



**SIDI MOHAMED BEN ABDELLAH UNIVERSITY  
FACULTY OF ARTS AND HUMANITIES  
FES-SAIS, MOROCCO**

---

**Department of English**

---

**International Conference on Discourse in/and  
Cultures in Contact  
December 22-23, 2010**

**CALL FOR PAPERS**

Research has shown that the answer to such a basic and crucial question as “who is the other?” espouses different ethical principles, political beliefs, emotional worlds, religious convictions, .... It espouses thus rules, principles, conventions and strategies capable to define, structure and shape social actions that are generally and necessarily brought under different cultures’ rules. In so far as most instances of human actions are linguistic, the social scientist’s task may be said to be that of understanding the local cultural resources for individuals’ linguistic behaviour and so the problem for intercultural understanding in interpersonal, group or mass communication settings, becomes a problem of incommensurability between sets of rules.

The aim of this international conference is to highlight, and deepen research on the importance of discourse in establishing and maintaining attitudes, viewpoints and identities -cultural, social, national, religious, ....- and in encouraging dialogue between such identities groups in the context of cultures in contact. The assumption is that discourse is an important concept for analyzing cultural systems. It is for this not transitory in value. At a deeper level, any use of language- speech act or writing- forms the basis for a shared understanding of the world and of its happenings. It further reveals our sense of self, the roles we are adopting and expecting others to adopt, our perceptions of the whole situation, our expectations as to the other participants’ behaviour as well as an anticipation of the outcome. We visualize discourse as having potentially serious social consequences in the sense that language acts stem from conscious manipulation of cultural symbols.

Issues addressed in this conference are:

- The way a contact perspective highlights how subjects are constituted in and by their relations to each other.
- The way social constructs like race, gender, colour of skin, political affiliation, religious convictions, ethnic origins are discursive strategies that are in constant evolution and transformation to constitute emergent social networks.

- The way any framework purporting to be universal and broad enough must ensure that the principles are open to the inevitable impact of the values systems of particular cultures and domains on the discourse of groups or individuals, and that the principles are equally sensitive to all social groups and to the contact between all these.
- The need individuals feel in using discourse to claim and display their identities to establish a certain power relationship and to exercise leadership when communicating with others belonging to either local or global cultures.
- Meaning is not a single thing but a manifold. The words and sentences spoken, the way they are said, what has already been said, the socially defined situation and the relevant background beliefs, attitudes and especially feelings of speakers and hearers play a role in the 'taking into account' while in the process of making sense of the world, of texts, and of situations.

Suggested areas might include, but are by no means limited to the following:

- Discourse, culture and difference (processes of cultural adaptation, cases of miscommunication...)
- Religious discourse
- Political discourse
- Media discourse
- Gender discourse
- Discourse and ethnicity
- Discourse and occupation
- Text meaning and the problems of translation (identification of common cultural grounds)
- Discourse and questions of identity
- Discourse and social polarization/social exclusion processes
- Public speaking
- Discourse and advertising

Deadline for abstracts: 30<sup>th</sup> October, 2010

Notification of acceptance: 15<sup>th</sup> November, 2010

Papers are to be presented in English

Abstracts are to be sent to: [culture\\_incontact@hotmail.com](mailto:culture_incontact@hotmail.com);  
cc: [abdelhamidfissi@gmail.com](mailto:abdelhamidfissi@gmail.com)

### **Organising Committee:**

Prof. Bousfiha Adiba  
 Prof. Chakroune samira  
 Prof. Saadani Kenza  
 Prof. Nfissi Abdelhamid  
 Prof. El Haggach Ahmed  
 Prof. Yechouti Yahya