140	93.3
	No	10	6.66
	Total	150	100
Do you think advertising billboards help create competition among merchants and generate local job opportunities for their design or maintenance?	Yes	130	86.7
	No	20	13.3
	Total	150	100

Source:Prepared by the researcher.

Understanding the role of advertising billboards within society enables us to grasp the dynamics of urban space, how public spaces are shaped, and their impact on residents' lives. Analysis of the data in Table 04 reveals that approximately 80% of participants believe these billboards do not reflect the cultural identity of Ali Mendjeli.

It is important to note that Ali Mendjeli is a newly established city, founded as part of strategic plans aimed at alleviating pressure on the primary city, Constantine. Consequently, such "new cities" exhibit considerable demographic diversity, with many residents originating from varied backgrounds and regions in search of employment, migration, or housing. Furthermore, these cities lack the historical roots characteristic of older urban centers, rendering their cultural identity more reliant on contemporary factors such as urban development, economic activity, and social practices in public spaces.

In Ali Mendjeli, the cultural identity of its inhabitants is often unclear or overshadowed by commercial messaging that does not reflect local distinctiveness. This tension underscores the importance of billboards as vehicles for conveying cultural symbols, where they can either serve as platforms for the reproduction of identity or contribute to its erosion. Additionally, the strong rejection of foreign languages highlights the significance of linguistic and cultural identity in fostering a sense of belonging to place.

5. Study Results

5.1 Observation Findings

- Through the application of the observation method in this study, the researcher identified several significant results, notably:

- There is an increase in the number of advertising billboards across various areas in the new city of Ali Mengli, particularly at major intersections such as tram stations.
- Individuals tend to alter their routes upon seeing billboards advertising organized commercial centers, recreational areas, restaurants, and hotels, especially tourists and visitors.
- The architectural façades in Ali Mengli influence the urban appearance, resulting in interactions between the colors of billboards and building exteriors; however, this visual harmony exists only in certain neighborhoods and is absent in others.
- Some advertising billboards carry cultural significance, such as promoting traditional cuisine in certain restaurants and local events.

5.2 Survey Results:

Advertising billboards contribute to sensory fatigue, psychological stress, and diminished urban life quality due to their excessive and disorganized spread throughout city spaces. Residents report a lack of cultural expression in these billboards, highlighting a disconnection from local identity. The absence of effective regulation results in visual pollution, reduced safety, and impaired wayfinding. Findings show strong public demand for stricter control over billboard placement, size, and design. While billboards can foster social interaction and economic activity, they often prioritize commercial interests over cultural integrity. The case of the New City of Ali Mendjeli illustrates the urgent need for regulatory frameworks to preserve urban identity and livability.

5.3 Questionnaire Results and Discussion

A field study conducted in Ali Mendjeli highlights the multiple roles that advertising billboards play in shaping the urban environment. The presence of these billboards influences how residents perceive the city visually, how they navigate its spaces, and how they engage in social and economic activities. This analysis is based on data collected from questionnaires, direct observations, and informal interviews, which together offer a comprehensive view of how billboards impact urban life.

-Aesthetic Dimension

Opinions about the design of billboards—covering aspects like color, font, and size—were mixed among residents. Only 13.3% of participants considered the designs good, while 53.3% viewed them as average, and 33.3% found them poor. Statistical analysis revealed a significant relationship between age and perception of design quality ($\chi^2 = 12.5$, $p < 0.05$). Younger residents (aged 18–28) were more likely to criticize the designs as poor, while those with higher education tended to focus on the visual clutter.

Field observations also supported these findings. In commercial areas near the tram station, billboards were densely packed, and their bright colors clashed with surrounding buildings, creating a visually overwhelming environment. In contrast, in some residential neighborhoods,

billboards were more thoughtfully placed, and their colors harmonized with the architecture, creating a more pleasant visual experience.

When asked whether billboards matched the city's character, only 20% felt they did, while 46.6% disagreed, and 33.3% thought they partially aligned. The correlation between design quality and visual harmony ($r = 0.68$) suggests that well-designed and strategically placed billboards can enhance the city's visual identity. As one resident expressed: "Some billboards look totally out of place. They're bright, commercial, and don't blend with the buildings. It just doesn't feel like our city anymore."

Table05: Simplified Steps for Calculating Chi-square (χ^2)

Step	Explanation	Applied Example from the Study
1	Set up the table: Fill in the observed frequencies for each category	Age group 18–28 rated "Good" = 2
2	Compute the expected values: $E = (\text{Row total} \times \text{Column total}) \div \text{Grand total}$	$(40 \times 20) \div 150 = 5.33$
3	Compute deviation: $(O-E)^2 / E$ for each cell	$(2 - 5.33)^2 / 5.33 = 2.086$
4	Total all values to get chi-square statistic	$\chi^2 = 12.5$
5	Degrees of freedom: $df = (\text{rows} - 1) \times (\text{columns} - 1)$	$df = 4$
6	Determine p-value based on χ^2 and df	$p < 0.05$

Source:Prepared by the researcher.

-Organizational Dimension

Beyond aesthetics, billboards also help guide residents and visitors through the city. According to the survey, 60% of respondents found them useful for navigating to key areas like markets, restaurants, and recreational spots, 38% felt they were somewhat helpful, and 2% did not find them useful at all. A cross-tabulation by residence location ($\chi^2 = 9.8$, $p < 0.05$) indicated that people living within the city relied more on billboards for orientation.

Observations further confirmed these patterns. Tourists often altered their routes after noticing directional billboards. One visitor remarked: "I didn't know the layout of the city, but the billboard pointing to the central market made it easy to find." However, the organization of billboards was a point of criticism. Only 13.3% of respondents felt the billboards were well-placed, while 86.7% observed that they were randomly arranged or overlapped. When asked about the effectiveness of regulations, 20% felt the rules were adequate, 46.7% thought they were poorly enforced, and 33.3% were unaware of any regulations.

One shop owner mentioned: "We want to advertise, but there are no clear rules. Some billboards block our shops or are too close to each other. It's hard for customers to find us." The relationship between awareness of regulations and the effectiveness of billboards for

wayfinding ($r = 0.54$) suggests that poorly distributed billboards not only harm aesthetic appeal but also reduce their utility for navigation.

Table06: Simplified Steps for Computing the Pearson's Correlation (r)

Step	Explanation	Applied Example from the Study
1	Code variables: convert categorical values to numbers	Good = 3, Fair = 2, Poor = 1
2	Compute mean: Calculate the mean of each variable	Mean of design quality, mean of visual harmony
3	Compute standard deviation: Measure dispersion of values	SD_1 and SD_2
4	Compute covariance: $Cov =$ average of product of deviations	Based on 150 observations
5	Compute r : $r = Cov / (SD_1 \times SD_2)$	$r = 0.68$
6	Determine p-value based on sample size and r	$p < 0.001$

Source:Prepared by the researcher.

-Social and Cultural Dimension

Most of the billboards in Ali Mendjeli do not reflect the city's cultural identity. Only 20% of respondents felt that the billboards represented local traditions, while 80% disagreed. Older residents were particularly sensitive to this issue ($\chi^2 = 15.2$, $p < 0.01$). Observations revealed that international brands and generic advertisements dominated the billboard landscape, with very few incorporating local symbols or traditional imagery.

Despite this, billboards do facilitate social interactions. About 80% of participants reported seeing people gather or converse near billboards, especially in busy market areas and main streets. Education level also played a role in this ($\chi^2 = 6.7$, $p = 0.05$), with university graduates noting more social engagement. As one café owner shared: "People stop in front of the billboards, talk about what they see, or check directions. Even if the billboard doesn't have cultural significance, it still draws people together."

Another resident added: "Most billboards are just about products. They don't reflect our city or our traditions. It makes us feel like we're just consumers, not part of the community." This highlights a tension: while billboards encourage interaction, it is primarily for commercial purposes, which limits their potential to foster a shared civic identity.

-Economic Dimension

Billboards significantly boost economic activity. Surveys found that 93.3% agreed that billboards attract shoppers and tourists, while 86.7% said they create jobs. The correlation between wayfinding effectiveness and economic activity is $r=0.59$, meaning billboards enhance the visibility of commercial centers and local competition.

"Billboards give us a way to attract customers, especially those passing through for the first time. Without them, it would be harder to compete with larger stores in other neighborhoods," a shop owner noted.

5.4 Integration with Theoretical Frameworks

Lefebvre's Production of Space: Billboards produce social and symbolic aspects of urban space. The clarity of space improves with unified design and placement strategies, while excessive, unregulated, or poorly designed billboards disrupt spatial cohesion.

Habermas's Public Sphere: The dominant commercial messages in public areas limit opportunities for civic dialogue. Commercial rather than civic interactions occur near billboards, highlighting the need for culturally sensitive and community-driven content.

6-Recommendations:

The proposed recommendations advocate for regulated advertising zones, clear aesthetic standards, and resident involvement to prioritize informative content and minimize visual pollution. Legislative measures are suggested to designate billboard locations, reduce their numbers, and manage placement to maintain public space cleanliness. Policies should align advertising content with local values while preserving its economic role. Additionally, billboards should be utilized to promote community events, enhancing social cohesion.

7-Conclusion:

Advertising billboards in Ali Mendjeli have multiple effects. They help with navigation, support social and economic roles, and can shape urban identity if designed and placed well. However, inconsistent design quality, poor spatial organization, weak regulation, and limited cultural representation lessen these benefits. Effective regulatory frameworks are necessary to define strategic placement, consistent design, and cultural relevance to enhance the functional, social, and aesthetic roles of billboards in line with Lefebvre's and Habermas's theories. I have prepared a complete APA-style English version of your Results and Discussion section, including Chi-square and Pearson correlation tables for clarity. It relates the findings to Lefebvre's and Habermas's theoretical frameworks.

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