

Evaluating the Use of Modern Standard Arabic in Verbal Communication within Tiaretian Radio Broadcasts: A Critical Discourse Analysis

Évaluation de l'utilisation de l'arabe standard moderne dans la communication verbale au sein des émissions de radio tiarétiennes: Une analyse critique du discours

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Abstract:

In the field of media broadcasting, using Modern Standard Arabic language in verbal communication plays a crucial role in promoting a sense of belonging, shared identity and engagement. This evolving landscape of broadcasting discourse usually implies a particular discourse and communication strategies connected with audience expectations within a specific speech community. Accordingly, this study critically examines the use of MSA in the spoken discourse within Tiaretian radio broadcasts and highlights its influence on the future trajectory of MSA. The investigation uses Fairclough's approach to critical discourse analysis, which is composed of three analytical axes: textual content, discursive practices, and societal patterns. The findings of this study reveal that radio broadcasters employ three distinct linguistic choices: modern standard Arabic, French language, and Algerian dialectal Arabic. This study provides considerable insight into the dynamics of language mixing, the challenges of maintaining linguistic balance with audience expectations.

Keywords: Critical Discourse Analysis- Modern Standard Arabic- Radio broadcasting- Spoken discourse

Résumé :

Dans le domaine de la diffusion médiatique, l'utilisation de la langue arabe moderne standard dans la communication verbale joue un rôle crucial dans la promotion d'un sentiment d'appartenance, d'identité partagée et d'engagement. Ce paysage évolutif du discours audiovisuel implique généralement des stratégies de discours et de communication particulières liées aux attentes du public au sein d'une communauté linguistique spécifique. En conséquence, cette étude examine de manière critique l'utilisation pratique du MSA dans le discours parlé au sein des émissions de radio tiarétiennes et met en évidence son influence sur la trajectoire future du MSA. L'enquête utilise l'approche de Fairclough en matière d'analyse critique du discours, qui est composée de trois axes analytiques : le contenu textuel, les pratiques discursives et les modèles sociétaux. Les résultats de cette étude révèlent que les radiodiffuseurs emploient trois choix linguistiques distincts : l'arabe standard moderne, la langue française et l'arabe dialectal algérien. Cette étude fournit un aperçu considérable de la dynamique du mélange linguistique et des défis liés au maintien d'un équilibre linguistique avec les attentes du public.

Mots clés : analyse critique du discours-arabe standard moderne- radiodiffusion- discours parlé

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Introduction

In the realm of radio broadcasting, spoken discourse plays a crucial role in the process of verbal communication. Spoken discourse is a communication medium to convey news, entertainment, and discussions to an intended audience. However, this style of discourse is both unique and complex due to the combination of several aspects; including social, regional, religious, cultural, and linguistic traditions associated with the expectations of the target audience. Radio broadcasting incorporates several talks and programs to reach the various corners of their local speech community. In this respect, radio presenters often try to use a combination of Modern Standard Arabic (MSA), Dialectal Arabic (DA), and some linguistic and ideological techniques to express their ideas, and create a sense of engagement with specific categories of people in society. Additionally, spoken discourse used in broadcasting talks has the authoritative power to maintain social cohesion, influence and reinforce the perception of the status of language. Hence, our research delves into the present status of Modern Standard Arabic (MSA) within the domain of radio broadcasting, particularly the prevalence of the language, hurdles encountered, and linguistic milieu.

This study aims to achieve the following objectives:

- 1) To highlight the features of spoken discourse in local radio broadcasting
 - 2) to explore the spoken discourse convergence in local radio broadcasting
 - 3) To provide insight into the extent to which MSA is adopted in local radio broadcasting
- Our inquiry focuses on addressing three key questions
- 1) How do radio broadcasters incorporate Modern Standard Arabic (MSA) in their spoken discourse?
 - 2) To what extent Modern Standard Arabic language is used in verbal communication among broadcasters?
 - 3) What sociolinguistic factors contribute to the placement of MSA within the spoken discourse of radio broadcasts in Tiaret?

To answer these questions, the researcher suggested three hypotheses:

1. Radio broadcasters predominantly incorporate code-switching and MSA in their spoken discourse.
2. The extent and frequency of Modern Standard Arabic usage in spoken discourse among broadcasters are influenced by several factors.
3. Sociolinguistic factors like audience expectations, ideology, language dynamics, and power play a crucial role in shaping the spoken discourse of the local radio and determining the status of the MSA language.

By exploring these questions, this study will offer a thorough analysis of the present situation of MSA in radio transmission and provide insights into the language dynamics of local radio.

1. The Local Radio of Tiaret Broadcasting Overview

The local radio station in Tiaret broadcasts on the 92.5 FM frequency, which is accessible through satellite and the internet. It is a localized radio station that serves a specific community with limited numbers that resides in a homogeneous social environment. Each radio station possesses a unique character, reflecting its philosophy, identity, and politics. Similarly, the local radio station, embedded within the Tiaret speech community, strives to address the needs of its audience by providing knowledge in various sectors, promoting development, and offering news and cultural services in Arabic. Through its diverse programs, the radio station diligently communicates its message to its various audience groups in the most effective manner. Thirty-one people work with the media company, including five radio hosts.

1.2. Dynamics of MSA Language in Local Radio Broadcasting

Modern Standard Arabic represents the second variation of the Arabic language, as it serves as the contemporary version of Classical Arabic. In this regard, Modern Standard Arabic is a simplified version of it that has emerged to respond to the demands of today's world. Ennaji (2005) further supports this notion, emphasizing that "Standard Arabic is historically connected with Classical Arabic in the way that it is a simplified form of it" (p. 53). While standard Arabic preserved its main roots from classical Arabic, some adaptations occurred to accommodate contemporary broadcast listeners, and ensure clarity for a wider large audience.

Additionally, Modern Standard Arabic is a standardized language used as a national and official language in the Algerian context. In the same line of thought, Saïd (1967) asserts that modern Standard Arabic (MSA) refers to the type of Arabic language that is present in current books, newspapers, and magazines. Additionally, it is the form of Arabic used in formal verbal presentations, public lectures, and television broadcasts. It is important to note that this type of Arabic has been very helpful in facilitating communication between people. Simultaneously, Arabs employ their regional dialects, which have their roots in Standard Arabic and vary from one Arabic country to the next, for informal conversations, songs, and films. In this vein, the phenomenon of using two different varieties of a language in spoken discourse by members of the same speech community under various circumstances, this linguistic occurrence is diglossia. According to Ferguson (2000), the linguistic phenomenon of diglossia demonstrates the coexistence of two or more distinct varieties of the same language within a particular speech community, where each variety serves a specific purpose or function.

2. Communication Accommodation

One of the most common forms of our daily communication is spoken discourse, where people frequently exchange ideas and convey messages. Throughout this process of

interaction, they tend to upgrade or accommodate their style of speech according to the situation and the objective they want to reach. Accordingly, this phenomenon is labelled communication accommodation. In 1973 the sociolinguist Howard Giles introduced communication accommodation theory. Accordingly, the present theory seeks to provide a framework for estimating and illustrating the motives behind speech accommodation. Notably, people typically make accommodations because of the influence of social factors like age, gender, culture, and native language.

In this respect, Giles (2016) claims that speech accommodation refers to the linguistic activity in which individuals use gestures or verbal communication to emphasize social differences. According to Communication Accommodation Theory (CAT), we should adapt our communication behaviors based on two primary objectives. First, our cognitive motives are to control understanding (i.e., ensure that people understand what we are saying). Second, the consideration of our affective motives is to control our social interactions through speech. Teenagers, for instance, communicate their thoughts to their social groups using the vernacular or informal code.

Based on radio broadcasting record and observation, Modern Standard Arabic (MSA) is partially adopted as a language of communication in some programs. It is worthy to mention that it is prevalent in Tiaret radio broadcasting, those animators, when exchanging ideas, tend to upgrade or accommodate their style of speech according to the situation and according to the intended objectives. In other words, radio broadcasters adapt their speech according to the socio-cultural aspects and backgrounds of the target audience (guests and listeners). Therefore, they use code-switching in their discursive practices as a powerful means of communication. Crystal (1987) proposes that code-switching takes place when two bilingual individuals alternate between two languages during their verbal interaction. In this regard, code-switching between Arabic and French can occur spontaneously to communicate effectively.

2.1. Convergence as an Accommodation Strategy

In the broadest sense, accommodation is a linguistic phenomenon that implies the adjustment of linguistic features and nonverbal behavior in social interaction within a certain speech community. Furthermore, the process of accommodation and non-accommodation focuses on three main strategies: convergence, divergence, and maintenance. Yet, most importantly, our focus of attention is on convergence. According to Giles (1973), convergence is a strategy whereby individuals change their communicative behaviors to behave more like their interlocutor, including a variety of linguistic (such as speech rate, accents), paralinguistic (such as pauses, utterance length), and nonverbal (such as smiling, gazing) features. In other words, one approach to making accommodations is to change your speaking style to resemble that of your conversation partner.

In a nutshell, the use of dialectical Arabic in radio programs can be a convergence strategy for communication accommodation. Additionally, for the sake of ensuring an atmosphere of audience engagement and inclusivity, radio animators incorporate the local

dialect language, ultimately demonstrating an effort to accommodate the language preferences and cultural background of the listeners.

3. The Discursive Nature of Media Communication

Several researchers and linguists discussed extensively the term discourse. Initially, the prominent linguist Zellig Harris (1951) used the concept in his article entitled "Discourse Analysis". From the perspective of structural linguistics, Harris defined discourse as stretches longer than one utterance" (1951:p. 11). Importantly, as an example of what is meant by discourse, we can refer to a conversation or written communication that extends beyond just one sentence. It involves the exchange of ideas, beliefs, and opinions among individuals or groups of people. This exchange of ideas is important to reach a consensus and to build understanding between different individuals or groups. It can also help to create a sense of community and shared values. (Brown & Yule 1983; Cook 1989). In the same vein, Fairclough (1992) states that "discourse is an active relation to reality" (p. 41). Similarly, Gee (2014) views discourse as a mode of reality associated with language, interactions, and the context that surround them. Additionally, Van Dijk (2015) came up with the idea that discourse includes both spoken and written utterances as contextualized language production units. Conversely, O'Keeffe (2006) defined media discourse as any type of communication, spoken or written, that occurs on a broadcast platform. The reader, listener, or viewer of the interaction is not physically present. In other words, media discourse is an artificially created, publicly available, on-the- record form of communication. Media discourse can simply be seen as a type of speech activity in the media to convey information to the audience about various aspects of social life through radio, television, and printed media (Grynyuk, 2022)

4. Methodology

This research is descriptive because it conducts an in-depth analysis of the Modern Standard Arabic language's usability in radio talk programs. The researcher focused on Tiaret radio, which acts as a voice channel for interaction between animators and listeners. Thus, I have selected Fairclough's approach of critical discourse analysis, a commonly used tool for examining discourse in social contexts. It allows scientists to investigate how discourse shapes modern society and how influential it is. In this study, the researcher used listening as the primary mode of data collection. Furthermore, the researcher tracks the talk show program and acts as a non-participant. This research data is sourced from radio station 92.5 FM of Radio Tiaret in talk show programs entitled "Good Morning Tiaret," particularly two different radio talk shows that are broadcasted every morning. On Sunday, July 23, 2023 the data were collected through an application called VRadio for listening to radio stations all over the world with a single interface. Particularly, the researcher selected the radio of Tiaret and relied on a voice-recording device intending to enable the replay of the recording, thereby streamlining the task of transcribing information that culminates in language-based data.

In this research work, I adopted Fairclough's model of critical discourse analysis (CDA). It focuses on the intrinsic connection between language and social practice, considering discourse as a form of social action associated with texts, interactions, and

context. Correspondingly, Fairclough (1995) conceptualized his three-dimensional analytical framework for the analysis of any communicative text or discourse. According to this model of CDA, discourse is divided into three divergent aspects (as illustrated in the diagrammatic representation of this approach in Figure 1 below): the physical text, either spoken or written; the discourse practice (text production and text interpretation); and the sociocultural practice.

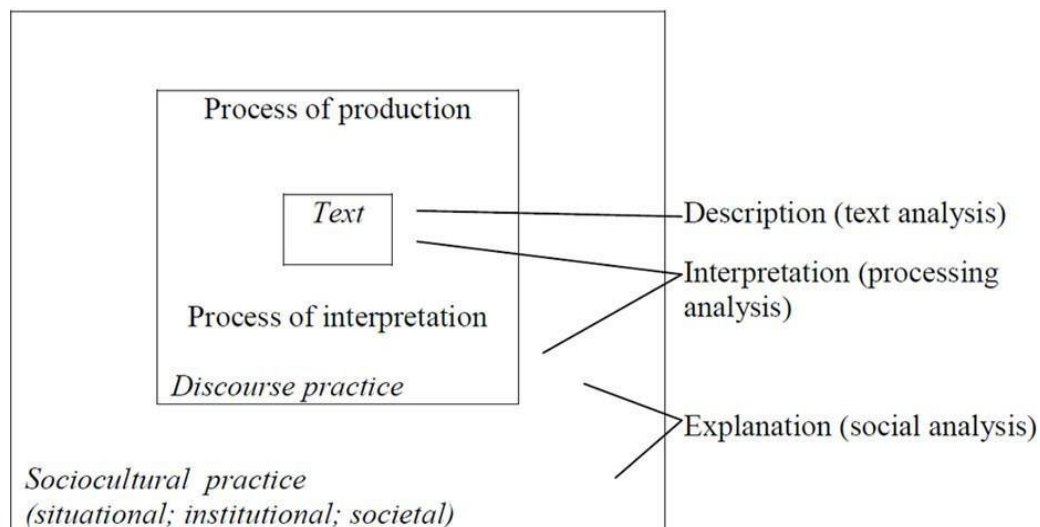


Figure 1. Three-Dimensional CDA Framework adapted from (Fairclough, 1995, p.98)

In examining the spoken discourse of radio talk shows, the researcher use the aforementioned dimensions of analysis proposed by Fairclough's model of CDA. First, the linguistic level, or the descriptive level, implies that the focus in this analytical part will be on grammar, vocabulary, semantics, sound system, and cohesion organization above the sentence level. Second, discourse practices: this dimension reveals how text (written or spoken) is produced and distributed, then the way it is consumed or interpreted by the reader or listener (Fairclough 1995). Third, social cultural practices demonstrate how social context affects discourse. It is focused on how discourse practice interacts with social context, specifically how production and interpretation processes are influenced by society and how those influences are effectual on society as a whole (Fairclough, 2001).

5.Findings and Discussion

The table below shows the main themes discussed in the two Radio talk programs. Some extractions and illustrations from the spoken discourse are illustrated in the following chart.

Themes	Radio Talk shows	Translation
Environment	الارض و الفلاح	The land and the farmer
Health	صحة الام و الطفل	Maternal and Child Health

Table1. The Themes of the Radio Talk show

The corpus of the study includes Modern Standard Arabic, Algerian dialectal Arabic, and French. These illustrations are extracted from the radio talk shows. The second table below indicates the languages used in the discussion.

The Radio Talk show	The expressions	The translation in English	The language used
الارض و الفلاح	درجات الحرارة المعتادة في الصيف	The usual temperatures in the summer	MSA
	الحرائق لهذا رانا رايجين نتكلمو في البداية على قطاع الغابات	Fires, so we are going to talk about forest fires initially.	MSA and ADA
	المستمعين الكرام أن الثروة الغابية المتواجدة عبر تراب الولاية . مايففاكش أن تيارت	Dear listeners, it is no secret that the state of Tiaret is blessed with abundant natural resources.	MSA and ADA
	على سبيل المثال في سنة 2020 راحتنا أو سحقت أكثر من 800 هكتار في الولاية	For example, in the year 2020, more than 800 hectares were destroyed or crushed in the state.	MSA and ADA

	كذلك فيه أهمية اقتصادية من ناحية انتاج الحطب، انتاج بعض النباتات مثل النباتات العطرية و الطبية المتواجدة	And there is also economic significance in terms of firewood production and the production of certain plants such as aromatic and medicinal plants	MSA
	ربما الاخ رشيد اليوم نركزو بزاف على قطاع الغابات	Perhaps today Mr. Rachid, we are focusing a lot on the forestry sector.	MSA and ADA
	ce que on appelle le patrimoine génétique	What is commonly referred to as genetic heritage.	French

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	إذن قطاع الغابات له أهمية من الناحية العلمية ، الاقتصادية ، الناحية الاجتماعية	So, the forestry sector has importance from scientific, economic, and social perspectives.	MSA
	le patrimoine forestique ملك عام ماهوش ملك خاص	The forest heritage. A public property is not a private property.	MSA, ADA and French
	ماهي خطوط النار بالنسبة للمستمع الكريم؟	What are the red lines for the esteemed listener?	MSA
	il permet de diminuer de passé d'un côté a l'autre. و لا	It allows to decrease and not to move from one side to the other.	French and ADA
صحة الام و الطفل	تحية مجددة للجميع و لكل الامهات و المربيات خاصة،	Another greeting to everyone, especially to all mothers and caretakers.	MSA
	هنا حاجة مهمة باش نفهمها للامهات كيفاش يكون عندي le language عند l'enfant ليكون مليح	Here is an important thing for mothers to understand: how to ensure that your child has good language skills.	MSA, ADA and French
	علاش ماراهش كايين استقبال الكلام	Why is there no reception of speech?	AD and MSA
	هادي مرحلة مهمة نسموها حنايا le décodage	This is an important stage that we call decoding	MSA, ADA and French
	حنا نقولو بلي هذ الطفل راه صغير و مايفهمش	We say that this child is young and doesn't understand	ADA
	غادي ندي ولدي نرضعو و من بعد غادي نرقدو	I will breastfeed my child and then we will go to sleep.	ADA

Table2. A sample of the language used in radio broadcasting

1.1. Textual Analysis of the Radio Talk Shows

To analyze the vocabulary, we relied on some lexical aspects proposed by Norman Fairclough

in his textual analysis namely: synonyms, antonyms, hyponyms, euphemistic expressions, and metaphors as reflecting experiential values; formal and informal language as reflecting relational values; and negative or positive expressive values.

Lexical Types	Illustrations	Translation
Antonymy Synonyms	في المناطق الغربية المناطق الجنوبية نقص المياه و شح المياه	In the western and southern regions Water scarcity and water shortage
Metaphor	الثروة الغابية	The forest wealth
Negative expressive values	درجات الحرارة المعتادة في الصيف و ربما كذلك نقص الماء و شح الماء كذلك رآه سبب خطر الحرائق في السنين الماضية	The usual temperatures in summer, as well as water scarcity and drought, have also been seen to pose a fire hazard in recent years.
Positive expressive values	حماية الغابات من الحرائق مساحات حاجية غابية مهمة الحفاظ على الغطاء النباتي و تطويره	Protecting forests from wildfires is crucial for preserving an d developing essentia l forested areas and vegetation cover.
Euphemism expressions	النبات الطبية و الطبية الغطاء النباتي الأرض الفالحة	aromatic and medicinal plants vegetative cover (agricultural lands)

Table 3. Textual Analysis of the Theme of the Environment

Lexical Types	Extracts from the Radio spoken discourse	Translation
Synonyms	الأمهات – المربيات	Mothers-caregivers

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	النصائح – التوجيهات يستقبل – يسمع ويفهم	Instructions- Advice Receive- hear and understand
Antonyms	خاصة – عامة صغير – كبير يفهم – مايفهمش	Particular- General Old- young doesn't understand- understand
Positive expressive values Negative expressive values	العقل تاع الطفل راه يدرك و راه يفهم الكلام المسموع تكون عندنا و حد العضلات في الفم و الشفاه ، الحنجرة تأخر في النطق تأخر في الكلام	The child's mind can perceive and understand spoken language. Having proper muscle coordination in the mouth, lips, and throat for speech delay in pronunciation) speech delay
Euphemism expressions	يهدر العضلات في الفم و الشفاه ، الحنجرة	speaks" or "communicates muscles in the mouth and lips and the larynx.

Table 4. Textual Analysis of the Theme of Health

5.2 Structures of Sentences

The sentence structure used in both radio talk shows is primarily declarative and includes a mix of simple, compound, and complex sentences.

Structure of Sentences	Extracts	Mode of Sentences	translation
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complex sentences consisting of two clauses	الواقع ناعها في ولاية تيارت ثم نستدرج إلى المخطط الوقائي لحماية الغابات من الحرائق لازم تضافر الجهود من أجل حماية الغابات من الحرائق إذن كما تفضلتي الاخت أن قطاع الغابات في الولاية يعني قطاع هام.	declarative Imperative Indicative	The usual temperatures in the summer, and perhaps also the lack of water and the scarcity of water, as well, he saw it causing danger. Efforts must be combined to protect forests from fires. Therefore, as you mentioned, sister, the forest sector in the state signifies an important sector...)
Simple sentences	. تفضل سي الهاشمي رشيد.	Declarative	Please, Mr. Hashemi Rashid.
Question structure	ماهي الإجراءات التي تتخذها محافظة الغابات؟ ماهي خطوط النار بالنسبة للمستمع الكريم؟	interrogative (Wh question)	What are the measures taken by the Forest Department? What are the red lines for the honorable listener?
Verb + Subject + Object	لازم يكون يستقبل الكلام والسمع تاعو جيد	Imperative	It is necessary for him to receive speech and hearing Well
Verb + Object + Prepositional phrase	السنة الأولى قاع من حياة الطفل سنة استقبال يسمع العديد من الكلمات	Declarative	The first year is an important year in the child's life, a year of receiving and hearing many

			words.
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Table 5. Analysis of sentence structures

Models	Extracts from the radio talk discussions
Maybe	"ربما" (maybe) and "لازم"
Necessary	necessary/required
Can	و يطبق يأتي بقيمة مضافة للاقتصاد المحلي and it can bring added value to the local economy
Must	لازم يكون يستقبل الكلام والسمع تاعو جيد He must have good speech reception and hearing.
will	غادي ندي ولدي نرضعو I will breastfeed my son.

Table 6. Modality and Pronouns

Fairclough (2001) suggests that the use of pronouns provides insights into the relationships between the speaker or writer and the listener or reader. Pronouns, such as "we" and "you," convey notions of inclusion and exclusion, highlighting the relational values between individuals in various ways. In this study, the researcher identifies the usability of "رانا" (referring to "نحن" the host and the guest meaning the pronoun "we") and sometimes the pronoun "we" includes the listeners by emphasizing "مستمعين الكرام" "honorable listeners". Meanwhile, in the spoken discourse of the second radio talk show we noticed the existence of these pronouns "حنا" (hana) pronoun meaning "we" referring to the Pediatrician Also, "نتي" "pronoun meaning "you" referring to mothers. "هو" the pronoun (he) refers to the child. Moreover, we have identified the usage of some words ending with "نا" such as "شعارنا" (our motto) (our) referring to the pronoun we (including speaker and their local community – Tiaret). In a nutshell, through the examination of the spoken discourse, it appears that the use of pronouns can reveal the relations that relate between the speaker/hearer. Interestingly, the use of the aforementioned pronouns indicates relational values and a sense of collectivism rather than individualism.

5.3 Sociocultural Analysis

Based on the Fairclough model of sociocultural analysis, we can analyze the spoken discourse in terms of language use and its socio-cultural implications. The language choices in the radio talk show demonstrate significant aspects of the speaker's and audience's social backgrounds, focusing on the cultural and regional context. Firstly, the spoken discourse is predominantly in Arabic, which reveals the author's or the audience's social background. The use of Arabic is a sign of adherence to Arab society and culture. Second, the voice on the radio talk show looks to be knowledgeable and persuasive. It discusses a range of socioeconomic issues, such as seasonal temperature changes, water scarcity, and the danger of forest fires.

This highlights how prevalent environmental issues are in modern culture.

Through the examination of the radio talk show, we recognized a combination of MSA and Algerian Dialectical Arabic, and French language in conveying the seriousness of the aforementioned themes concerns. Furthermore, the spoken discourses contain technical phrases related to forestry, fire protection, and the importance of language development in children and the role of mothers in nurturing this development. In this spirit, mentioning particular places, such as the city of Tiaret, suggests that the problems raised are probably pertinent to that region in particular, underlining the regional socio-cultural background.

In terms of language choice, a mixture of formal and colloquial Arabic expressions characterizes the spoken discourse such as رانا رايعين نتكلمو (we are going to talk) ما يخفاكش أنو (There's no hiding that forests), يعني أنو العقل تاع الطفل راه يدرك (It means that a child's mind is capable of perceiving.). Additionally, the considerable use of convergence strategy, code-switching, and code-mixing between ADA, MSA, and French codes among the radio host and her guest to fit the needs of the target audience. Additionally, the use of imperative expressions is widely practiced in the spoken discourse, such as "ال لازم" "it is necessary" and "تضافر" "joint efforts". The incorporation of imperative expressions emphasizes a call for action and implies that in both themes environment and health; the preservation of forests and raising mothers' awareness towards issues of language delay is a shared responsibility across the spectrum of power and ideology. In this context, the implication of power dynamics is widely present in the considerable attention and enormous efforts in environmental preservation as well as the pediatrician responsibility of informing mothers about the importance of communication with children at an early age to avoid language delay. Additionally, the statements وفي البرنامج 2024/2023 "there is a program planned for the years 2023/2024 to plant approximately 1200 hectares of trees" رانا مبرمجين حوالي 1200 هكتار التشجير le décodage. "This is an important stage called decoding."

The mention of the pronoun "we" suggest that a particular group of individuals or an organization is behind this action. Regarding ideology, the aforementioned statements reflect a positive stance towards environmental preservation and the role of maternal interaction in raising cognitive development and the decoding process. In the first theme, the ideological perspective supports the worldwide conversation on environmental conservation by emphasizing the value of ecological balance. Meanwhile, the ideological viewpoint of the second theme indicates the value of early language acquisition and the role of mothers' interactions in facilitating the process of language development in children.

Finally, using Fairclough's model enables us to broaden our understanding and analysis of the spoken discourse from a sociocultural perspective. Correspondingly, this paradigm particularly demonstrates ecological concerns, societal responsibility, and the dynamics of authority.

Conclusion

This research critically analyzes the usability of MSA in the spoken discourse of Radio broadcasting. To proceed, we attempted to adopt the theoretical framework of Norman Fairclough due to its functional role. The results of this investigation prove that radio

broadcasters incorporate Modern Standard Arabic distinctively depending on the objective and the nature of the program. Notably, MSA is often used in the formal spoken discourse of news reports, interviews with experts, and official announcements. Subsequently, the extent of MSA usability is omnipresent, which marks the authority and professionalism of broadcasters.

Radio broadcasters and their guests use code-mixing and communication accommodations to appeal to their audience and effectively express ideas. The analysis of the selected radio broadcasting programs indicates that the status of MSA language might range from formal and highly standardized to more conversational and casual depending on the target listeners and the nature of the program to maintain a conversational tone and ensure effective communication.

This research reveals the dynamic landscape of radio broadcasting communication strategies, emphasizing that various sociolinguistic factors such as the type of the program, audience expectations, and regional language attitudes influence the use of MSA. In conclusion, MSA holds a significant status in verbal communication. However, its incorporation of dialectal Arabic and French on radio talk shows may contribute to language attrition and gradual decline of MSA in a time of fast-growing communication technology

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