ics Universidad de Navarra
Institute for Culture and Society

MARIE CURIE ACTIONS

Conference on Transitional Texts (Nov 1-Nov 3, 2018)
Institute for Culture and Society
University of Navarra (Pamplona)

NOVEMBER 3
11:00-11:30 Adil Moustaoui Srhir (University Complutense of Madrid)

From oral to written language: New literacy practices in Moroccan Arabic in public space

The use over the last years of Moroccan Arabic (MA) in the Linguistic Landscape (LL) as a new literacy practice has increased considerably in private spaces that are not under the control of the state or any official state institution. Given this visibility and effective use of literacy practices in MA in contexts of social interaction, the new LL has become an area of research for sociolinguistics of writing on Morocco.

In addressing in this paper the question of the use of Moroccan Arabic as written language in the new Moroccan linguistic landscape and also as an engaged language policy, we aim to find answers to the following questions focusing my analysis on the urban space:

- What gave rise to the adoption of MA as a written language and linguistic resource within a language regime historically characterized by hierarchy and language subordination?
- Is there a relationship between the use of literacy practices in MA on LL and other linguistic practices in MA?
- What is the sociolinguistic and sociopolitical dimensions of the use, writing and visibility of MA in the public space and also to see to what extent there exists (or not) a model(s) that could be considered 'standard' for the writing of MA in the public space?

Our initial theoretical and methodological framework is the Sociolinguistics of writing (Lillis and McKinney 2013, Lillis 2013) and LLS (Linguistic Landscape Studies) (Blommaert 2010, 2013).

All the examples that we will analyze are in MA and collected in the five last years from different cities and spaces.

Keywords: Standard Arabic, Moroccan Arabic, Literacy, linguistic landscape