Interdisciplinary Investigation of Naming Practices of Cafes Signages in Jordan

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ABSTRACT

Various studies have extensively examined the linguistic aspects of signage, especially in the context of store signs. However, scholarly research on Jordanian café culture is limited. Therefore, conducting a comprehensive study of Jordan's café scene is relevant and promising in providing valuable sociocultural insights. This research explores the sociocultural values, norms, and practices associated with café signs in Jordan. Three hundred forty café signs from various neighbourhoods in Amman provided the linguistic data for this research. The findings revealed that English predominates in café signage due to its liveliness, strong connection to globalisation, and favourable client perceptions. The data also showed that trendy café names and English cultural references enhance visibility. These establishments use alliteration, blending, compounding, and connotation techniques to attract customers. This study highlights the significance of English-language signage in Jordan and its implications for linguistic landscape research. Thus, the research proves beneficial for linguistic landscape researchers seeking insights into sociocultural values, norms, and practices in Jordanian society.

Keywords: Café signage; Jordan; language; linguistic functions; linguistic strategies

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INTRODUCTION

Cafés are considered an escape from the pressures of work and home; therefore, they serve as places for enjoying beverages and as purely sociological spaces where patrons share various events and topics, including political, economic, and religious matters, all of which focus on public opinion. Sociologically, cafés belong to the category of recreational spaces that entertain people, bringing together individuals from all walks of life, including workers, the unemployed, the poor, and the rich. Cafés with a cultural and artistic ambience provide a meeting place for intellectuals and creative individuals to showcase their publications and to introduce and share them with the public (Alhyasat, 2023; Bani Hani & Al-Bishtawi, 2023; Shatnawi & Ayhan, 2022). Despite their rarity and scarcity, these cafés have recently captured the attention of Jordanians who enjoy reading and creating artwork, making them the subject of numerous cultural and artistic workshops (Aljedayah et al., 2022; Alkhaldi et al., 2022; Essa et al., 2023). What makes cafés in Jordan unique is their classification as spaces for entertainment. Many cafés in Jordan still retain the cultural character for which they were once renowned (Bardaweel & Rababah, 2021; Qudeisat & Rababah, 2021). However, most of them have undergone a transformation from being cultural cafés that contribute to disseminating knowledge and awareness into establishments that offer various types and forms of hookah or shisha (a water pipe) for a more profitable and economically driven purpose (Alghazo et al., 2023; Malkawi et al., 2023; Matar, 2015). As a result, cafés in Jordan have become significant financial sources, accelerating the radical change that has affected them.

The language used in marketing has significantly influenced customers' buying behaviours. It helps establish a sense of identity (branding) and informs people about a business before they experience it (Asl & Low Abdullah, 2017; Kalaignanam et al., 2021). Therefore, selecting an appropriate shop sign is crucial, as customers often encounter signs before trying the offered service. Thus, creating a conspicuous and tempting café sign with an eye-catching name will likely capture customers' attention and entice them to enter and enjoy a cup of coffee (Malkawi & Rababah, 2012; Rababah & Malkawi, 2012; Ting et al. 2010). Despite recent studies on Jordan's linguistic environment, the linguistic and socio-cultural aspects of café signs remain understudied. This gap underscores the need to investigate the linguistic, visual, and cultural influences on Jordanian café signage.

PROBLEM STATEMENT

The current study is one of the earliest studies to analyse the pragmatic functions and linguistic structures of café signs in Amman, Jordan. While shop signs have been studied worldwide from a sociolinguistic perspective, café signs have rarely been examined in Jordan. Various studies have thoroughly examined the linguistic aspects of signage, especially in the context of store signs, such as Al-Hyari and Hamdan (2019), El-Yasin and Mahadin (1996), Amer and Obeidat (2014), and Alfaifi (2015). These studies have provided insightful information about the use of language in signage, including the frequency of multilingual signs, the use of English, and the reasons behind linguistic choices. However, scholarly study on Jordanian café culture is scarce. Jordanian culture has been extensively studied, but cafés have received less attention. Thus, a detailed study of Jordan's café scene is appropriate and promises to provide a wealth of sociocultural insights. Therefore, this study aims to enrich the linguistic studies of café signage and fill a research gap in the literature, adding value to previous studies. The study aims to thoroughly understand how language, especially English, attracts consumers and conveys societal values by exploring the linguistic environment of café signage.

It enhances our understanding of café signs and how they are constructed, highlighting the norms, practices, and socio-cultural values behind signage. In conclusion, by focusing on

an aspect of linguistic signage that has received limited attention to date, this study contributes to the body of literature on linguistic landscape research, deepening our understanding of socio-cultural values in Jordanian culture. Consequently, the study would benefit linguistic landscape researchers who may be less familiar with the socio-cultural values of Jordanian society.

LITERATURE REVIEW

CAFÉS SIGNS

Naming a business can be as tricky as it is important. Kim et al. (2021) stated that before a business opens its doors, the founder should start with an idea, and then the name follows. Business owners should consider their brand's character, individuality, and the idea that drives their business before devising and brainstorming the name. Kim et al. (2021) suggested that some important factors should be considered when creating a name for a café. First, the café's name should reflect the type of brand, product, or service offered. This influences how the cafés interact with the target audience and, in due course, initiates brand recognition. The café's name will serve as a blueprint for all the decisions the owner makes when developing the brand down the road. Over time, the logo, slogan, and value proposition might change, but it is remarkably difficult to change the name without losing some of the strength of the online brand. Thus, picking a name that can evolve with the brand's long-term vision is essential for the brand. Second, the name should be memorable. The customers' ability to recall the business name greatly impacts how they view the business. Third, the name should be clear, direct, and simple, making it more memorable and easier for customers to recall. Customers who do not realise the brand at the start will be less likely to remember it later. Good brand names should not require too much explanation. Fourth, the name should be unique. Customers may not remember a brand name if it is not distinctive. It is about setting oneself apart from competitors, starting with a cool, unique business name. A catchy and unique brand name can grab customers' attention and be remembered later.

According to Bonnell (2012), names usually fall into three kinds:

- Functional names, which are simple and describe exactly what the business does, like 'Hot Café,' where the name indicates that the business is a café serving coffee.
- Experiential names directly connect to something real (a human experience), such as 'Relaxing Café,' in which the name evokes the experience of a relaxing and soothing haven.
- Evocative names, which evoke the company's position with images or connotations, such as "Sunset View Cafe," where the name evokes an image of a beautiful café with stunning sunset views, and 'Serenity Café,' in which the name conveys a sense of peace and quietude associated with a café setting.

In addition, Bonnell (2012) pointed out that there are naming criteria to follow. First, the name should be expressive, meaningful, and positive. Second, it should be short and easy to pronounce and spell. Third, it should have a visual element. Lastly, the name should be unique and protectable. That is, it should be creative enough to set the business apart from the competition and different enough that it can secure branding, an online presence, and possibly a trademark. The author recommended conducting a trademark search on the name the founder may choose, especially in the early stages of the business. When the founder has a name with these qualities, they can design a stronger brand because they can connect with something meaningful.

PREVIOUS STUDIES

Numerous studies have examined the linguistic forms of signage in various languages but mostly focused on shop signs (e.g., Alfaifi, 2015; AlHyari & Hamdan, 2019; Badran, 2020; Hadiyanti, 2020). These studies have exposed different aspects of the linguistic choices made in commercial signs and helped us comprehend the complex relationship between language, culture, and business.

For their key study, El-Yasin and Mahadin (1996) extensively analysed shop signage on bustling streets in Amman. Their research delved into the language choices of these markers and their pragmatic uses. After meticulously evaluating over 350 signs, El-Yasin and Mahadin found that the linguistic patterns on these signs were both instructive and motivating. They categorised the influence of English on Jordanian store signs into transliterations, English idioms that had infiltrated the Jordanian language, English brand names, and more. Their findings also revealed that foreign features, notably English, were used to persuade consumers by implicitly conveying a sense of high foreign quality. Building on this, Amer and Obeidat (2014) examined English shop signage in Aqaba, a coastal city. Their investigation went beyond language to determine why these signs used English. Bilingual signage (Arabic and English) was prevalent throughout this Jordanian tourist city, with Arabic names often translated into English for tourists. Business owners also emphasised the importance of using English to attract a diverse clientele, showcasing how English's style, prestige, and globalisation played a role in appealing to local and international customers.

Alfaifi (2015) studied signs in southern Saudi Arabia and identified significant language differences between tourism and business districts. Arabic accounted for 37% of signs in tourist zones, with no English signage observed, which was surprising. English was primarily used to describe restaurants, pharmacies, and parks on bilingual signs. Globalisation had a more pronounced impact on business zones, where English was used more frequently than Arabic on signs. Bilingual Arabic signage became increasingly common in this business environment, with only 20% of stores displaying monolingual Arabic signs. Affluent neighbourhoods had bilingual signs, whereas underprivileged areas featured Arabic-monolingual signs, illustrating how socioeconomic variables influenced signage language. By studying store signs in Al-Salt, Jordan, AlHyari and Hamdan (2019) expanded their research on signage language. They thoroughly examined these signs' language, organisation, and linguistic aspects. Using quantitative and qualitative methodologies, the researchers evaluated phonetics, morphology, semantics, and syntax. Beyond these language distinctions, they explored the pragmatic purposes of these indicators, including allusions to supremacy, location, social connections, religion, fauna and flora, ethics, optimism, aesthetics, colour, history, music, and instruments. Their investigation revealed that 88% of signage was Arabic-only, indicating the conservative and traditional nature of Al-Salt in Jordan. Additionally, monolingual Arabic signage suggested that the intended audience may not speak English, making this approach a more effective means of communication.

Hadiyanti (2020) examined how cafés in Gresik, Indonesia, used English and figurative language on signage to create a European atmosphere. English played a significant role in establishing a particular mood in these signs as the dominant language. In a regional context, Badran (2020) analysed Palestinian store signs' psychological and sociolinguistic ecology. After collecting 600 store signs, a semi-structured interview with 300 Palestinian business owners was conducted. The research demonstrated that social, economic, and attitudinal variables influenced in-store signs' language. These studies have shed light on the complex realm of language choices in signage, but a gap in research remains. Previous studies have predominantly focused on shop signage and commercial language usage. The unique social and cultural role of cafés in Jordan has received limited academic attention (Al-Kharabsheh et

al., 2014; Rababah et al., 2021; Rababah, 2019). This research gap underscores the importance of analysing the language and explores the socio-cultural values, norms, and practices associated with them in cafe signages in Jordan. Such an inquiry will enhance our understanding of Jordan's diverse linguistic and sociocultural landscape and how café signage language both shapes and is influenced by Jordanian culture.

METHODS

SETTING: THE CAPITAL

Amman, the capital of Jordan, is a notable Arab city with a modern metropolitan lifestyle. Its famous landmarks and amenities reflect this. Its cafés attract local and international guests with their dynamic contemporary lifestyle. This makes the city's tourist options broad and appealing to various preferences. It makes visiting and exploring its areas interesting, recreational, and amusing.

Amman attracts domestic and international visitors, families, and people with its many cafés of traditional, Middle Eastern, and Western designs. Many of Amman's upmarket neighbourhoods include cafés with stunning views and decor—Abdoun, Sweifieh, Mecca Street, Deir Ghbar, Dabouq, etc.

THE POPULATION AND SAMPLE OF THE STUDY

According to The Labour Observatory in Jordan (2021), Amman has around 1200 café signage. Coffee and shisha are the main offerings of these cafés, known for their wide offerings. The large number of café signs in Amman was a problem. Gathering and analysing every café sign in the city required a lot of time, effort, and logistics. It was wise to adopt a more viable plan. Thus, the researchers deliberately selected 340 café signs, i.e., 28% of Amman's café population, using random sampling. The selection approach was meant to provide a sample that correctly represented the city's many signpost varieties and peculiarities. Random sampling and confidence intervals would improve sample representativeness. These approaches assess the validity of the 340 café signs in reflecting the greater population, allowing considerable deductions on Amman's café signage environment. This method strikes a compromise between broad coverage and controllable breadth.

DATA COLLECTION AND ANALYSIS

A café signage observation instrument was employed to collect data in selected areas of Amman. Identification of these indicators' linguistic and social traits was the main goal. Café signage was carefully classified as monolingual (using Arabic or a foreign language) or bilingual (using both the foreign language and its Arabic translation or transliteration) during on-site inspections. From this categorisation, a detailed sign analysis highlighted café sign language's societal values and communication mechanisms. To decode these signs' meanings, this study examined vocabulary, phrase structures, and language use. Finding out how café owners used language to communicate via signs was the main goal.

THEORETICAL FRAMEWORK

SOCIOLINGUISTICS: LANGUAGE CHANGE

Labov (1966) pioneered the study of language development in heterogeneous groups in the 1960s, revealing the complex links between language and social identities. Labov's analysis illuminates Jordanian café owners' language choices when they display their messaging. This investigation reflected café signs' core, showing how language is more than a means of communication and a symbol of social differentiation. The English domination of café signage in Jordan reflects Labov's social stratification ideas. English becomes a contemporary language of cosmopolitanism and upward mobility as globalisation spreads.

PRAGMATICS

LANGUAGE INTERACTION

Paul Grice's collaboration principle and conversation maxims changed communication in the 1970s, showing how meaning is related to interaction. Grice's legacy illuminates café signs' linguistic expressions and hidden agendas. Imagine a café sign with alliteration, mixing, and humour. Peeling back the layers of Grice's ideas would reveal the inferred purposes behind these linguistic embellishments. The café owner, like a good conversationalist, uses language to enlighten and seduce guests, creating an atmosphere that appeals to more than just coffee drinkers. Café signs' subtle meanings may be seen via Grice's implicature. A café's name that skillfully blends local culture with fashionable foreign features shows its local and international ambition. The café's guests participate in an unconscious discourse where the sign's language choices inspire interpretations and generate emotions, demonstrating Grice's pragmatic principles.

LINGUISTIC LANDSCAPE STUDIES: LANGUAGE VISUALIZATION

The linguistic landscape architects Shohamy and Gorter (2008) have opened up a new realm of linguistic research where language is visibly exhibited in public areas. The late 20th-century themes echo in Jordanian café signs, revealing how language depicts sociocultural norms and practises. Jordanian café signage is a live language relic amid busy streets. Shohamy and Gorter's (2008) aim is achieved when café proprietors use language to communicate. A café that combines historical allusions with heavenly bodies invites customers to experience coffee as a voyage across time and space. Café signs support Shohamy and Gorter's (2008) study of how language reflects sociocultural changes. Café names' lexicalisation and foreign influences show globalisation's complexity. As visual narrators of social goals, these signs fulfil Shohamy and Gorter's forecast, showing how language acts beyond text and voice as symbols inscribed in physical and cultural environments.

CAFÉ SIGNS AS LINGUISTIC PALIMPSESTS

Jordanian café signs tell their story via a kaleidoscope of these three theoretical views. Labov's sociolinguistics shows how café sign language reflects social stratification. Grice's pragmatic lens reveals café owners' and guests' hidden communication as language techniques affect the café's atmosphere. Shohamy and Gorter's linguistic landscape studies invite readers to view café signs as objects that connect language, culture, and geography. The café signs, shining in the Jordanian sun, are linguistic palimpsests of history, ambition, and contact. Jordan's café

culture unfolds in these signs, bringing sociolinguistics, pragmatics, and linguistic landscape studies to help us understand the intricate melodies, movements, and meanings that define language and culture in this captivating sociocultural tapestry.

RESULTS AND DISCUSSION

This section presents the findings from the observation field notes. The classification of data is presented in Table 1:

TABLE 1. Classification of Data

Linguistic Features	Examples
Using English Language	The majority of the cafés used English language
Alliteration	Max Mug Café, Kinship Coffee
Compounding & Hybrid Coinage	Subawmasa Café (Mo-evening Café), Retro Rooftop, Nescafe, Books@Café
Simplicity	The General's Café'
Connotation or Implication	Fresheans Coffee, Almond Coffee House, Seven Pennies Coffee, Jungle Fever Coffee, Tea House, Grounds Aroma

TABLE 2. Classification of Data

Pragmatic Functions: Making Reference	Examples
Planets Reference	Venus Café, Qamar Aleel Café (Night Moon Café), Shams Al Balad Café (The Country's Sun Café)
Historical Reference	Café Strada, Raqmu Coffee, Trieste, Dimitri's Coffee, Rumi Café
Cultural Reference	Jafra Café, Zajal (Songlike Poetry Café), DusRoof
Habitual Actions Reference	Al-Massa' Café (The Evening Café)
Famous Literate People Reference	Scheherazade Café, Gibran Café
Social Relationship Reference	Kinship Coffee
Planets Reference	Shams Al Balad Café, Qamar Aleel Café, Venus Café
Political Reference	Hanin Café (Nostalgia Café)
Planets Reference	Venus Café, Qamar Aleel Café (Night Moon Café), Shams Al Balad Café (The Country's Sun Café)

THE LANGUAGE CHOICE OF SHOP SIGNS

All 340 café signs were analysed qualitatively to understand the language choice of the signs. Many linguistic features were used in the signs, such as transliteration, alliteration, blending, compounding, reference, connotation, and pragmatic strategies. The emerging themes revealed from the owners' responses were as follows:

THE USE OF ENGLISH LANGUAGE

The data analysis revealed the main reason for using the English language in café signs. English names are perceived as more exciting, distinct, and high-status than their Arabic counterparts. The English names would create a more modern and Westernised atmosphere, attracting clients charmed by Western culture. The clients' socioeconomic class and educational level influence the choice of business names, especially for cafés located near universities. As a result, Amman's most high-status and luxurious cafés had English names, such as Café Strada and Trieste Café. This finding is consistent with Hussein et al.'s (2015) study, which found that affluent individuals prefer shopping at well-known shops with English names. Thus, the use of

English names in cafés may reflect the global influence of English culture on Jordanian culture. Also, Lawrence (2012) noted that the use of English in coffee shops is connected with elegance, luxury, and youth, serving as a marker of modernism and superfluity.

Foreign languages, especially English, are employed by café owners to appeal to consumers and increase sales. Labov (2021) stated that English is widely regarded as the language of contemporary business and holds a prestigious and recognised status internationally. These results align with Hadiyanti's (2020) study, which found that using English positively impacted the perception of products among the local participants. They also support Badran's (2020) findings, which revealed that English as an international language is extensively used and preferred in business. The prevalence of English as a lingua franca among business people motivates café owners to create spaces that cater to this clientele.

Additionally, Ross' (1997) research demonstrated that English is an attention-grabbing and fashionable language for shopping places. Using English or a foreign name in a café may convey a trendy reputation, suggesting its connection to transcontinental trends and contemporary designs. Using the English language can positively influence the café's image as they are associated with desirable English or Westernised qualities.

LINGUISTIC FEATURES

ALLITERATION

Alliteration, often known as "head rhyme" or "initial rhyme," repeats starting consonant sounds in nearby words or syllables (Merriam-Webster Dictionary). Café names like "Max Mug" and "Carla Culture Café" (CCC) use rhetoric to make beginning consonant sounds stand out. The name "Max Mug" uses alliteration to stand out and wow consumers. Kim et al. (2021) agree that a memorable business name may greatly impact consumer views. The way clients remember a company name affects their entire impression. Alliteration, such as "Max Mug," makes café names distinctive and may create a lasting impression on consumers, supporting Kim et al.'s results on company names.

Similarly, "Carla Culture Café" works effectively on multiple levels. It employs alliteration through the use of "CCC," making it memorable and engaging. Additionally, the name suggests focusing on eco-friendly practices, as the term "culture" implies. Consequently, the café attracts customers with eco-friendly lifestyles. The name conveys a compelling message about the brand, which is valuable for capturing attention and informing observers about the nature of the business. In conclusion, alliteration in café names enhances their appeal and memorability. Creative and distinctive names can set apart a café from others and leave a long-lasting impression on customers, contributing to the café's accomplishment and identity.

BLENDING

Blending is a word formation process that involves merging two or more words into one, either by clipping or partially overlapping the constituents (Beliaeva, 2019, p. 1). An example of a typical blend is Brunch Café (breakfast and lunch), representing a meal that combines elements of both, where the beginning of the word "Br" is combined with the ending of the word "unch". The café owners thoroughly combined name components to create one word, as seen in "Subawmasa Café" (i.e., morning-evening café), which originates from blending "morning" and "evening." The name reflects that the café operates 24 hours a day, from early morning until late at night, as indicated by the blended compound noun. Another name is Workaholic, which blends "work" and "alcoholic" to describe a person who is extremely devoted to his work. Similarly, Misscafé" was created by compounding "Miss" and "Café," imitating the

well-known brand "Nescafé," a coffee product by Nestle, created by blending "Nestle" and "Café." The name "Misscafé" capitalises on the recognition of "Nescafé," enabling it to leave a lasting impression in people's memories. Similarly, Bravehearted Café" combines the terms "brave" and "wholehearted" to denote someone who is both brave and fervently dedicated to a cause or endeavour.

On the other hand, the name "Fresheans Coffee" exemplifies a new, creative name that sets it apart from others. The name is an example of blending "fresh" and "beans," forming the unique word "fresheans," describing the café's commitment to using the freshest ingredients for the most satisfying drinks. This illustrates that creating words by blending existing ones can be a clever technique for naming a café, in line with Bonnell's (2012) proposal to have a creative name that differentiates the café from competitors and builds a strong brand.

COMPOUNDING

An instance of compounding is "Retro Rooftop," a compound of "roof" and "top." The name implies that guests would enjoy a splendid view from the top of the building. The widely recognised brand "Starbucks," the world's largest café chain, is another example of compounding. The main character in the novel is Captain Ahab's first mate, Starbuck, who plays a weighty role in the story's narrative. Starbucks stands as an exclusive, creative café name that became immensely successful. This illustrates that one-word compound names can work effectively for cafés, becoming iconic in people's minds. Names like "Starbucks" demonstrate that unique and creative names can thrive in the coffee industry, even if they are not directly related to coffee.

Additionally, "Books@Café" is a café exemplifying compounding, as it functions as both a bookshop and a café. This hybrid coinage emphasises inclusiveness and the sharing of knowledge. Such compounded names offer a distinctive identity to cafés and contribute to their success in a competitive market.

CONNOTATION

Contrary to denotation, connotation refers to a word's implicit or non-literal meaning that carries commonly implicit cultural or expressive associations (Fontaine et al., 2013). For instance, the colour "red" denotes "red," symbolising feeling energetic. Red is a pulsating and eye-catching colour that tends to arouse strong emotions and connotations in different cultures. It is habitually associated with energy, liveliness, and robustness. It represents the idea of being bodily vigorous and energetic. Red is also associated with feelings of love. It denotes strong sentiments, including romantic love. Also, red is frequently used to convey merits like bravery and power. This association possibly stems from its assertive appearance (Al-Shawi, 2014).

According to Kreidler (1998, p. 45), "connotations vary according to individuals' experiences, but shared experiences lead to shared connotations in some words." Therefore, café signs like "Almond Coffee House" or "Fresheans Coffee" suggest that these cafés serve fresh drinks that invigorate and energise. The café sign "Almond Coffee House" connotes "aromatic appeal." This indicates they are relaxing and comfortable places to enjoy coffee and often offer almond milk, as the name suggests. The term "almond" means they consistently provide fresh and flavorful coffee.

The catchy café names like "Jungle Fever Coffee" and "Tea House" suggest that they are quaint cafés with more welcoming and quieter atmospheres than others, making them perfect places to sit and enjoy a comfortable spot. Likewise, "The Coffee Room" implies that it is a small café. This implies that staff might be chosen to be friendly, and the number of seats available is often limited, making it preferable for guests to come individually or with a close

friend. This made the name appealing and memorable, as it helps businesses find an increase in sales through referral marketing or "word of mouth" marketing. Catchy café names attract customers and pique their interest in the brand, especially when using powerful and evocative coffee-related keywords.

Additionally, "Seven Pennies for Coffee" conveys the implication of a donation. This café donates seven piasters to a charity for every Jordanian dinar (JOD) spent, and customers can choose which charity to support. It reflects a sense of sharing and contributing to the community's development, making the concept and name unforgettable (https://www.tipntag.com/place/s/seven-pennies-Seventh-Circle Amman -Jordan).

Another name with a positive connotation is "Grounds Aroma." Using keywords associated with the world of coffee and evoking a response in onlookers is essential in creating catchy ideas for coffee business names. The name makes onlookers think of the pleasant taste of coffee and may even create a yearning for a cup. Similarly, "Eco-tourism Café" cleverly utilises reference and connotation to imply that it is a budget-friendly option compared to other places. As the name suggests, those seeking an authentic Jordanian experience at lower prices can beat Eco-Tourism Café. Also, the name "Jadal Café" (i.e., the "Debate Café" in Arabic) implies that it is an ideal place for knowledge and cultural debates. Established after the Arab Spring democratic protests, the café aims to provide a gathering place for activism, innovation, discussions, and dialogue, in line with its suggestive name.

SIMPLICITY

Simplicity means using simple forms, such as "The General's Café," as it tried to choose an appropriate name for the café. A simple and short name has a better chance of sticking in the customer's memory than a complicated one. The owner might have aimed to avoid complicated and lengthy nouns that could be problematic and hard to pronounce, opting for easy-to-pronounce names instead. This approach significantly helps gain more clients; the name becomes more widely recognised.

The owners tended to choose the names to be direct, short, and straightforward. A short and straightforward name consisting of three words ensures maximum memorability. This aligns with Kim et al.'s (2021) proposal that the name should be clear, direct, and simple, making it more memorable and accessible for customers to recall. As such, respected brand names should not require too much explanation.

TRANSLITERATION

Transliteration is a text conversion from one script to another that involves and swapping letters in predictable ways, such as when the villa becomes filla in Arabic. Transliteration is not principally concerned with representing the sounds of the original text but rather with representing the characters precisely, ideally, and unambiguously. English vowels that do not have matches or do not exist in the Standard Arabic list are often substituted. Consequently, the non-existent vowels and diphthongs tend to be substituted by their closest phonetic equivalents (AlHyari & Hamdan, 2019). Vowels sometimes go through a shortening process upon transliteration. For instance, in the following café sign, "Mode Café" (written as "Moode Café), the vowel "o" is transliterated into "oo". Similarly, English consonants that do not have counterparts in Arabic are replaced with their close equivalents in Arabic. The voiceless fricative /f/ in "filla Café" is used instead of the voiced counterpart /v/.

CONCLUSION

The present research focused on the analysis of café signage in Amman. A total of 340 café signs were collected and analysed for their linguistic and pragmatic aspects. The research findings indicate that English café names are perceived as high-class, attention-grabbing, and well-liked, as they contribute to creating a Westernised ambience that may attract customers seeking extravagant settings with contemporary furnishings and décor. The prevalence of English café names may also reflect the global influence of English culture on Jordanian society. The usage of English on store signage aligns with the current trend, as café owners aim to evoke an international atmosphere by including English, despite Jordan's lack of direct international connections. This preference for English signage may be attributed to the association of Westernised elements with modernity and impressiveness, contributing to linguistic diversity in the signage landscape.

This research underscores the informative and symbolic value of café signage (Landry & Bourhis, 1997) and highlights that the language used in in-store signage reflects linguistic power dynamics. Arabic signage carries particular cultural significance, especially for Palestinian café owners who use cultural names like "Jafra Café" to honour a Palestinian girl killed by an Israeli jet, symbolising notions of home and culture. Results from this study further revealed that café signs employ various linguistic techniques, including alliteration, blending, compounding, simplicity, connotation, and pragmatic strategies such as references to celestial bodies, historical events, cultural symbols, habitual actions, famous literary figures, and social relationships. These linguistic elements contribute to the distinctiveness and intrigue of café names, effectively conveying messages about the brand and capturing the attention of potential customers. The research also demonstrates that café owners might have strategically select terms that align with their target customers' preferences for brand names.

The findings of this study have implications for understanding the use of the English language in Jordan and offer insights into teaching linguistic and pragmatic skills through the analysis of business signage in English. Additionally, researchers in the field of linguistic landscape who may be unfamiliar with Jordanian socio-cultural values, norms, and practices can benefit from the insights provided by this study.

It is Important to note that this investigation specifically examined linguistic café signs in Amman. While it sheds light on the significance of café signage within a multilingual linguistic policy, it may not fully represent the spoken language usage, as it only offers a unique perspective primarily focused on written communication by language users.

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