

Tutlayt d tmagit deg yigalisen n tnezzut deg temdint n Bgayet Language and Identity in the Commercial Signs of the Béjaïa City.

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Abstract:

This article explores the integration of symbolic Amazigh terms into French-language commercial signs in Béjaïa, analyzing their role as identity markers through a linguistic and socio-cultural lens. It examines historical place names, royal figures, and concepts of unity and pride, revealing a cultural revalorization effort against globalization. The study investigates the strategies behind this linguistic choice and its impact on Amazigh identity, using field observations, semiotic analysis, and interviews with shopkeepers and customers. It highlights how these signs reflect both a sense of belonging and commercial motives, showing that including Amazigh words is a deliberate act to preserve and promote cultural heritage in an urban setting.

Keywords: Identity; commercial signs; urban sociolinguistics; Béjaïa; Amazigh language.

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اللغة والهوية في اللافتات التجارية لمدينة بجاية.

الملخص:

هذا المقال يتناول إدماج المصطلحات الأمازيغية ذات الحمولة الرمزية القوية في العبارات الفرنسية المستخدمة في الواجهات التجارية بمدينة بجاية. ومن خلال مقارنة لغوية وسوسولوجية-ثقافية، نقوم بتحليل توظيف الأسماء الجغرافية التاريخية، وأسماء الشخصيات الملكية الأمازيغية، فضلاً عن المفاهيم التي تعكس الوحدة، والاعتزاز، والإرث المشترك للأمازيغ في الفضاء التجاري الحضري. ولا يقتصر اختيار هذه المفردات على وظيفة إعلامية فقط، بل يؤدي دوراً بارزاً كعلامات هوياتية تعبّر عن مسعى لإعادة التقدير والاسترجاع الثقافي. تسلّط دراستنا الضوء على الاستراتيجيات الكامنة وراء هذا التوظيف اللغوي، متسائلة عن كيفية إسهام هذه العناصر في بناء الهوية الأمازيغية ونقلها في سياق تهيمن عليه العولمة والتوحيد الثقافي. كما تهتم أيضاً برصد تصورات مختلف الفاعلين الاجتماعيين ومواقفهم تجاه هذه الواجهات التجارية.

الكلمات المفتاحية: الهوية؛ اللافتات التجارية؛ اللسانيات الاجتماعية الحضرية؛ المشهد اللغوي ببجاية؛ الأمازيغية.

Tazwart: Seg tallit tamezwarut n umezruy, imdanen ḥebren akken ad ḡḡen later-nsen deg tudert, daymi i d-ḡḡan kra n lḡerrat s talɣa n lebni, n usuneɣ neɣ s yizamulen d wangulen i d-yeqqimen d inagan ar tallit tamirant mbeɛd mi d-zegren luluf n yiseggasen. Deg Bgayet, tiɣremt-a tamazrayt taqbaylit yebbuɣren s umezruy-ines d yidles-ines tettɛf deg wansay-a ansay imi tumant-a mazal tettbin-d deg wudem n tḥuna akken yebɣu yili wurmud-ines. Imi igalisen ur llin ara kan d tirawin n useɛlem, teskanay-d wi-ɣ-ilan, iḡuran-nneɣ d umennuɣ uffir i yettilin gar tutlayin yal ass. Deg tegnit yecban ta, tiɣremt tecba asaram yeddren ideg ttemlilint teqbaylit, taɛrabt akked trumit, timlilit-a yezgan tikwal deg talwit tikwal-nniḍen deg ccwal. Imsenza, yellan deffir n usnulfu n tumant-a ttfarasen anezgum n tutlayin akken ma llant deg yiswi n tutṭfa deg yiḡuran n tjaddit, n useḥbiber ɣef tesreɛt neɣ tikwal d tullya ɣef umaɗal d tetrara ilmend n uskar n tirawin n yigalisen-nsen.

Deg Bgayet, annect-a merra yettawi initen yemgaraden. Igalisen-a, ur llin ara “kan” d imniren n yimsaɣ; maca ttalsen-d ufrinen-nsen, imennuɣen-nsen akked tirga-nsen. Taqbaylit, asafar-a n tmaziɣt yettazzalen am yidammen deg yiḡuran n temnaɛt-a, tedder deg yigalisen s tmerniwt n wawalen am “Tilelli”, “Talwit” deg yiḡefsan yuran s tefransist, tutlayt n tatrara i d-yusan seg tama n ufella n yilel agrakal. Taɛrabt tuɣ amkan, tikwal s yiɣil, tikwal s talwit ilmend n urmud n tnezzut. Akken ma llant tutlayin-a ttqessirent deg rreḥba n usiher ideg temgarad tamlilt n yal yiwet : taqbaylit

terfed zzux d uzbu, taɛrabt teɛna assaɣ d truḥanit akked tdeyyanit, ma d tafransist teldi taṭwiqt i tatrara ɣef umaḍal. Aya maci d buẓehrun imi imsenza ɛeffren tarrayin-a akken ad seknen ansi i d-usan s uqabel n yimal. Imsenza, inaɛden neɣ imɛebren n termišin, zgan meslen artay-a akken ad sunɣen tamagit i ten-yettcabin. Akken i t-id-yenna Kerboubi (2024 : 39) “Deg tidet, nettnadi ad nḥiweš abrid i usbeyyen, i usenfali zzɛaf-ines neɣ i usenfali ayen yezgan d arurag ”

S lmendad n yigalisen-nsen, yezga umennuɣ yal ass iwakken ad yili usteɛref s tektiwin, ad jebden imsenza d yimsebriden, s umata d leqbayel, deg temdint ideg tilin n tmagit tamaziɣt mazal yecba acqirrew. S yisekkilen ilaṭiniyen neɣ wid n tfinaɣ, awalen n tefransist neɣ n teqbaylit, ttɛiwiden asnulfu n tutlayt-nsen d tallunt-nsen. Bgayet ihi, tettuyal d adeg awḥid akken ad nmuqel amek i ttemqabalent tuɣac-a yemgaraden, i d-yeskanayen tazmert, tarfudt d leḥnana. Amagrad-a ad inadi deg umaḍal-a n tirawin d talsawin, ideg yal agalis ur yesnuzuy ara “kan” ala afaris, maca yesmiẓẓiz ula d amezruy n teɣremt, yettwarefden sɣur imdanen yettnadin s timmad-nsen anezgum n unamek d usteɛref

1. Tamukrist d turdiwin: Amek i tmessel tutlayt tamagit deg tallunt timezgit am yigalisen n tnezzut ? Ayɣer kra n wawalen n teqbaylit (tamaziɣt) tmessidifen deg yigalisen yuran s tefransist ? Tella kra n tmara i usekcem n wawalen-a n tmaziɣt i uskan n tumast ?

Iswi n unadi-ya d asummer n unekmar agelman imesleɛ n useqden n wawalen (ismawen imazlayen, ismawen iwalnuten, uzzilen, ...) deg yigalisen n tnezzut yettwarun s tefransist deg teɣremt n Bgayet, akken ad negzu, seg tama, tulmist n urtay-a asnilsan i irefden zzux s tmagit akked uzbu adelsan, seg tama-nniɛden, s tigzi n uqdic-a am tɣelyalt n umzruys unayel ɣer temɣiwant taqbaylit.

Ilmend n waya, nefren ad negmer ad nṣewwer igalisen-a n tnezzut deg leḥwami yemgaraden n Bgayet, tasewlaft deg yifassen, njab iberdan imeqranen n teɣremt akken ad d-nagem tiwlafin-a am tnefkiiyin n tirawin tiḥeqqaniyin.

2. Tasnarrayt: Anadi-ya yebna ɣef tesleɛt n yismawen imazlayen yettwasidfen deg yigalisen n tnezzut, yettuneḥsaben am yinagan isnilsanen n tmagit deg tallunt tazayzant n Bgayet. Ilmend n ugmar n tnefkiiyin, tasastant n wannar temmug-d, s uṣewwer yal tikkelt igalisen n tnezzut deg temnaɛt yettwasbadun am “temdint”. Anekmar-nney yezzi-d ɣef kra n yigalisen ilan tulmist n tira

tafransist i d-yeskecmen awal s teqbaylit, am yismidgen (ismawen n wadeg), ismamdanen (ismawen n yimdanen) ney ula d iwalnuten. Tasnarrayt-a tesɛi iswi n usezrew n tihawt n tmaziɣt deg udemkal aɣerman, d unadi deg temlilt-ines deg uħraz n tmagit taqbaylit deg wattal asnilesmetti yullemsen s kraɖ n tutlayin : taqbaylit, taɛrabt akked tefransist. Iswi macci kan d asiɖen n yigalisen-a maca d anadi deg yinumak ffren yimsenza deg-sen am uzbu adelsan, azuxxu s tmagit akked wassay d umezruy adigan.

I uɖman ugenses n tenfkiyin, tukkist tarakalant tusssidit tettwafren : tiɣremt n Bgayet. Afran-a n wannar n usezrew yebna ɣef yifukal i isehħan, yeɛnan amezruy-is alqayan d usihar-ines asnilsi abayur.

Tiɣremt-a, yettuneħsaben d tamdint tameqrant tamazyawalt deg tmurt n Lezzayer s wazal n 300 000 n yimezday, imi tuget tameqrant ttmeslayen taqbaylit, ayen i tt-yeğġan ad tili d rreħba n Yimaziɣen. Atug-a adimuɣrafi yessijhed tilmeɣt n teqbaylit deg tudert tamnezzut n yal ass, ayen i yessurufen akatr n tezrawt i uslaɖ n tumanin tisnilesmettiyin. Deg Bgayet, tagtutlayt : taqbaylit, taɛrabt, tafransist, taneglizit ttidirent deg tallunt ideg tutlayin terza-ten tikwal talwit ɣas akken yezga umennuɣ ɣef tihawt-n sen xersum s tizzumla deg yigalisen.

Tibbuɣert tasnilsit n Bgayet tella-d dayen s tezmert tagtutlayt n yimezday-ines. Tuget deg-sen ssen xersum kraɖ (03) n tutlayin : taqbaylit am tutlayt tayemmat, taɛrabt am tutlayt tis snat n tmurt d tesreɖt akked tefransist, ttrika n umezruy amhersan am wakken i tt-yettwali Kateb Yacine “d lyella n ttraɖ” (Kateb, Y 1966 : 127). Takrutlayt-a terna ljeħd s yinig akked tedbelt, imi terna iri ɣer tenglizit akked tesbenyulit ii d-yettafken tanagit n tullya ɣef umaɖal. Akken i t-id-yura Calvet, “tutlayin deg tallunt tuɣrimt ur llin ara kan d allalen n taywalt maca d izamulen n ucettel d tezmert” (Calvet, L-), 1993 :87). Deg Bgayet, tugta tutlayant tettbin-d deg yigalisen n tnezzut ideg tutlayt tamaziɣt tettef tasga ɣer yiri n tutlayin am taɛrabt akked tefransist ayen ara yanfen i uzrew n wassayen yellan gar tutlayt d tmagit. Sumata, azal n 50 n yigalisen i d-negmer deg temdint-a, amɖan-a yegda i usiteg n ssebbat yeffren deg useqdec n tutlayt tamaziɣt ɣer yiri n tirawin s tefransist. Afran-a asnarray ɣef tikti n temnaɖin ideg teqwa tnezzut, am ubrid agejdan n temdint, i d-yettbinen am tfayluyin ideg asemres asnilsan yegda d tseṭraṭiɣiyin n tmagit n yimsenza.

Tazrawt-a tettnadi ad tessegzi amek i yettili useqdec n tmaziyt deg yigalisen yettwarun s tefransist d wayen i d-yettwasuyel umennuy yef tmagit tamaziyt deg twennaḍt tagtutlayant. Iswi ur yelli d iswi n uslaḍ n tesnilest timyessit i yessemgaraden gar wunmak d wunmik, imi tazrawt-a tessegdec snat n tarrayin n tesleḍt. Seg tama, terza tayult n tesnazmult akken ad tegmi deg unamek n yizumal yuran, amedya awalen am : “Masinisa” ney “Aẓar” i d-yemmalen awadem amazray ney amezruy yezdin. Seg tama-nniḍen, anekmar asnarmud yettnadin deg tesmigiyin tinmettiyin timnawin n yimsenza, imi ufrinen-nsen isnilsanen skanayen-d ibeddi-nsen deg usiher akked umummi-nsen yer temyiwant. Tdukli-ya tessuref tigzi n yigalisen maci kan d tiyawsiwin yuran, maca am tallunin n yimtuwa idelsanen, inmagiyen deg yiwet n temdint ideg timeslayin ttemyikrasent yal ass.

3. Iferdisen n tizri d tmiḍranin tigejdanin: Tigzi n ucali asnilsan d tmagiwin deg yigalisen n tnezzut deg Bgayet yesra i usegzi n kra n tmiḍranin tizriyin iyef ara treṣṣi tezrawt-a. Deg wattal aḡarim yettwaæeqlen s tekralsanit (taqbaylit, taḡrabt akked tefransist), tmiḍranin tixatarin ilaq-asent ad temmag tesleḍt fell-asent iwakken ad yettwasegzint turgawin gar tutlayin, tallunin akked tmettiyin. Ilmend n waya, kra n taktiwin d tisura yecban “tihawt tirant deg wadeg aḡerman”, “aḡalis n tnezzut”, “tasnilesmettit taḡarimt” yezgan deg leqdicat n uybalu, ayen ara isurfen asegi n timesgiyin tsnilsanin mmeslent ademkal n temdint taqbaylit deg usenæet n yicqirriwen n tmagit.

3.1 Tihawt tirant: Tihawt tirant deg wammas n uḡarim yeena tagruma n yisiskilen, izumal d yiḍirisen yettbinen deg tallunt tazayzant n tiyremt, ama d iḍfesa, d igdalen ney d igalisen. Ilmend n Calvet (1994), tanakti-ya terza maci kan ala tiyert n tirawin, maca ula d tawuri-ines tanmettit d tnazmulit deg useywes n tallunt taḡarimt. Deg udlis-ines *tisertiyyin tsnilsanin*, Calvet (1994 : 87) yesqar belli isunuyen yuran cban “imaqqaden n tmagit d udabu” i d-yesbeyinen imyellal isnilsiyen akked yisuturen idelsanen. Deg Bgayet, tihawt n wawalen n teqbaylit deg yigalisen yettwarun s tefransist yessenæat-d yiwet n talḡa n uzbu yef tḡemla tsnilsant, s uberreh n umummi amaziḡ. Tamidrant-a tessuruf ad tnadi yef twalit n Tmaziyt deg twennaḍt ideg taḡrabt akked tefransist syelbent yef yidgan unṣiben d wid n tnezzut.

3.2 Aḡalis n tnezzut: Tettwasbadu-d am wallal n twalit d tira i d-yettmaggan yer yimi n tḡanut i usbeyyen aḡama n tnezzut-is, ad yejbed imsaḡ, d usenæet n tmagit tuzzigt. Landragin (2011 : 134) yessumer-d anekmar asimiyuti n tmiḍrant-a, imi iglem-it-d am “uzmul yertin” i yesdukkulen

tiwuriwin tinafiyin (isalan) d tzaamulin (amummi anmetti ney adelsan). Deg udlis-ines *Introduction à la sémiotique visuelle*, yessenæet-d belli igalisen ur qqimenn ara kan deg twuri tadamsant, maca yettikki deg lebni deg udemkal asnilsan i d-yeskanayen ufrinen n yimsiwal. Deg Bgayet igalisen i d-yessidifen awalen n tmaziyt am “tafat” ney “Aẓar”, zegren akkin i temlilt-n sen n yisali almi i yuḡalen d imerfad n zzux s tmagit d tkatut timezdit. Teqqen gar yisrayen n ssuq, ideg amur ameqran yezga-d i tefransist imi d-tettuneḥsab d tutlayt n tatrara d lebḡi n useḥbiber yeḥf tulmist tadelsant n tmaziyt.

3.3 Ademkal asnilsan: “Ademkal asnilsan” yessegrow iḍrisen ittwaẓrayen deg wadeg azayzan, am yigalisen ney iḍefsan, i d-yessenæaten tixuṭert n tutlayin d wassayen n tezmert. Landry akked Bourhis (1997 : 23) sbaduyen-t-id am unamal n ulḡud asnilsi deg temḡiwant. Deg Bgayet, yesqarray-d s tudert n tefransist (tanezzut) taḗrabt (tunḡibt) akked teqbaylit (tamagit), taneggarut-a tesbanay-d azbu adelsan. Tamidṛant-a tettalel i ukti tawalit n tmaziyt akked temlilt-ines deg usbeyyen n tmaziyt mgal asmuḍel.

3.4 Tasnasmult taẓermant: “Tasnasmult taẓermant” tselleḍ izmulen n teẓremt, am yigalisen, s timmad-n sen d ireffaden n yinumak inmettiyen idelsanen. Barthes (1957 : 201) yettwali izumal-a am tesnumigin i d-yessenfalayen azalen uzdiyen. Deg Bgayet, agalis ideg yettseqdec wawalen n tmaziyt am “Tafsut” ney “Tilelli” yezger i usaka n twuri timesgit i uzmel n tmagit tamaziyt d tmektit tadigant. Deg wadeg ideg aseḡdec n tutlayin n tefransist d teḗrabt ṭṭfen tasga, ufrinen-a yuran senæaten-d nniya tazamulit, yessertin tanezzutd usuter adelsan.

4. Tasleḍt: Ilmend n tasleḍt n yigalisen-a, neḡsa belli tarrayt i iwulmen i tsekka-ya n tezrawin, d tarrayt tasimyutit. “tasimyutit, tennemgal [yeḥf tesnilest], tla iswi n usezrew n yinagrawen n yizmulen akken ma llan, akken tebyu tili talḡa-ines, akken byunt ilint tilisa-n sent : ur teḡni ara kan tutlyat, maca tezger akkin i wunuḡen, i yiwellihen, i leswat, i tyawsiiwin, akked talḡiwin i ikersen akken ma llant yecban ansayen, imḡdiyen ney umyiten.” (Barthes, 1964 : 12).¹

Nesmenyif ihi tasleḍt yerzan tazumlit n tira, akken ad nibeid yeḥf yinekmaren n tesnilest tamyessit. Imi iswi d anadi amek i ttadfen wawalen n teqbaylit deg tirawin n tefransist ayen i d-yeskanayen tamagit tamaziyt deg wattal agtutlayan.

Djamal Kouloughli, yettwali “tagtutlayt deg Lezzayer d tilawt tayalast ideg yal tutlayt teṭṭef tawuri tanmettit tuzzigt” (Kouloughli, 1994 : 23). Deg yigalisen, artay-a yettbin-d s useḡdec d usidef n

wawalen n teqbaylit deg tefyar n tefransist am “Café Akfadou” ney “Tazmert body-food”. Roland Barthes yesqar-d “tasnasmult iswi-s d arfad n yinagrawen n yizmulen akken ma tebyu tili talya-ines” (Brthes 1964 :11). Izmulen-a ur llin ara d ucriden : refden takatut timezdit, senεaten-d timesgiyin ideg imsenza sbeyyinen-d tamagit-n sen tamaziyt. Igalisen-a ur llin ara “kan” d iɛfsa ; deg tidet d amuren n umezruy, d idgan idegtutlayin ttnayent akken ad jabent tallunt, idles, tamagit, da, deg tlemmast n tudert n yal ass deg Bgayet.

Tazrawt-a tzeddi gar tesnasmult, i yettnadin yef wazalen inazmulen n yisyal akked unekmar asnarmud, i izerwen timesgiyin tinmettiyin d tnawiyin n yimsenza. Asagem yesbeyyen-d tuget n yismawen imazlayen imi 30% d ismidgen (15 n yigalisen), deg tama-nniɛden ismawen imazlayen n yimdanen s 28% azal n (14 n yigalisen). 10% d awalen yerzan asentel n uzbu d umennuy (05 n yigalisen), 12% d iwalnuten i yettwasqedcen (06 n yigalisen), 20% d amawal uzzig (10 n yigalisen).

4.1 Ismidgen : takatut timrakalt d uzbu: 15 n yigalisen i d-yewwin yef tesmidegt εnan tarakalt tamaziyt, agmar n yismawen n yidgan am yizamulen n umezruy d uzbu. *Café Akfadou*, ur yelli ara kan d adeg ideg tesssen medden lqahwa, yeskanay-d tizgi yeqqnen Bgayet d Tizi-Wezzu, imi yettuneḥsab d rreḥba n lmujaḥidin, laɣya imi Emiruc din i iga tiyeryert-ines deg ttraɖ ayelnaw (1954-1962). Afran-a yeskan-d timesgit tanmettit ideg amsenzi yesseḥbibir yef tkatut mgal tamhersa, seg tama n tesnasmult isem-a yessenεa-t tabyest d ugama. *Papeterie Soummam* yettuɣal yer wasif n Ssumam, adeg i yeqqnen yer umezruy n ugraw n Ssumam, yiwen n unedruy axatar n uzarug n Lezzayer.



Tugna 1: SNC Imprimerie Tamazgha



Tugna 2: Imagerie médicale Numidia



Tugna 3: Boucherie des Aures

Aseqdec-ines deg wayen yerzan tamkarɖit yesdukul tira d tmusni yer uzamul n tegrawla, am usuney ara yessijhiden asegmi am ttrika n umennuy. *Boucherie des Aurès* yesmektay-d tanekra n tegrawla n 1954 deg temnaɖt-a, d asenfali n twizi gar temnaɖin-nney timaziɣin. Pierre Achard iwala

“Ismawen n yidgan deg tallunt tazayzant ttuɣalen d imiqqad n tmektit tagadudt” (Achard, 1993 : 145). Da, imsenzi yefka azal ameqran i urmud-ines deg zzux yezdin.”

Boulangerie et patisserie Tamazgha neɣ Imprimerie Tamazgha, ssuturen tadukli n Tefriqt n ugafa tamaziɣt seg Siwa ɣer tegzirin Tiknariyin. S tesnasmult, isem-a yugar deg unamek azal n usewwi i usen&et n tmagit tagraylant , ma s tama n tesnarmudt, yessen&eat-d lebyi n usenefli n timmuzɣa deg tallunt tazayzant tagtutlayant. *Imagerie médicale Numidia* tewwi-d tikti-ines deg tgelda tamaziɣt taqburt, yettriɥ-d urfud d tmusni tussnant. Afran n usmiddeg-a sɣur umazzag n tezmert yesbeyyin-d armud ideg amezruy amaziɣ yettak tbut i urmud amaynut. Salem Chaker yerra lbal deg ‘useqdec n kra yismidgen n tmaziɣt deg wadeg azayzan d talɣa n uste&ref s tmagit” (Chaker, 1998 : 112). Igalisen ttuɣalen d idgan n tkatut yessijhiden tawalit n timmuzɣa deg Bgayet.

4.2. Ismawen n yimdanen : udmawen assaden: Azal n 14 n yigalisen yerzan ismawen n yimdanen i d-nufa deg tsastant-nney, ismawen-a ur llin ara d menwala, maca d wid yesean assay akked umezruy alqayan n Tmazɣa, d tarrayt n tririt n ccan d wazal i yigelliden Imaziɣen n tallit taqburt akked tallit talemast. Bijouterie *Massinisa* yellan d agellid mmucca&en yettwassnen s usdukel n umenkud anumidi, ayen ara s-igen assay d tezmert d unefli. Deg tesnasmult, isem-a yeqqen ɣer terfudt; s tesnarmudt, yeskanay-d turrugza d ccan i ujbād n yimsay yetthulfun s ttrika-ya. Bijouterie Tinhinane i d-yessekfalen tagellidt tatergit, tayemmat n Yimaziɣen n tniri. Afran-a n wudem unti deg tnezzut n yisman yeskanay-d armud ideg asebd&e n tmeɛttut tamaziɣt yuɣal-as ccan, ayen i d-yeskanayen deg ugalis-a lebyi n usdukel n tumast ɣer yiherqan i ibe&den n Tmazɣa. *Agence de voyage Aksil* yerra tajmilt i yiwen n ugellid amaziɣ n tallit talemast (tasut tis VII), azamul n uzbu d tlelli mgal tiwmiwin n wa&raben. Isem-a yerza ɣer unadi d umerreɥ ɣef tmura i ibe&den ayen ara yeqqnen tamerit d uzbu.



Tugna 4 Bijouterie Massinisa



Tugna 5 Bijouterie Tinhinane



Tugna 7 Agence de voyage Aksil



Tugna 6 Salle des fetes Matoub

Pâtisserie et Confiserie El Kahina yesmektay-d s Dihya, tagellidt-tagrawliwt n tasut tis VII. Deg tesnasmult, isem-a yezdi d ccbaħa d tezmert, deg tesnarmudt yessenĖat-d tikci n wazal i tlawin n yidles amaziy, i nezga nrezzu yer tenđi n usewwi. Crèche, Garderie et Préscolaire Damia yesmekta-d s tqeddact n Tin-Hinan i yelħan yid-s, i tt-ixedmen aħal d aseggas. Aya yessenĖa-t-d tamnilt d ssber. Afran-a n yisem deg uħric n usegmi d uselmed yesqar-d aħuddu, aħunnu d tallelt i uħric aleqqaq am warrac imezyanen. Salle des Fêtes Matoub yerra tajmilt i Lwennas, yiwen n wudem mmucaĖen maci kan ala deg ccna n tmaziyt maca ula deg umennuy ħef tmagit sumata. Isem-a yettbeddil ula d talħa i wadeg n tmeyra yer tkatut timezdit n yidles. J. L. Calvet yura-d "tutlayin deg yidgan iħermanen d allalen n taywalt, maca ttuneħsaben day d izumal n udabu d tmagit²" (Calvet, 1993 : 87).

4.3 Azbu adelsan gar yizri d yimal: Deg teyzi n 05 n yigalisen yesean assay d uzbu s useqdec n kra n yirman n teqbaylit yesean anamek alqayan akken ad ttwasenfalin yiħulfan-a n umennuy yettkemmilen. Azar Machines i d-yeskanayen tuħħfa deg lasel amaziy, s tesnasmult, isem-a yesqarray-d s urkad d unefli. Ma deg tesnarmudt yessenĖat-d lebyi n uzbu mgal aynuslay, s tmezdit n tmacinin i d-yerzan tatrara yer wayen yerzan tigemmi tamensayt. Tinđi : Frommage, Dattes et terroir, awal tinđi ħas ulamma d awalnut deg teqbaylit, acu kan yesdukul tamusni n leqbayel d yimuhay deg wayen yerzan tanezzut. Amsenzu yefka azal i tdamsa-ines tadigant mebla ma yettu ad as-yeg assay n wagramaziy deg usihar aduklan. Thabzimt Mercerie, aseqdec n usħun-a yesean tixuħert meqqren yer Yimaziyen akken ma llan yettunefk-as wazal sħur umsenzi-ya mi t-yesseqdec deg ugallis-ines, ula d aseqdec n usekkil n "z" s tfinay deg tira n ugalis-a yerra azal i umennuy s i yumen umsenzi am wakken yebħa ad d-yesken zzux-ines ħef tmagit tamaziyt s usenĖet n ccbaħa d tmusni n Yimaziyen deg yiselsa-n sen.



Tugna 8 Thabzimth Mercerie**Tugna 9 Azar machines**

Mohand Tilmatin yessegzay-d belli "asilew n tmaziyt deg yidgan iɣermanen d tiririt ɣef ureyyef amazray" (Tilmatine, 2011 : 67). Igalisen-a ur llin ara kan d iɣefsan n tnezzut, maca d inagan i yettarran iberdan d annar n tmagit ɣef umezruy d yidles ma d aseɣdec-n sen deg yirmuden n tnezzut (tismahalin, asečču, tazuri n tegnut) yeskanay-d tiheci n Yimaziyen deg useɣdec n yiram-d-a deg wattalen atraren.

4.4 Iwalnuten : Asmenyet d usitrer amaziɣ: 06 n yigalisen i irefden awalen imaynuten ur nettawaseɣdec s waṭas deg tmeslayt taqbaylit tuzzilt, ayen ara imeslen tutlayt yer tilawin timiranin. *Ecole de formation professionnelle Tussna*. Awal-a yettafk azal i tmusni d usegmi. Deg tesnasmult, awal-a yessenɛa-t-d anefli n wallay, deg tesnarmudt, yemmal-d aselmed s wazalen n teqbaylit d tmagit tamaziɣt yescɣarwen tutlayin timeqranin i yesdakalen azalen-n sen deg tutlayt. *Thalwit Travels & Events* yemmal-d tarusi d lehna. Amsenzu yessumur-d tirit tamerrayt tushilt, asɣal n tatrara yettqadaren tigemmi tadigant. *Librairie et cosmétique Imru* yeqqen gar tira d usebdeɣ yer urmud yertin. Afran-a yesmektay-d s wazal i fkan Yimaziyen i tira d usnulfu n unagraw n usiskel. Deg tidet d tiyri n umsenzi maci kan i yimsay maca i tmetti akken ma tella akken ad ten-yenced yer ubrid n tatrara d yimal s tikci n wazal i tutlayt tayemmat, ayen ara igen alɣud gar wansay d usmuɣel. Aseɣdec-n sen deg uselmed, deg tmerrit akked tnedlist yesbeyyin-d lebyi n urfad s tmagit tamaziɣt yer tatrara.

**Tugna 10 EFP Tusna****Tugna 11 Librairie cosmétique Imru**

4.5 Amawal uzzig : tudert tayalast: 10 n yigalisen i i refden irmawen seg umawal uzzig yettusɣdecen deg tudert n yal ass, ayen i d-yeskanayen iħulfan n temdawit *Librairie papeterie*

Tamusni tefka azal i tmusni deg wadeg adelsan. Deg tesnasmult, isem-a yessenεat-d tiherci deg wattal adelsan ma deg tesnarmudt yemmal-d amek ara neqqen tamusni d tmagit tadigant. *Quincaillerie Axxam brico* yesdukul asluffes d uxxam aqbayli, d asyal n usehbiber yef yifarisen i d-yettwaxdamen zik-nni deg ugni n uxxam aqbur. *Boutique Thafath* yessenεat-d ccbaha d usirem, ayen ara imeslen tanezzut am wadeg yedwan i yimsay. *Hotel Thziri* yeslanay-d asteεfu deg umkan udyiz ideg amdan yezmer ad yesgunfu wad ifares ccbaha i d-tettak tziri deg usunsu-ya. Agalis aneggaru d *Tazmert body-food* taħanut-a i yuzgen deg yisufar n yinaddalen lada wid i irefden tazayt, yesseqdec awal n tezmert akken ad yeg deg wallay n yimsay tazmert i s sean zik leqbayel yettqabalen tudert mebla waṭas n waṭtanen i d-tḥettem tudert tamirant. Bab n ṭħanut yerna yura asekkil n “z” s uzamul n Yimaziyen akken ad yessiweḍ izen s usdukkel n tezmert d umennuy yef tmagit tamaziyt.



Tugna 12 Tazmert body food



Tugna 13 Librairie papeterie Tamusni

Taggrayt: Tazrawt-a tnuda deg tihawt n wawalen n tmaziyt (taqbaylit) deg yigalisen n tnezzut yuran s tefransist deg temdint n Bgayet, i d-yesbeynen tamilit-nsen deg teṣki n tmagit tamaziyt deg udemkal asnilsan agtutlayan. S ttawil n tesleḍt n 50 n yigalisen i d-negmer deg yiberdan imeqranen n temdint, tagmi-ya tefka-d tafat yef wassayen inamkanen i idemren imsenza akken ad gen anermis gar snat n tutlayin : tafransist d tmaziyt ideg inumak d wazalen ttemgiriden ilmend n yal yiwet deg-sent. Anekmar asnilesmetti i nesseqdec tezdi gar tesnasmult akked tesnarmudt, yessuref i uεeddi yef tyuri tagelmant taħerfit akken ad tawed yef unadi n wazal azamulan d yirmad inmettiyen yeqqnen yer yisfernan isnilsanen. Timiḍranin yecban ademkal asnilisi akked tesnasmult taħermant εawnen-ay deg usbeddi n tizri i tigzi n tumant-a, ayen i ay-yeḡḡan ad negzu tarrayin n yimsenza deg umsal n yigalisen-nsen am yidgan n usilew adelsan d uzbu mgal taynuslayt tasnilsant.

Igmaḍ sbeyyinen-d asidef n tmaziyt deg yigalisen n tnezzut maci d afran aħerfi asnarmud yerzan tanezzut, maca d aqdic metεemmed i d-yeskanayen zzux s tmagit d wassay yeqqnen yer umezruy n

Yimaziyen. Deg usihar asnilsan ideg tafransist tettuneḥsab d tutlayt tameywalt s wayes-s i tessawaḍ izen n tmaziyt. Timesgit-a tessegzay-d yiwet n talɣa n uzbu adelsan ideg imsiwal seftayen deg yidgan iɣermanen akken ad jerden takatut-n sen timezdit. Ƴas akka, amḍan ameɣyan n yigalisen-a, skanayen-d amur ameqran n yigalisen n tefransist yuɣen tallunt meqqren deg temdint n Bgayet ayeni d-yeskarayen aseɣzu gar tutlayt d tmagit deg temdint ideg imsiwal tuget-n sen (ugar 99% d iqbayliyen).

Tazrawt-a day teldi-d igli i unadi s telqey deg usezrew n yidemkal isnilsanen deg tmurt n Lezzayer, ladɣa deg temdinin timazɣawalin neɣ tierabwalin, akken ad tettuserwsent tseṭraṭiyyin n tmagit deg usmel aɣelnaw. Akken day i aɣ-tnecced ad nezrew azerrer n tsertiyin tsnilsanin timaynutin, am usenseb n tutlayt tamaziyt, ɣef tmesgiwin n tnezzut d tneyrimt. Deg taggara, nezmer ad d-nini belli igalisen deg temdint n Bgayet ur llin ara kan d iḍfesa yuran imi yettuneḥsab d adiwenni yeddren gar tutlayin d tmagiyin i d-yeswerrayen amek tga tezmert n yimdanen deg umsal n twennaḍt-n sen deg watal agtutlayan yezgan yettmeskil.

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Tijenţad :

U°	Awal n tmaziyt	tafransist	Taerabt
01	Aḍefsu/iḍefsan	Fronton	واجهة
02	Tarfudt	Prestige	هبة
03	Tayelyalt	Écho	صدى
04	Timesgit	Pratique	ممارسة
05	Ademkal	Paysage	المشهد
06	Amummi	Appartenance	إنتماء
07	Alyud	Équilibre	توازن
08	Tesnumigin :	Mythologie	علم الأساطير
09	umyi	Mythe	أسطورة
10	Asyal/isyal	Signe	علامة
11	Asilew	Affirmation	تأكيد
12	Taynuslayt	Uniformisation	التوحيد القياسي

¹ La sémiologie, au contraire [de la linguistique], vise à prendre en charge tous les systèmes de signes, quelle que soit leur substance et quelles que soient leurs limites : elle ne se limite pas à la langue, mais s'étend aux images, aux gestes, aux sons, aux objets, et à toutes les formes complexes qui constituent les rituels, les comportements ou les mythes.

² « Les langues dans l'espace urbain sont des outils de communication, mais aussi des symboles de pouvoir et d'identité »