



ORGANIZING COMMITTEE

Scientific Committee

- EL KIRAT EL ALLAME, Yamina**
FLHS, Mohammed V University in Rabat, Morocco
- DRESCHER, Martina**
BIGSAS, Bayreuth University, Germany
- MÜHLEISEN, Susanne**
BIGSAS, Bayreuth University, Germany
- AZHAR, Adil**
ENS, Mohammed V University in Rabat, Morocco
- BELHIAH, Hassan**
FLHS, Mohammed V University in Rabat, Morocco
- BELGHITI, Karima**
FLHS, Mohamed Ben Abdellah University in Fez, Morocco

Support Team

- ACHKARI BEGDOURI, Ismail**
- ZAKARIA, Othmane**
- HZIM, Zineb**
- IDHSSEIN, Abdellah**
- EL HADARI, Taha**
FLHS, Mohammed V University in Rabat, Morocco

AFRICAN LINGUISTIC LANDSCAPES AND LANGUAGE INTERACTION IN TRADITIONAL AND GLOBAL CONTEXTS

Venue:

CHARIF EL IDRISSE AMPHITHEATER

Faculty of Letters and Human Sciences
University Mohammed V in Rabat, Morocco

CONFERENCE PROGRAM

May, 4th - 5th, 2017



DAY 1 - Thursday, May 4th

Opening Session

9:00 University President: Dr. Saaid AMZAZI
 9:40 Faculty Dean: Dr. Jamal Eddine EL HANI
 Welcome speeches Conference Coordinator: Dr. Martina DRESCHER & Dr. Susanne MÜHLEISEN
 Conference Coordinator: Dr. Yamina EL KIRAT EL ALLAME

Break

Session 1: African Languages, Diversity and Policy I

Chair: Hassan BELHIAH

10:00 Linguistic Hybridity in Morocco: Connecting the Local and the Global,
 10:20 *Mustapha IMOURI*
 10:20 The Power of Language in Morocco: Elitism through Language Proficiency,
 10:40 *Yamina EL KIRAT & Karima BELGHITI*
 10:40 Projecting African Linguistic Diversity in Post-independence Nigerian Fiction,
 11:00 *Oluwole COKER*
 11:00 The ‘re-relocalization’ of French in Superdiversity,
 11:20 *Fiona MCLAUGHLIN*

Discussion

Break

Session 2: African Languages, Diversity and Policy II

Chair: Susanne MÜHLEISEN

14:30 African Language Policy: Trends of Regional Integration,
 14:50 *Mohammed GUAMGUAMI*
 14:50 Globalization and Language Policies in Morocco,
 15:10 *Rachid AGLIZ*
 15:10 Codeswitching in EFL Classes of Native Vs. Non-Native Teachers: Challenges
 15:30 and Solutions for Improving Teacher Talk and Student Participation,
 15:30 *Fadhila HADJERIS & Conor M. QUINN*

Discussion

Break

Session 3: Language Use and Diversity I

Chair: Karima BELGHITI

16:20 Communication Dynamics, Perceptions and Attitudes of Chinese and Kenyan
 16:40 Road Construction Workers on Chinese Language for
 Socio-Economic Development,
K. Patrick MAELO & Billian Khalayi OTUNDO
 16:40 Language Diversity and Language Evolution in Algeria: The Case of Biskra Re-
 17:00 gion, *Ramdane MEHIRI & Ahmed Chaouki HOADJLI*
 17:00 Languages Use and its Impacts in the Design of Talk in Interaction in Marketing
 17:20 Health Products within Inter-urban Transports in Cameroon,
Ngawa MBAHO

Discussion

Session 4: BIGSAS Panel

Chair: Martina DRESCHER

8:30 Introducing Bayreuth International Graduate School of African Studies (BIGSAS)
 8:50 *Susanne MÜHLEISEN*

8:50 Adresses ‘‘coxeurs-passagers’’ dans les négociations conversationnelles
 9:10 en Côte d’Ivoire,
Drabo ADAMA

9:10 When Local Languages Come to the Rescue of French in Ivory Coast,
 9:30 *Oumarou BOUKARI*

9:50 Language and Interaction in the Chinese Communities in Cameroon:
 10:10 A Sociolinguistic Profile,
Joelyne KENNE

Discussion

Break

Session 5: Languages and Identities

Chair: Ahmed ECH-CHARFI

11:00 Possible Selves, Identity Construction and Moroccan Learners’ Choice of a Lan-
 11:20 guage Learning Experience,
Nourddine AMROUS

11:20 English as an Alternative Cultural Capital for EFL Students in the Multi-discourse
 11:40 Landscape in Morocco,
Adil AZHAR

11:40 English and identity construction: Analyzing language use in the Bukusu funeral
 12:00 sermon,
Simon Nganga WANJALA

Discussion

Break

Session 6: Applied African Languages

Chair: Adil AZHAR

14:30 Linguistic Diversity in Audiovisual Translation,
 14:50 *Fatma BEN SLAMIA*

14:50 Al-Fad’s Effect vs. Rabelais’ Effect in Diglossia: Some Preliminary Remarks,
 15:10 *Ahmed ECH-CHARFI*

15:10 Amazigh Status and Teaching: Problems and Future Perspectives,
 15:30 *Hassan ZAID*

Discussion

Closing Session

16:00

DAY 2 - Friday, May 5th