



The Research Group on Discourse Analysis Sultan Moulay Slimane University

In partnership with

The Faculty of Economics and Management
Mohamed Bassir Foundation For Media Studies
Beni Mellal Municipal Council

and in Collaboration with:

The National School of Business and Management
The High School for Education and Training

Organizes

The 4th International Conference

Under the Theme:

Media, Discourse, and International Relations

 **FLSH, Beni Mellal, Morocco**
 **In Person and Online**
 **April 24th - 25th - 26th, 2025**



Day 1(April 24th, 2025): Opening session

16 :00-16:30	Registration – Sign in desk Faculty of Arts and Humanities, Conference Auditorium Chair (Pr. J. Koubali)
16 :30-17:30	The President of Sultan Moulay Slimane University
	The Wali of Beni-Mellal Khenifra Region
	The President of the Regional Council
	Director of the Russian Cultural Centre in Rabat
	Director of the Pole for Doctoral Studies
	Dean of Faculty of Arts and Humanities, Beni Mellal (FLSH)
	Director of Mohamed BASSIR Foundation for Research Studies and Media
	Director of the National School of Business and Management (ENCG)
	Dean of The Faculty of Economics and Management (FEG)
	Director of the High School for Education and Training (ESEF)
Conference Chair	

17 :30 -18 :00	RECEPTION
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Special Keynote speakers (Chair: Pr. M. Zanzoun)
(Reporter: Pr. R.Akhmassi)

18:00 - 18:30	دور الإعلام والخطاب في تعزيز الدبلوماسية والتفاهم الدولي في عصر العولمة الرقمية محمد أوجار الممثل الدائم للمغرب لدى الأمم المتحدة بجنيف، سابقا
18:30 - 19:00	<i>Sociology of Modern China: A Non-orientalist Approach to Chinese State and Society</i> Turgul Keskin Cappadocia University, Turkey China Global Strategic Research Institute (USA)
19:00 - 19:30	<i>Rewriting the History of Islam in the Western Narratives</i> Driss Bouyahya Moulay Ismail University
19:30 - 20:00	<i>Towards a (Hopefully) Non-Trivial Approach to social media Trivia(-lity)</i> Abdellah El Haloui Cadi Ayyad University

Special Interest Group (Chair: Pr. M. Zakhnini)
(Reporter: I.Eddayf)

20:15 - 20:30	في تقاطع العلاقة بين الاعلامي والسياسي والدبلوماسي بمنطقة المينا أنوار لكحل جامعة عبد الملك السعدي
20:30 - 20:45	الاعلام الجديد والدبلوماسية العامة بدر زاهر الأزرق جامعة الحسن الثاني
20:45 - 21:00	وسائل التواصل الاجتماعي وتحليل الخطاب الصحفي حمزة المتبوي جامعة عبد الملك السعدي
21:00-21:15	وظائف الاعلام الأمني وإدارة الأزمات زكرياء ايت عبد المجيد جامعة الحسن الثاني
21:15-21:30	Discussion

Day 2 (April 25th, 2025): Morning session 1 (Chair: Pr N.Bourima)
(Reporter: Pr. M.Channouri)

09:00 - 09:15	<i>China as a Cause of Trans-Atlantic tension & Disputes</i> Klaws.w.Larres John Hopkins university, Washington DC
09:15 - 09:30	<i>Semantic Battles: The Problem of Linguistic Standardization in the Political Technolect.</i> Youcef Hdouch Ibn Tofail University
09:30 - 09:45	<i>The Paradox of Power and Knowledge: Elitism, Populism and the Exception of the Islamic Golden Age</i> Biliana Popova Al Akhawayn University
09:45 - 10:00	<i>Globalization and Media Influence</i> Brahim Belhad Hassan II University
10:00 - 10:15	<i>Social Networks for Reminiscing and Memory Activism in Mauritania: Reflection on Social Networks Users and their Contribution in Keeping Memories Alive</i> Taleb Bilal Eli University of Nouakchott, Mauritania
10:15 - 10:30	DISCUSSION
10:30 - 10:45	BREAK & Poster Session (1)

Day 2 (April 25th, 2025): Morning session 2 (Chair: Pr. S.Elmouhtarim)
(Reporter: Pr. O.Fadil)

10:45 - 11:00	الدبلوماسية الرقمية: الخطابات الجديدة في السياسة الدولية، الامتدادات والقطائع عبد العزيز كوكاس إعلامي مختص في تحليل الخطاب الإعلامي
11:00 - 11:15	صناعة الوعي بين الخطاب الإعلامي والمدرسة: أي أدوار للمنظومات التربوية مصطفى السليقاني مدير الأكاديمية الجهوية للتربية والتكوين بني ملال خنيفرة
11:15 - 11:30	<i>Teaching ESP for Diplomatic Media and Legal Discourse: Bridging Academia and International Communication</i> Lilit Saakian Yerevan Gladzor University, Armenia
11:30 - 11:45	اللغة والخطاب السياسي: بعض قضايا الإعلام والتواصل محمد حفيظ جامعة الحسن الثاني- الدار البيضاء
11:45 - 12:00	خطاب الشعبية في الإعلام الرقمي بين التضييل والهيمنة إدريس جبري جامعة السلطان مولاي سليمان بني ملال
12:00 - 12:15	DISCUSSION
12:15 - 14:00	LUNCH

Day 2 (April 25th, 2025): Afternoon session 1 (Chair: Pr. S.Mentak)
(Reporter: Pr. M.Bassir)

14:30 - 14:45	نعي الخطاب الدولي: قراءة في الخطاب الترامبي مليكَة الزخيني جامعة السلطان مولاي سليمان بني ملال
14:45 - 15:00	القضاء والإعلام: أية علاقة عبد الرحيم بحار مستشار محكمة الاستئناف بني ملال
15:00 - 15:15	التأطير القانوني للخطاب الإعلامي المهدي النقاش نائب وكيل الملك بالمحكمة الابتدائية
15:15 - 15:30	تأثير لغة الإعلام على التوازنات السياسية الدولية: تأملات وأسئلة عبد الكبير الحسني جامعة السلطان مولاي سليمان
15:30 - 15:45	البعد الديني في العلاقات الدولية: نحو سلام عالمي دائم محمد الناصري جامعة السلطان مولاي سليمان بني ملال
15:45 - 16:00	DISCUSSION

Day 2 (April 25th, 2025): Afternoon session 2 (Chair: Pr. M.Chibi)
(Reporter: Pr. Y.Kadi)

16:00 - 16:15	<i>From Revelation in the Arts of the Islamic Revolution: The Use of Religious Discourses in Shaping Political Thought.</i> Brock Quant Seattle Pacific University
16:15 - 16:30	<i>Le rôle du discours dans la construction des dynamiques du pouvoir en relation internationale</i> Hamid Echcharyf Hassan Ist University
16:30 - 16:45	<i>Langage et Stéréotypes dans les Médias</i> Karima Tounsi INPT- Rabat
16:45 - 17:00	<i>The Internet-Outernet Interface: the Discourse of China's Standards</i> June Wang City university Hong Kong
17:00 - 17:15	<i>La régulation juridique des discours médiatiques entre liberté d'expression et lutte contre le (dessin) fermé</i> Khalid Elaantri Hassan Ist University
17:15 - 17:30	<i>Media Framing of International Conflicts: Ethical and Political Implications</i> Hamid Masfour Sultan Moulay Slimane University
17:15 - 18:00	DISCUSSION

Day 3 (April 26th, 2025): Morning session 1 (Chair: Pr. M. Ouahidi)
(Reporter: Pr. FZ. Boutabssil)

09:00 - 09:15	<i>Integrating Agentic AI in Higher Education: Balancing Opportunities, Challenges, and Ethical Imperatives</i> Lilit Sargsyan Yerevan State University Armenia
09:15 - 09:30	<i>The Evolving Landscape of Cultural Diplomacy in the Digital Communication Era</i> Mustapha Benzahra Moulay Ismail University
09:30 - 09:45	<i>Fake News on Social Media: Investigating Moroccan Students' Ability to Gauge the Credibility of Online Content</i> M. Zanzoun/A. Belmajdal Sultan Moulay Slimane University

09:45 - 10:00	<i>Media and Environmental Communication</i> Said Mentak Med I University
10:00 - 10:15	الخطاب الإعلامي والعلاقات الدولية بين الماضي والحاضر Jamal Maiss Sultan Moulay Slimane University
10:15 - 10:30	DISCUSSION
10:30 - 10:45	BREAK & Poster Session (2)

**Day 3 (April 26th, 2025): Morning session 2 (Chair: Pr. M.Zanzoun)
(Reporter: Pr. A. Saadane)**

10:45 - 11:00	<i>Literature as a Medium: The Construction and Extraterritorial Dissemination of the Image of "Red China" in the Yan'an Period (1935-1948)</i> Liang Juwen Chang'an University, China
11:00 - 11:15	<i>Moroccan Cultural Diplomacy: The New Model</i> Fatima Zahraa Boutabssil Sultan Moulay Slimane University
11:15 - 11:30	<i>The Weight of International Relations on Language Policy and Planning in Morocco</i> Said Fathi Hassan II University
11:30 - 11:45	<i>Media as a Diplomatic Tool: The Power Dynamics of Hegemony in Global Politics</i> Mounir Chibi Ibn Tofail University
11:45 - 12:00	<i>Examining Diplomatic Discourse: A Multi-modal Critical Analysis of Macron's Speech on Franco-Moroccan Relations.</i> Bani Koumachi Ibn Tofail University
12:00 - 12:15	<i>Moroccan Youth Political Participation and Perceptions: Opportunities and Challenges</i> Aziz Elghouati Ibn Tofail University
12:15 - 12:30	DISCUSSION
12:30 - 14:30	LUNCH

**Day 3 (April 26th, 2025): Afternoon session 1 (Chair: Pr. A.Elghouati)
(Reporter: Pr. A.Hilali)**

14:30 - 14:45	<i>Movies as a Medium for English Language Instruction: Opportunities and Challenges</i> Khadija Anasse & Brahim Mrissa Ibn Tofail University
14:45 - 15:00	<i>Strategic Narratives and the Media as a Global Intermediary :Discursive Constructions on International Relations in The Global Sphere</i> Yosra Kadi Sultan Moulay Slimane University
15:00 - 15:15	<i>Discourse Analysis and Language Teaching: Teacher-trainees' Perspectives</i> Mohamed Jaafari Sultan Moulay Slimane University
16:30 - 16:45	<i>Hegemony Rhetoric Foucauldian Critical Discourse Analysis of Political Speeches and Media Narratives and Global Governance</i> Kamal Assissou Med V University
15:15 - 15:30	<i>Classroom Discourse in EMI Settings: Moroccan Higher Education</i> Salah Benhammou Hassan I University
15:30 - 15:45	<i>A Critical Discourse Analysis of World Bank Report on Moroccan Education Reforms</i> Bendaoud Nadif Sultan Moulay Slimane University
15:45 - 16:00	DISCUSSION
16:00 - 16:45	CLOSING CEREMONY

Honorary Chairs

Mehdi Khalid (President, Sultan Moulay Slimane University, Beni Mellal)
Mohammed Bellachhab (Dean, Faculty of Arts and Humanities, Beni Mellal)
Taoufiq Yahyaoui (Director, National School for Business and Management, Beni Mellal)
Ali Lamnour (Director, High School for Education and Training, Beni Mellal)
Khalid Habbari (Faculty of Economics and Management, Beni Mellal)

General Chair

Mustapha Zanzoun (Faculty of Arts and Humanities, Beni Mellal)

Co-chairs

Driss Bouyahya (Faculty of Arts and Humanities, Meknes)
Youcef Hdouch (Faculty of Languages, Letters, and Arts, Kenitra)
Jamal Koubali (Faculty of Arts and Humanities, Beni Mellal)
Nor-eddine Bourima (Faculty of Arts and Humanities, Beni Mellal)
Said Elmouhtarim (Faculty of Arts and Humanities, Beni Mellal)
Lalla Meriem Ouahidi (Faculty of Arts and Humanities, Beni Mellal)
Mohamed Biniz (Poly-disciplinary Faculty, Beni Mellal)
Mohamed Zniber (Faculty of Arts and Humanities, Marrakech)