



MASTER U COMMUNICATION
DES ORGANISATION ET SOFT SKILLS

Call for Papers 2025

Essaouira Higher School of Technology

In collaboration with

**The Action and Research Group in Communication,
Culture and Organization**

**The Master's Program in Communication
of Organizations and Soft Skills**

**The Master's Program in Communication, Media
and Creative Industries**

**The Master's Program in Linguistic Approaches:
Theories, Analysis, and Cultural Contexts**

Organize the Third International Colloquium

Under the theme:

**Language, Discourse, and Society in Transition:
Multi/Interdisciplinary Perspectives**

April 22nd-23rd, 2025



Calendrier des sciences
humaines et sociales



**INSTITUT
FRANÇAIS**

Essaouira

Language, Discourse, and Society in Transition: Multi/Interdisciplinary Perspectives

CONFERENCE RATIONALE

Language and society are dialectically linked. From this perspective, words function as signifiers, indicating a reality outside them and, in turn, determining them. In this sense, given its transitive nature, language can serve as a tool for categorizing a plural reality. It “conveys the speaker’s perspective on what they are referring to and the stance they adopt toward other terms for that reality.” (Bres, 1998). In this regard, studying how language is used to organize information offers the possibility of adopting a panoptic position to highlight power dynamics, divisions, identity issues, attitudes, social imaginaries, and beliefs...

In the same way, the literature dedicated to the subject highlights how society, in its broadest sense, serves as an essential entry point for understanding the complexity of linguistic dynamics. It is described as a framework that shapes the norms, practices, and representations related to language (Gadet, 2007; Feussi & Bulot, 2012; Heller & McElhinny, 2017; Blommaert, 2018; Blanchet, 2019). Power relations, identity claims, inequalities, migrations, media, and educational policies directly influence the linguistic practices of individuals and groups, making society a crucial analytical tool for understanding the transformations and tensions surrounding languages and discourses.

Far from being a cliché, the significance of the link between discourse and society remains relevant, as it helps “solve the questions posed by the real world” (Labov, 1988, p.182). Indeed, such an approach “has the means to show how things happen, why, and with what consequences” (Boutet & Heller, 2007). Contemporary sociolinguistic perspectives confirm this trend by exploring professional, sociopolitical, and cultural fields as objects of comprehensive analysis, thereby stimulating intervention projects. By attempting to integrate material and symbolic relations between individuals, groups, and institutions into its object of study, sociolinguistics thus provides renewed tools to address major social challenges, particularly those related to inclusion, gender, equality, and diversity management.

The attempts to institutionalize the relationship between language and society have led to the formation of several academic fields that aspire to address the transformations of modern society. This is the case with discourse analysis, a discipline whose epistemological premise is based on the idea that “discourse is constitutive of social life” (Angermuller, 2017). The connection between discourse and society becomes clear through the increasing range of observable phenomena, as well as the categories of thought and analysis that today’s discourse analysts adopt to account for social meaning in its evolving dimension.

This evolution becomes evident in various circulating discourses. Such is the case with emerging journalistic discourse, which, by shifting from a linear approach to a polyphonic, interactive, and participatory model, has signaled the birth of a critical and active public (Miranda Dos Santos, 2023), subjecting the notion of “truth” itself to constant debate (Khoudri, 2022). This

paradigmatic shift (which, it should be noted, leaves visible marks on discourse) has accelerated the development of new ways to approach information dissemination practices (Calabrese, 2014). Consequently, it can be stated with absolute certainty that communication practices, through the strategies employed to engage the public and guide debates, are directly influenced by social changes.

In this light, this international conference focuses on the complexity of social practices influenced by linguistic activity. It seeks to serve as a platform where linguistic sciences converge with social sciences. The conference seeks to create a forum for exchange, reflection, and problematization around the links between language, discourse, and the issues of modern society. These connections can be approached through various theories, methodologies, and disciplines within the humanities and social sciences (semiotics, anthropology, linguistics, psychology, philosophy, literature, communication studies, education sciences, sociolinguistics, discourse analysis, etc.), remaining open to potential interdisciplinarity. It is important to note the possibility of working with a diverse corpus drawn from different contexts (social, institutional, political, cultural, economic, legal, educational, professional, digital, etc.) where Empirical data is utilized to establish and validate the knowledge generated. Proposed contributions can also take the form of epistemological, methodological, and critical reflections aimed at (re)thinking the relationships between language and society. In this context, “language” is understood in its broadest sense and encompasses its various modes of expression (oral, written, multimodal).

The conference seeks to address, but is not limited to, the following themes:

- Linguistic diversity, preservation of languages, and declining dialects.
- Discourse as an instrument of power.
- Discourse and identity constructions.
- Globalization and linguistic standardization.
- Linguistic discrimination (glottophobia).
- Languages and migration.
- Communication and social change.
- Communication, culture, and identity.
- Discursive practices in the digital age.
- Discourse and social interactions.
- Journalistic discourse and the social construction of reality.
- Language and/or discourse in journalism.
- Language and education.
- Language and gender.
- Language and/or discourse in teaching and training.

SUBMISSION GUIDELINES

Interested participants are kindly invited to submit an abstract in **French, Arabic, or English** in Word document format. Proposals for paper presentations should also include:

- Author (full name, affiliation, e-mail address, telephone);
- Selected theme;

- Title of the article;
- A summary of 200 to 500 words and a short bibliography of 5 references (in Times New Roman, font size 12, line spacing 1.5);
- Keywords (maximum of 5).

All abstracts are to be submitted via the following email: garcco2022@gmail.com

PRESENTATION MODES

This international conference will be organized in a hybrid format. It will take place at the Essaouira Higher School of Technology, Cadi Ayyad University, Marrakech-Morocco; and online via the Zoom platform. We aim to provide optimal flexibility and accessibility for those who are unable to travel to participate in the conference activities. However, this does not mean that the organizing committee and its partners will adjust their schedule according to the preferences of the speakers.

IMPORTANT DATES:

- Call for abstract submission opens: **October 4th, 2024**
- Abstracts submission deadline: **January 20st, 2025**
- Notification of acceptance: **January 31th, 2025**
- Submission of full papers: **March 31th, 2025**
- Conference days: **April 22nd-23rd, 2025**

PUBLICATION:

A template will be sent to the speakers after the conference. Upon receiving their articles, they will be submitted to a scientific committee, and those selected will be published in a scientific volume with an **ISBN**.

COORDINATORS OF THE CONFERENCE:

Dr. ZARI Hicham (UCA, Marrakech)

Dr. KHOUDRI Abderrafiî (UMI, Meknès)

Dr. El FILALI Adil (UCA, Marrakech)

HONORARY COORDINATORS

Dr. BOUGADIR Balaid, President of Cadi Ayyad University in Marrakech.

Dr. ELKALAY Khalid, Director of the School of Technology in Essaouira.

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Suggested bibliography

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