

كلية اللغات والفنون والعلوم الإنسانية  
ⵜⴰⵎⴻⵣⵉⵏⵜ ⵜⴰⵎⴻⵣⵉⵏⵜ ⵜⴰⵎⴻⵣⵉⵏⵜ ⵜⴰⵎⴻⵣⵉⵏⵜ  
FACULTÉ DES LANGUES, DES ARTS ET DES SCIENCES HUMAINES



The Research Laboratory in Culture, Language, Arts, and Society  
organizes in partnership with ITQAN Foundation

**The 1st International Conference on**

**Amazigh Language in the 21st Century:  
Realities, Challenges, and Future Prospects**

**1-2 April 2026**

**CONFERENCE ROOM**

**Faculty of Languages, Arts, and Human Sciences - Ait Melloul**

كلية اللغات والفنون والعلوم الإنسانية

كليه اللغات والفنون والعلوم الإنسانية  
FACULTÉ DES LANGUES, DES ARTS ET DES SCIENCES HUMAINES



# Keynote Speakers



**Katherine E. Hoffman,**  
**Northwestern University**  
**USA**



**Yamina El Kirat El Allame**  
**Mohammed V University**  
**Morocco**



**Abderrahman El Aissati**  
**Independent Researcher**  
**The Netherlands**



**Salem Mezhoud**  
**King's College London**  
**The UK**

# Conference Programme

## DAY 1: APRIL 1<sup>ST</sup> – LANGUAGE POLICY, EDUCATION & REVITALIZATION

8:30-9:00	<b>Registration</b>
9:00 – 9:30	<b>Opening Ceremony (Welcoming Remarks)</b> <b>Chair:</b> Yassine Ait Hammou <ul style="list-style-type: none"><li>• Mr. Nabil Hmina, President of Ibn Zohr University (UIZ), Agadir, Morocco</li><li>• Mr. Abdelkhaleq Jayed, Dean of the Faculty of Languages, Arts, and Human Sciences (FLASH), Ait Melloul University Campus, Ibn Zohr University, Agadir, Morocco</li><li>• Mr. Lahoussine Hamdoune, CLAS LAB Director, Faculty of Languages, Arts, and Human Sciences (FLASH), Ait Melloul University Campus, Ibn Zohr University, Agadir, Morocco</li><li>• Mr. Yassine Boussagui and Mr. Yassine Ait Hammou, Conference Coordinators, Faculty of Languages, Arts, and Human Sciences (FLASH), Ait Melloul University Campus, Ibn Zohr University, Agadir, Morocco</li></ul>
9:30 – 10:15	<b>Keynote Speech 1</b> <b>Chair:</b> Yassine Boussagui <b>Keynote Speaker:</b> Katherine E. Hoffman, Northwestern University, USA <i>Lingua Franca or Lingua Non Grata? Language Ideologies through Amazigh Courts from the Protectorate to the Present</i>
10:15 – 10:30	<b>Coffee Break</b>
10:30 – 12:00	<b>Panel 1: Linguistic Rights &amp; Political Communication</b> <ul style="list-style-type: none"><li>• <b>Chair:</b> Sidati Malaynine</li><li>• Lahoucine Bouyaakoubi – Ibn Zohr University, Agadir, Morocco <i>Revendiquer l'amazighité au début du XXI<sup>e</sup> siècle Vers une redéfinition culturelle des Etat-nations en Afrique du Nord</i></li><li>• Yassine Akhiate – Moroccan Association for Research and Cultural Exchange (AMREC), Rabat, Morocco <i>The Dilemma between Cultural Mediation and Cultural Communication among Civil Society Actors of the Amazigh Cultural Movement in Morocco</i></li><li>• Adeli Block – University of Michigan Ann Arbor, USA <i>The (Un)Spoken Tamazight Standard: From Raciolinguistic Erasure to Linguistic Justice</i></li><li>• Fadoua Maroub – Ibn Toufail University, Kenitra, Morocco <i>Linguistic Pluralism and Political Communication: The Case of Amazigh in the 2021 Moroccan Digital Electoral Campaign</i></li></ul>
12:00 – 12:15	<b>Book Launch: Harry Stroomer's Dictionnaire Berbère Tachelhiyt - Français</b>

12:15 – 14:00

**Panel 2: Amazigh Language-in-Education Policies**

- **Chair:** Nasreddine Bejja
- Kawtar Essabiri & Daouia Laaboudi – Chouaib Dokkali University, El Jadida, Morocco  
*Minority Languages Revitalization through Educational Policy: Moroccans Attitudes towards Amazigh in Education Policy*
- Fatima Oudouhou-Ali – Sultan Moulay Slimane University, Beni Mellal, Morocco  
*The Effects of French as a Language of Instruction on Students' Academic Performance: A Quantitative Case Study of Sidi Mohamed Ben Abdellah University's Amazigh Department*
- Mohammed Baba – Moroccan Association for Research and Cultural Exchange (AMREC), Rabat, Morocco  
*دور التعليم في الحفاظ على الهوية الأمازيغية بالمغرب: دراسة مقارنة بين إقليمي سلا والخميسات على مستوى تلاميذ التعليم الابتدائي*
- Yassine Ait Hammou – Ibn Zohr University, Agadir, Morocco  
*Amazigh between Text and Practice: The Limits of the Official Recognition in Morocco*
- Nour ddine Amanouz & Zakaria Jamaati – Ibn Zohr University, Agadir, Morocco  
*Official but Marginalized: Analyzing the Statutory Vs. Working Gap of Amazigh Language in Post-2011 Morocco*

14:00 – 15:00

**Lunch**

15:00 – 15:45

**Keynote Speech 2**

**Chair:** Yassine Ait Hammou

**Keynote Speaker:** Yamina El Kirat El Allame, Mohammed V University, Rabat, Morocco  
*Between Constitutional Recognition and Everyday Practices: A Multi-Level Analysis of Amazigh Language Loss in the Beni Iznassen Community*

15:45 – 17:15

**Panel 3A (Concurrent/Conference Room): Language Maintenance & Family Policy**

- **Chair:** Zakaria Jamaati
- Khadija Ouhmidi & Yamina El Kirat– Mohammed V University, Rabat, Morocco  
*Family Language Policy and Amazigh Language Transmission and Maintenance in Morocco: The Case of the Tagart Community*
- Khadija Massoudi – Ibn Zohr University, Agadir, Morocco  
*Language Attitudes of Riffian Families in Greater Agadir*
- Imane Agssim, Daouia Laaboudi, & Abdellah Idhssaine – Chouaib Doukkali University, El Jadida, Morocco  
*The Role of First-Born Children in Reshaping Family Language Policy in Tachelhit-Speaking Households*
- Maris Saagpakk – Tallinn University, Estonia  
*Reclaiming Voices: Support Mechanisms for the Muhu Dialect in Estonia*
- Marilyn Meristo – Tallinn University, Estonia  
*Between Recognition and Reality: Language Policy and the Revitalisation of Võru and Seto in Estonia*

15:45 – 17:15

**Panel 3B (Concurrent/Meeting Room): Status & Corpus Planning**

- **Chair:** Saad Eddine Akhajam
- Vermondo Brugnattelli – Centro Studi Camito-Semitici di Milano (Director), Milan, Italy  
*Corpus Planning and Constitution of Tamazight Corpora in Tunisia*
- Zakaria Baou & Nasser-Eddine Monir – Université Clermont-Auvergne & Université de Lorraine, France  
*Benchmarking LLMs for Machine Translation in Low-Resource Languages: Insights from Standard Moroccan Tamazight*
- Abdallah El Mountassir – Ibn Zohr University, Agadir, Morocco  
*The Difficult Survival of the Amazigh Language in the New Global Context. Example of the Maritime Vocabulary of Souss*
- Tarik Lahyany – Mohammed V University, Rabat, Morocco  
*The Loss of Reflexive and Reciprocal Productivity in Amazigh*

**DAY 2: APRIL 2<sup>ND</sup> – CULTURE, MEDIA, LITERATURE & REPRESENTATION**

9:00 – 9:45

**Keynote Speech 3**

**Chair:** Lahoussine Hamdoune

**Keynote Speaker:** Abderrahman El Aissati – Independent researcher and former professor, Tilburg University, Netherlands  
*Amazigh in the Diaspora: Amazigh in the Multilingual Arena in the Netherlands*

09:45 – 11:00

**Panel 5: Media & Digital Representation**

- **Chair:** Rachid Ait Abdelmouman
- Hamza Amarouche – Goethe University, Frankfurt, Germany  
*Mediated Heritage: The Portrayal of Amazigh Culture in Contemporary Media*
- Maryeme Ouchen – Ibn Zohr University, Agadir, Morocco  
*Staging the ‘Berber’: Cultural Commodification and Western Gaze in Moroccan Tourism Websites*
- Amal Tadili & Yamina El Kirat – Ibn Tofail University, Kenitra & Mohammed V University, Rabat, Morocco  
*Local Voices, Global Screens: The Digital Mediatization of Amazigh Identity*
- El Mahdi Juiher & Hmad Ouaddi – Ibn Zohr University, Agadir, Morocco  
*From Folklore to Identity: The Role of Amazigh Influencers in Shaping Modern Cultural Narratives*

11:00 – 11:15

**Coffee Break**

11:15 – 13:00

**Panel 6: Cinema & Cultural Representation**

- **Chair:** Mounir Sanhaji
- Azize Kour – Mohamed V University, Rabat, Morocco  
*Amazigh Culture, Identity and Language in Amazigh Cinema: Ahmed Ntama's Film Boubrik (2021) as a Case Study*
- Hassane Oudadene – Ibn Zohr University, Agadir, Morocco  
*Between Roots and Routes: Indigeneity and Mobility in Amazigh Film, Tabrat (2008) as a Case Study*
- Celeste McKenzie – Independent Institute of Education (IIE), Vega School, South Africa  
*Designing Knowledge: Decoding Symbolic Motifs in Taznakht Carpets and Amazigh Tattoo Traditions*
- Abdelkarim Iayss – Ibn Zohr University, Agadir, Morocco  
*Igoudar between Recognition and Folklorization*
- Jama Balil – Ibn Zohr University, Agadir, Morocco  
*Building Identity: The Technical and Lexical Foundations of Amazigh Traditional Construction*

13:00 – 14:00

**Lunch**

14:00 – 14:45

**Keynote Speech 4**

**Chair:** Hassane Oudadene

**Keynote Speaker:** Salem Mezhoud, King's College London, The UK  
*Tamazight in Tamazgha: Progress or Stagnations*

14:45 – 16:30

**Panel 7A (Concurrent/Conference Room): Memory, Literature & Identity**

- **Chair:** Siham Maroune
- Fatima Amellouk – Ibn Zohr University, Agadir, Morocco  
*Aesthetics of Migrating Memories of Violence in "Amazigh: Itinéraire d'hommes libres"*
- Omar Id Moulid & Rachid Abazzi – Ibn Zohr University, Agadir, Morocco  
*Narrating the Atlas: The Role of Orality and Nostalgia in Shaping Regional Memory A Study in Mohammed El-Madlaoui El-Mnebhi's Yawmiyyāt Mouḥammad: Nuṣūṣ Sardiyya (The Diaries of Mou'hammad 2021)*
- Lahoussine Hamdoune – Ibn Zohr University, Agadir, Morocco  
*Lamenting Self-alienation and Constructing Amazighitude in Ali Sidki Azaykou's Poetry*
- Oumayma El Achak – Mohammed Premier University, Oujda, Morocco  
*The Moroccan Amazigh Riffi Women in Colonial Imagination: Examining Orientalist Constructions of 'Riffi Women' in Pennell's 'a Country with a Government and a Flag' and Harris's 'Spain, France, and the Rif'*
- Abderrafiq Tamim – Ibn Zohr University, Agadir, Morocco  
*Between Discourse and Practice: Amazigh Cultural Memory in Moroccan Textbook*

14:45– 16:30

**Panel 7B (Concurrent/Meeting Room): Indigeneity, Heritage & Representation**

- **Chair:** El Batoul Majbar
- Evgeniia Fursova – Member of the Expert Council of Scientific and Analytical Portal "The Eastern Tribune ", Saint-Pétersbourg, Russia  
*Unique Written Artifacts of the Amazigh Shilha People*
- Oumaima El Kaouidi – Ibn Zohr University, Agadir, Morocco  
*Nan Wili Zrinin: Gendered Representations of Amazigh Women in the Oral Proverbs of Southern Morocco*
- Chaymae Achami – Ibn Zohr University, Agadir, Morocco  
*The Unquestioned Term: Problematizing 'Amazigh Indigeneity' in Scholarly Discourse*
- Omar Id Tnaine – National Foundations of Museums, Agadir, Morocco  
*Representation of Amazigh Linguistic Heritage in Transitional Museum Spaces: A Critical Study of Agadir Museum of Art*

16:30 – 16:45

**Closing Remarks**

Yassine Boussagui & Yamina El Kirat El Allame

