

THE MOROCCAN-AMERICAN STUDIES LAB  
ORGANIZES

THE **8<sup>th</sup>** NATIONAL CONFERENCE OF  
DOCTORAL STUDENTS ON  
**LANGUAGE AND TRANSCULTURALISM**  
CURRENT ISSUES & FUTURE DIRECTIONS

**18-19** APRIL 2024



Keynote

*Address by:*

**Pr. Ahmed Ech-charfi**

Mohammed V University of Rabat



# THURSDAY

18 APRIL 2024 | 09:00AM - 05:30PM

ABDELOUAHED KHAIRI'S CONFERENCE ROOM

## PROGRAM

### ✦ OPENING

08:30

**Registration**

09:00 - 09:30

**Opening speeches:**

- Dean's Speech
- Conference Coordinators' Speech

09:30 - 10:15

**Keynote Address:**

**Emotion Terms in Arabic and English: A Study in Linguistic Relativity**

Pr. Ahmed Ech-charfi, Mohammed V University of Rabat

CHAIR: Pr. Abdelmajid Bouziane

### ✦ MORNING SESSION I: Translation Studies

**Chair: Pr. Taoufik Jaafari**

10:15 - 10:30

**Problematic of Translating Political Discourse in Media: "Barack Obama's Speech" as a Case Study**

Albakri Abdeslam, Ibn Tofail University, Kenitra

10:30 - 10:45

**Translating Orality: The Case of Translating from Moroccan Arabic into English**

Hajjaj Mouna, Cadi Ayyad University, Marrakesh

10:45 - 11:00

**Cultural Transmission Through Translation: A Case Study of English into Arabic**

Jannat Aimane, Cadi Ayyad University, Marrakesh

11:00 - 11:15

**Language and Cultural Context in Translation: Exploring the Impact of Cultural Context on Arabic-English Translation**

Lahmidi Idrissi Abdelkhalak, FLHS-M, Hassan II University of Casablanca

11:15 - 11:30

**Discussion**

11:30-11:45

**Break**

### ✦ MORNING SESSION II: Identity, and Social Dynamics

**Chair: Pr. Reddad Erguig**

11:45-12:00

**Towards a Socio-Cultural Framework of Disability in Morocco**

Taswari Amine, FLHS-B, Hassan II University of Casablanca

12:00-12:15

**Comic Representation of the Self in Morocco and in the U.S.: Situation Comedy as Case Study**

Hayi Zineb, FLHS-B, Hassan II University of Casablanca

12:15-12:30

**Cultural Resistance in Moroccan Cinema: Postcolonial Perspectives and Politics of Identity**

Hajjaji Younes, Chouaib Doukkali University, El Jadida

12:30-12:45

**National Identity and Civic Values in the Era of Globalization: A Case Study of Moroccan Youth**

Benfraiha Safae, FLHS-B, Hassan II University of Casablanca

12:45-13:00

**Discussion**

13:00-14:30

**Lunch Break**

## ✦ AFTERNOON SESSION I: Gender Representations

**Chair:** Pr. Mohamed Sghir Syad

14:30 - 14:45

**Gender Representation: Orientalism in American Women's Travel Writing on Morocco**  
Boulifa Chaimae, Abdelmalek Essaadi University, Tetouan

14:45 - 15:00

**The Construction and Subversion of Masculinity and Femininity in "The Silken Cage"**  
Moussaoui Abdelghani, Chouaib Doukkali University, El Jadida

15:00 - 15:15

**Unveiling Patriarchal Realities: A Comparative Analysis of Women's Struggles in Nawal Saadawi's "A Daughter of Isis" and Fatima Mernissi's "Dreams of Trespass: Tales of Harem Girlhood"**

Lehfid Ahmed, FL-DM, Sidi Mohamed Ben Abdellah University, Fès

15:15 - 15:30

**Unveiling Gendered Language in Legal Discourse: The Case of the Moroccan Family Code**

Agdal Youssef, Sultan Moulay Slimane University, Beni Mellal

15:30 - 15:45

**Discussion**

15:45 - 16:00

**Break**

## ✦ AFTERNOON SESSION II: Literature, Arts, and Cultural Diversity

**Chair:** Pr. Khalid Lahlou

16:00 - 16:15

**Surviving the Sense of Arab Family in the West: The Arab Moroccan Immigrant Family in Laila Lalami's "The Other Americans" as a Case Study**

Ait Nasseur Hassan, Ibn Tofail University, Kenitra

16:15 - 16:30

**Memory and Belonging in Contemporary Moroccan Jewish Literature**

Bourha Laila, Abdelmalek Essaadi University, Tetouan

16:30 - 16:45

**The Dynamics of Otherness in Laila Lalami's "The Other Americans" (2019) and Leila Slimani's "The Country of Others" (2020)**

El Abdelaoui Ali, FLHS-B, Hassan II University of Casablanca

16:45 - 17:00

**From Moussem to Festival: A Zoom on Arts Festivals in Morocco**

El Houcine Rabhi, FLHS-B, Hassan II University of Casablanca

17:00 - 17:15

**A Collective Agency towards the Documentation of Moroccan Oral Storytelling: The Literary Adventure of Paul Bowles and Mohammed Mrabet in Postcolonial Tangier**

Essrhir Inass, Abdelmalek Essaadi University, Tetouan

17:15 - 17:30

**Discussion**

## ✦ MORNING PARALLEL SESSION I:

**Parallel SESSION IA (Khairi Conference Room): Language, Representation, and Identity**

**Chair:** Pr. Ayoub Loutfi

09:00 - 09:15

**Collecting Hassaniya Folktales in the Age of New Technologies**

Ma-El Ainin Mohamed Fadel, FL-DM, Sidi Mohamed Ben Abdellah University, Fès

09:15 - 09:30

**Translating and Analyzing Folktales from the Souahel Region: Storytelling as a Form of Exploring Cultural Identity**

Ouachan Abdelmajid, FLHS-A, Hassan II University of Casablanca

09:30 - 09:45

**Multilingualism and Education in Morocco: The Implication of Power and Ideology in Language Use and Attitudes**

Rougui Sanaa, Chouaib Doukkali University, El Jadida

09:45 - 10:00

**Moroccan Teachers' Attitudes towards Jewish Cultural Elements During the Gaza Conflict: A Descriptive Analysis**

Regragui Ayoub, Mohammed V University, Rabat

10:00 - 10:15

**The Role of the Literary Translator**

Serraj Youssef, Mohammed First University, Oujda

10:15 - 10:30

**Discussion**

10:30 - 10:45

**Break**

## ✦ MORNING SESSION II: Social Media and Multiculturalism

**Chair:** Pr. Meriem Harrizi

10:45 - 11:00

**The Role of Social Media in People's Perception of Reality**

Makouar Omar, FL-DM, Sidi Mohamed Ben Abdellah University, Fès

11:00 - 11:15

**Immigrant YouTubers' Subtitling: Foreignization as a Means of Local-Culture Visibility and Communication Across Cultures**

Er-ramy Yassine, Mohammed V University, Rabat

11:15 - 11:30

**The Role of Social Media in Fostering Multiculturalism within the Classroom: A Simple Literature Review**

Benamrane Mohammed & El Guermat Abdel Moula, Mohammed First University, Oujda

11:30 - 11:45

**Critical Discourse Analysis of Anti-Intellectualist Discourse in Pseudo-Scientific YouTube Content**

Mizmani Youness, FLHS-B, Hassan II University of Casablanca

11:45 - 12:00

**Discussion**

12:00 - 14:00

**Lunch Break**

**Parallel SESSION IB (Salle de Reunions): Globalization, Language, and Media**

**Chair:** Pr. Abderrahim Chalfauat

**The Language of Tourism Advertising in Morocco**

Rafik Meriem, Cadi Ayyad University, Marrakesh

**The Linguistic Impact of Globalization: A Critical Discourse Analysis of Language Shift in Moroccan Media and Its Influence on Audience Attitudes and Ideologies**

Malki Oujidane, Mohammed First University, Oujda

**Metaphors that Divide: Analyzing the Representation of Islam in the Daily Mail through a Cognitive and Critical Lens**

Tamlakoutan Azzeddine, Ecole Normale Supérieure (ENS), Tétouan

**The Democratization of Public Sphere in the Era of Web 4.0**

Badri Khadija, Abdelmalek Essaadi University, Tetouan

**Discussion**

## ✦ AFTERNOON SESSION I: Language Learning and Pedagogy

**Chair:** Pr. Sana Lamtara

14:00 - 14:15

**The Use of Mobile-Assisted Language Learning in Enhancing Students' Learning Autonomy in EFL: High School Teachers' Attitudes**

El Moudden Amine, FLHS-A, Hassan II University of Casablanca

14:15 - 14:30

**Assessing Students' Acceptance of AI Writing Tools at the Department of English Studies at the Faculty of Letters and Humanities Ben M'sik**

Malmous Mouad, FLHS-B, Hassan II University of Casablanca

14:30 - 14:45

**The Impact of Video Games on the Vocabulary Acquisition of Moroccan EFL Learners**

Sabiri Abdennour, FLHS-B, Hassan II University of Casablanca

14:45 - 15:00

**Discussion**

15:00 - 15:15

**Break**

## ✦ AFTERNOON SESSION II: Innovation in EFL Teaching

**Chair:** Pr. Ilham Malki

15:15 - 15:30

**Moroccan Higher Education: The Role of Learning Management Systems in Language Teaching in the 21st Century**

Hzim Zineb, Ibn Tofail University, Kenitra

15:30 - 15:45

**Innovative Approaches to Teaching History through Film: Exploring the Civil War Through Edward Zwick's Film "Glory" (1989) as a Case Study**

Farsi Imane, Sultan Moulay Slimane University, Beni Mellal

15:45 - 16:00

**An EFL Story-Based Textbook Supported by a Moodle Platform: Bridging the Gap between Face-to-Face and Online Learning**

Gliouine Badr, FLHS-B, Hassan II University of Casablanca

16:00 - 16:15

**Discussion**

16:15 - 16:30

**CLOSING CEREMONY**

18-19  
APR,  
2024

THE 8<sup>th</sup>

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## CONFERENCE COORDINATORS:

- **Conference Administrative Coordinator:** Abdelaziz Boudlal
- **Conference Main Coordinators:** Khalid Chellali & Youness Mizmani

## SCIENTIFIC COMMITTEE:

### MAS-Lab Permanent Members at Hassan II University of Casablanca:

- Rachid Benfares
- Chakib Bnini
- Abdelaziz Boudlal
- Hassan Bourara
- Abdelmajid Bouziane
- Abderrahim Chalfaouat
- Mounia El Amrani
- Samir El Azhar
- Rachid Elkhayma
- Meriem Harrizi
- Taoufik Jaafari
- Mohamed Kandoussi
- Sana Lamtara
- Ayoub Loutfi
- Ilham Malki
- Mohamed El Amine Moumine
- Hajar Ouknider
- Samira Rguibi
- Mohamed Sghir Syad
- Said Zaidoune

## ORGANIZING COMMITTEE:

### Faculty:

- Abdelaziz Boudlal
- Samir El Azhar
- Meriem Harrizi
- Taoufik Jaafari
- Mohamed Kandoussi
- Ayoub Loutfi
- Mohamed El Amine Moumine
- Mohamed Sghir Syad
- Said Zaidoune
- Khalid Lahlou

### MAS-Lab Doctoral Students:

- Khalid Chellali
- Youness Mizmani
- Zineb Hayi
- Abdenmour Sabiri
- Safae Benfraiha
- Meryem Lyahyaoui
- Hamza El Ajadi
- Ayoub Laabidi-Rguibi
- Mouad Malmous

### Master Students:

- Aya Moubariki
- Mehdi Dadi
- Nor Ouabiba
- Aymane Oubad
- Hiba Dnaya
- Chaimae El Bachary
- Zakaria Farid
- Yassine Lchgary
- Mariam Chafki
- Oussama Bouyaakobi
- Ayyoub Elmoatadid Billah
- Brahim Boumaiz
- Hanane Alaoui

**Moroccan-American Studies Lab.**  
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