



Under Arabo-Islamic Eyes:

Indigeneity and Digital Language Practices in Morocco

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Background

- Amazigh are the indigenous people of North Africa
- Post-‘independence’ Arabization policies
- Resistance and cultural renaissance
- Language officialization
- Linguistic repression amidst Covid-19 and “Institutionalization of racism” (Amina Ibn Sheikh, 2020)
- Self-produced videos about WHO recommendations



Goal

- To understand indigenous language standardization and officialization as common nation-state tactics to respond to indigenous demands without compromising its legitimacy in the context of Covid-19



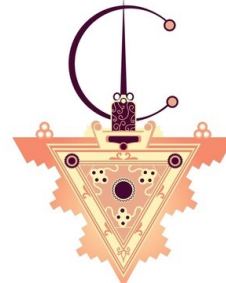
Method

- Semi-structure interview
- Textual analysis



Main Arguments

- Tamazight-speaking people maintained their linguistic practices via alternative media
- Cyberspaces are sites of agency where linguistic practices transcended the state’s narrative
- Cyberspaces afford younger generations the ability to learn, teach, and share ways to address linguistic limitations



Tazerzit, an Amazigh cultural symbol



Conclusion:

- The digital nature of this media allows for the re-mix and re-purposing of content which gives it different meanings and interpretations beyond language.
- Alternative media is digital, rhizomatic, transnational, and grassroots practices of Amazigh alternative media



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