

# An International Conference

On

*Languages, Cultures and Media at the Crossroads*

## Call for Participation

Organized by

Research Lab: Culture, Représentation, Éducation, Didactique et Ingénierie de Formation.

Faculty of Letters and Human Sciences Dhar El-Mehraz, Fez.

*Friday and Saturday, December 22<sup>nd</sup> & 23<sup>rd</sup>, 2023*

*Venue: FLDM, Room: Al-Quaraouiye, Fes, Morocco.*

## Rationale

Throughout the history of humankind, geography, ethnicity, identities and political boundaries have contributed to the establishment of differences and distinctions among different nations. Societies, like any other species, need to reproduce to survive, and languages, cultures and media cultivate attitudes and behavior that predispose people to comply with established ways of thought and conduct, thus integrating individuals into a specific socio-economic system. Recently, in this globalized world, the latest far-reaching changeovers that have shaken the world have brought the key questions of the apparently all-embracing roles of these constructs to the forefront of academia and pensive scholarship. Greater than ever before, languages, cultures, and media have started to shape our identities as well as the intensity of intercultural contacts, and yield to a greater heterogeneity of modern societies not only through content consumption, but also through content creation with modern technologies. Forms of media culture like television, film, popular music, magazines, and advertising provide role and gender models, fashion hints, lifestyle images, and icons of personality. The narratives of media culture offer patterns of proper and improper behavior, moral messages, and ideological conditioning, sugar-coating social and political ideas with pleasurable and seductive forms of popular entertainment. By so doing, media and consumer culture, cyberculture, sports, and other popular activities compel people to adopt new practices, which integrate them into the established society, while offering, at the same time, pleasures, meanings, and identities. Various individuals and audiences respond to these texts disparately, negotiating their meanings in complex and often paradoxical ways. This complex relationship has succeeded to absorb elements through contact with each other. Further, globalization creates new linguistic and cultural landscapes and leads people to develop new identities, which enable them to negotiate and interact in a more positive manner with the *significant other* in Cooley & Mead's sense. These multi-dimensional interactions fascinate researchers from a wide range of backgrounds and theoretical or methodological orientations. Undoubtedly, it is through the analogy of data and techniques from fields as diverse as linguistics, pragmatics, discourse analysis, media studies, cultural studies, languages studies that we can hope to address various aspects of the interconnectedness between languages, cultures and media in an innovative and comprehensive way and thus to answer the need for cognitive pluralism in these fields. Hence, enormous studies have been conducted to revitalize a sector that has been a target of high-pitched criticism and debate by various national and international reports. The aim of the conference is to encourage development in the field of humanities and social sciences that address relationships between research on media and cultural analysis practice as well as to carry out research projects on internationally topical issues, which are significant for Morocco and the world more precisely in the field of languages, cultures and media studies. It also aims to bring together scholars, academicians, and researchers addressing these subjects to unravel the most cutting-edge challenges and perspectives in the light of continuous change and advancement in the state social and cultural system. Questions will, therefore, address particular problems that face all of us involved in inter- and cross-disciplinary research. Hence, we encourage contributions which address primarily, though not exclusively, the following topics:

## Thematic Areas/Tracks

- Globalization and Cultural Studies in Higher Education.
- Literature and Literary Studies in Higher Education
- Media Studies and Issues of Democracy
- Language, Power, and Media
- Screen Cultures and Media Arts
- Research in Communication, Media, and Cultural studies

- Cultures and Languages in Contact or in Conflict.
- Cultural Translation and Postcolonial Discourse.
- Gender, Media, and Popular Culture
- Amazigh culture and language
- Sociolinguistic Issues and Identity
- Cultures and languages across the curriculum
- Current issues in Applied Language Studies
- Digital youth culture
- Cultural Politics of Difference
- Language Planning and Language Policy

## Oral Presentations:

20-minute oral presentations followed by 10 minutes of discussion. A laptop with Internet connection and Data show will be provided in the Conference room. Please let us know if any other equipment is needed.

## Organizing Committee:

Prof. Sadik Madani Alaoui; Prof. Tayeb Ghourdou; Prof. Latifa Belfakir; Prof. Mohammed Moubtassime; Prof. Abdelaziz El Bekkali. Prof. Mohamed Bennis; Prof. Khalid Houssaini.

## Scientific Committee:

Prof. Sadik Madani Alaoui; Prof. Tayeb Ghourdou ; Prof. Latifa Belfakir ;Prof. Mohammed Moubtassime; Prof. Kebir Sandy; Prof. Khalid Bekkaoui; Prof. Sadik Rdad ; Prof. Abdelatif Khayati ; Prof. Malika Khandaghi; Prof. Anass Fassi Fehri; Prof. Mohammed Bennis ; Prof. Souad Slaoui; Prof. Abderrahim El Karfa ; Prof. Said Chemlal; Prof. Mhidia Abarchah ; Prof. Ammari El Houssine; Prof. Khalid Houssaini ; Prof. Najib Bouhout ; Prof. Mohamed Elkandoussi ; Prof. Abdelaziz Kesbi, Prof. ElHoucine Ammari ; Khalid Houssaini, Prof. Badia El Harraki; Prof. Marjane Driss; Prof. El Mokhtari Farida; Prof. Manar Eddahbi; Prof. Asmae Achahbar; Prof. Abarchah Mhidia.

## What to send :

- **250 word abstracts**, proposals should be submitted by Friday & Saturday, Dec 1<sup>st</sup> & 2<sup>nd</sup>, 2023. All submissions will be minimally reviewed, under anonymous conditions, by a global panel drawn from members of the Scientific Team and the Advisory Board.
- Abstracts should be in Word format with the following information and in this order: a) author(s), b) affiliation as you would like it to appear in program, c) email address, d) title of proposal, e) body of proposal, f) up to **5 keywords**.

## Important Dates:

- Abstract submission deadline: December 1<sup>st</sup>, 2023.
- Notification of acceptance: December 8<sup>th</sup>, 2023.
- Full paper submission: December 15<sup>th</sup>, 2023
- Conference Day: Friday and Saturday 22<sup>nd</sup> & 23<sup>rd</sup>, 2023.

## Contact persons:

Abstracts should be submitted simultaneously to the Conference chairs with listed emails:

**Prof. Sadik Madani Alaoui.** [sadik.madaniaalaoui@usmba.ac.ma](mailto:sadik.madaniaalaoui@usmba.ac.ma)

**Prof. Tayeb Ghourdou.** [Tayeb.ghourdou@usmba.ac.ma](mailto:Tayeb.ghourdou@usmba.ac.ma)

**Please note:** This event is an inclusive inter- and cross-disciplinary research and is a publishing project. It aims to bring together people from various areas and interests to share ideas and explore numerous discussions which are original and stimulating.