

Messaging Stickiness in the Age of Digital Infoglut: Approaching the Moroccan Commercial Telecommunicational Discourse, as Disseminated among Moroccan Youth – ITU Students as a Case Study

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Abstract: This paper examines the new notion/process of “messaging stickiness” (Theobald, 2013) which is primarily coined to mean the production and flow of effective communication in an age of digital Infoglut. It explains such a notion/process both as concept and applicability in order to clarify the principles and techniques underlying the composition of “stickier messages” amidst the current messaging meltdown. Based on these examination and explanation, the paper moves to investigate how Moroccans, especially young people, receive and assess the Moroccan commercial telecom discourse encoded by Maroc Telecom, Inwi, and Meditel-now-turned Orange by means of a field survey and Van Dijk’s approach to Critical Discourse Analysis. This is partially aimed to contribute to the development of effective local-global communication policies that maximize customer-centered benefits and minimize manipulative effects engendered by economically, politically, and socio-culturally loaded slant and spin.

Keywords: Telecommunication, messaging stickiness, discourse, digital infoglut.

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I. LITERARY REVIEW: TELECOMMUNICATION DISCOURSE: CONCEPTS, USES, AND EFFECTS

Since the invention of the telegraph and the Morse code in late eighteenth century, telecommunication has continued to evolve technologically into today’s digital age with its ubiquitous-ness where time and space have not only been compressed but have melted in a seamless entity.

The notion/process of “multi-modal communication” (Castells, et al. 2007) has reshaping re-generative effects on human life and provokes vital concerns/fields like culture, politics, economics, law, and telecom ethics/regulations, both locally and globally.

This is quite conspicuous in the hot telecommunicational issues of “network neutrality, ... the amount of control (network management) that network operators and service providers have over the traffic of content on their network” (Sluijs, 2010), the “growing problem” of “phishing, illegal theft of personal information, such as Social Security numbers, bank account numbers, or passwords to secure sites” (Burns, 2005), the self-imposed “messaging stickiness,” (Theobald, 2013), and the incremental “mobile youth culture” (Castells, et al. 2007).

This new telecom youth culture, basically based on wireless and satellite technology, whose distinctive texting/messaging linguistic/discursive features re-puts into question the traditional structures/patterns of the relationship between communication and development, both in developed and developing countries.

Hence, the emergence of such relatively new telecommunication strategies/methodologies as messaging stickiness to ensure effective customer-centered (tele)communication in an age of digital infoglut, overabundance of information, imbued by an ever-growing profit-centered economic and political interests. Figure 1 gives a schematic conceptualization of this notion of messaging stickiness.

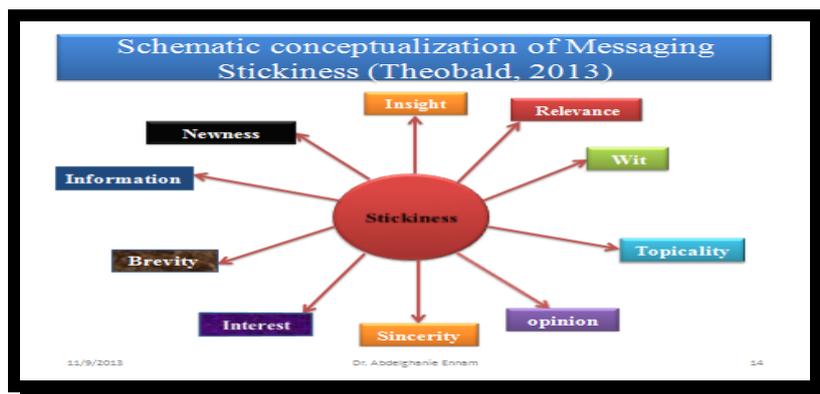


Figure1 A schematic conceptualization of the different elements constituting the notion of “messaging stickiness” as suggested by Theobald, 2013

Based on this synoptic mapping of today’s telecommunicational messaging, which can be visualized through Deleuze and Guattari’s (1981) resort to the notion of “rhizome” to extend/apply “principles of connectivity, multiplicity, and heterogeneity subsumed in this botanical creation in making sense of the interwoven patterns of culture, thought, knowledge, and human communication at large,” (Ennam, 2017, P.21) the present study tries to approach such structures and the ways they are manifest in the Moroccan context. Therefore a quite detailed review of the Moroccan telecommunications will follow with a view to highlighting the major developments and changes that define the country’s vision and scope as well as that of its citizens, especially after the launching of the nationwide digitalization project in 2009 (Digital Morocco 2013) (Zaid & Ibrahime, 2011) in order to “increase the national digital capacity, and realize the digital switchover” (Ennam, 2017, P. 20).

II. MOROCCAN TELECOMMUNICATIONS: A HISTORICAL OVERVIEW

To start with, a synthetic rendering of the major stations of the telecommunications sector in Morocco, which has known many changes that have contributed to its development in terms of implementing regulations, introducing new telecom operators in the market, licensing, inter alia, is charted herein below all with a view to highlighting the evolution of the sector since 1997 through 2017.

| Year | Event |
|------|--|
| 1997 | Promulgating the law n ^o 24-96 enacting telecom services in Morocco. |
| 1998 | The establishment of The National Telecommunications Regulatory Agency ANRT |
| 1999 | Providing the second GSM license to Médi Telecom |
| 2000 | Providing two GMPCS licenses. (Global Mobile Personal Communications by Satellite) |
| 2001 | Providing three VSAT licenses. (Very small aperture terminal, a two-way satellite ground station with a dish antenna that is smaller than 3.8 meters). |
| 2003 | Providing two 3RP licenses and four other GMPCS licenses. (3RP, |
| 2004 | Setting general guidelines for the liberalization of the telecom sector in Morocco in-between 2004 and 2008. |
| 2005 | Moroccan mobile telephony reaching 10 million subscribers; Medi Telecom launching a new generation fixed local, national, and international telecom network; Wana Corporate launching the same network as Medi Telecom but with limited mobility; launching the GENIE program highlighting the government’s strategy of ICTs deployment in the national educational system. |
| 2006 | Giving three licenses for 3G mobile services to Itissalat Al-Maghrib (Maroc Telecom), Wana corporate (INWI), and Medi telecom (now turned Orange). |
| 2007 | Mobile telephony reaching 20 million subscribers; a new law enabling ANRT to manage the “.ma” internet domain names and electronic authorizations; implementing certain regulatory controls in the telecom market (unbundling the local loop, e.g.) |
| 2008 | Launching the PACTE program to bridge the digital gap and cover the rural areas |
| 2009 | Providing Wana Corporate with the third 2G mobile service; launching the new national 10 digit numbering system. |
| 2010 | Mobile telephony service reaching 30 million subscribers; ANRT’s Board of Directors signed a memorandum on the development of telecom sector by 2013. |
| 2011 | New ANRT decision on implementing number portability. |
| 2012 | Passage of high & very high speed internet national plan. |
| 2013 | Adoption of the national telecom frequencies plan. |
| 2014 | Ratifying the decision permitting access to Maroc Telecom’s civil engineering installations by other telecom services like INWI. |
| 2015 | Pursuing the development of telecom sector before & after 2018; providing three 4G service licenses; IAM’s usage of bitstream access by installing ADSL technology, e.g. |
| 2016 | Implementing the national plan of high & very high speed/stream internet. |
| 2017 | Orange becoming a new telecom operator in Morocco after buying Meditel. |

Table 1 A synthetic overview of the evolution of telecom sector in Morocco since 1997 till 2017.

This table, worked out by the author based on Website of The National Telecommunications Regulatory Agency (ANRT, (www.anrt.ma), sums up how the telecommunications sector in Morocco has evolved since the promulgation of the law n° 24-96 by virtue of which telecom services were launched in Morocco in 1997 till the operationalization of very high speed/stream internet in 2016. This evolution has opened the door for other telecom operators to enter the market and earn their share. Ittissalat Al-Maghrib, or Maroc Telecom, which is still the largest telecom network in Morocco, Meditel-now-turned Orange, and Wana-now-branded INWI are the three major operators in the country. This should not mean a perfect telecom sector in Morocco; concentration, monopoly, and need for more customer-oriented professional telecom actors remain significant academic issues worthy of further scientific research and investigation in some other work to come as the scope of this study cannot duly embark on such an undertaking. Still, this work attempts to map the Moroccan telecommunication landscape to draw a clearer image and pave the way further studies of those focal issues as well as other relevant ones.

III. MAPPING MOROCCAN TELECOMMUNICATION LANDSCAPE:

3.1- ANRT and its Vital Role in the Development of Telecommunications Sector in Morocco:

Morocco has demonstrated an unflinching approach to ICT challenges since the late 1990s in order to upgrade telecom sector and make of it a vital actor in the socio-economic development of the country. To this end, the National Telecommunications Regulatory Agency (ANRT) was created as a regulatory body in 1998 under Law n° 24-96 to “dictate the general outlines of the ... reorganization” of postal and telecommunications services, and to ensure the effective running of the telecom market in terms of competitiveness and transparency for the benefit of the Moroccan customer (www.anrt.ma). Since then it has always been a priority for ANRT, which provides a legislative and regulatory framework, to ensure nationwide access to telecommunications, making all efforts possible so there will be no “white zones” (unreachable areas) all over Moroccan territory, all with a view to making of Morocco an ICT leading actor within and beyond the country’s borders. The Kingdom of Morocco is therefore “committed to an ambitious policy to develop and modernize the telecommunications sector ... in order to sustain the progress already made and to integrate Morocco into the global knowledge-based economy” (www.anrt.ma). Thanks to these commitments and policies meant to upgrade the national telecom capacity, which nonetheless remains in need of more technological, technical, and functional development and expansion, Morocco has already conquered a considerable position in the MENA telecom market.

3.2 Positioning Morocco in the International Telecom Market.

According to BuddeComm (2017), which is a “research and consultancy company focused on the telecommunications market and its role within the digital economy,” Morocco is “one of the most advanced telecommunications markets in Africa, featuring a majority-privatized, highly profitable incumbent telecom sector, ... three fixed and mobile network operators, as well as the highest penetration and some of the lowest prices on the continent for broadband Internet access”. The launch of Méditel and Wana now rebranded Inwi in the early 2000s has rekindled and expanded broadband services in Morocco and somewhat curbed the monopoly of Maroc Telecom which had before been the only operator of fixed and fixed-wireless telephony and internet services. This reinforcement of the telecommunications sector in the country is entrenched deeper with Orange Group as the new owner of Meditel Company since this group “is committed to invest in a range of bundled service which will see it expand its fixed-line broadband offerings during the next few years” (Buddecomm, 2017). Thanks to these significant moves Morocco’s mobile market has reached a penetration rate of about 133% by the end of 2015, especially when Inwi started to use GSM technology instead of CDMA (Code Division Multiple Access) and all the operators are trying to upgrade their fiber optic networks to meet the expanding voice and internet traffic (Buddecomm, 2017).

In a nutshell, Morocco’s telecom sector can be seen as adamant to continue to thrive thanks to its regulatory environment, succinctly explained above, its market liberalization policies, as it happened with the 2007 Vivendi operation, the relatively fierce competitiveness between the three operators (Maroc Telecom, Orange Group, Inwi), and the deployment of latter-day telecommunications infrastructure such as submarine fiber, terrestrial fiber and microwave, and satellite connectivity. More, the installation and employment of ADSL, 4G broadband, broadband via satellite, BPL (broadband over power lines), and the National Broadband Plan 2012-2022 initiated/committed to by the Moroccan government are other powerful means to ensure the survival and progress of the Morocco telecom sector, present and future.

After having drawn this comprehensive yet non-exhaustive image about the realities and prospects of the telecom sector in Morocco, the present study moves on to scientifically and empirically investigate this image but as manifest among Moroccan users of telecom services all in terms of perception, understanding, uses and effects, as based on the research design outlined hereafter.

IV. OUTLINING RESEARCH CONTENT

Under this heading, the objectives, hypotheses, research questions, and research methodology used in this research paper are delimited as follows.

4.1. Objectives:

1. Examine the new notion/process of “messaging stickiness” (Theobald, 2013) which is primarily coined to mean the production and flow of effective telecommunication in an age of digital Infoglut.
2. Explain this notion/process both as concept and applicability in order to clarify the principles and techniques underlying the composition of “stickier messages” amidst the current messaging meltdown.
3. Investigate, based on 1 &2, how Moroccans, especially young people, receive and assess the Moroccan commercial telecom discourse encoded by Maroc Telecom, Inwi, and Meditel by means of a field survey and Van Dijk’s approach of CDA.
4. Contribute to the development of effective local-global communication policies that maximize customer-centered benefits and minimize manipulative effects engendered by economically, politically, and socio-culturally loaded slant and spin.
5. Attempt to enrich the very scant foregoing academic research on the telecommunication landscape in Morocco.
6. Enhance academic endeavors that aim to ground for a scientifically studied and systematically established telecommunication culture in and beyond Morocco.

4.2. Hypotheses

4.2.1. Alternative Hypotheses:

- 1- Moroccan telecom companies use sticky profit-centered messaging strategies to attract young Moroccans into a consumeristic digital youth culture.
- 2- Moroccan young people are not sufficiently aware of the manipulative effects of the discursive spin and slant disseminated among them by means of sticky textual-visual commercial messages encoded by Moroccan telecom companies.

4.2.2. Null Hypothesis: 1- Moroccan telecom companies use customer-centered sticky messaging strategies to disseminate a new youth culture that promotes creativity, critical thinking and proactiveness.

4.3. Research Questions:

1. Do Moroccan telecom companies use sticky profit-centered messaging strategies to attract young Moroccans into a consumeristic digital youth culture?
2. Are Moroccan young people sufficiently aware of the manipulative effects of the commercial messages disseminated by Moroccan telecom companies?
3. Do Moroccan telecom companies use sticky customer-centered messaging strategies?
4. Do Moroccan telecom companies disseminate a new digital youth culture that promotes creativity, critical thinking, and proactiveness?

4.4. Research Methodology

In addition to the definitional and conceptual background to telecom realm and such relevant issues as messaging stickiness, advanced in the literary review above, a content analysis (CA) of an offline field survey of 196 informants was carried out in order to respond to the research questions and hypotheses hereinbefore. More, a qualitative critical analysis of the findings is deployed to assess Moroccan youth’s perception, understanding, uses of telecommunication services and the ensuing discourse and the assumed effects stemming thereof, as schematized in figures 2 and 3.

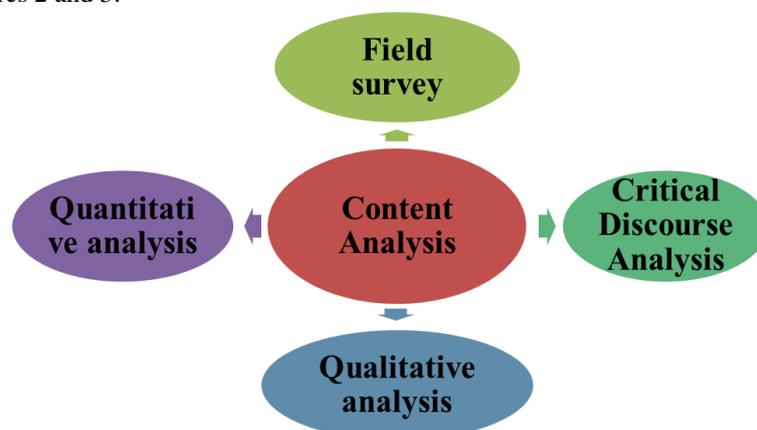


Figure 2: Schematizing the research methodology adopted in this paper.

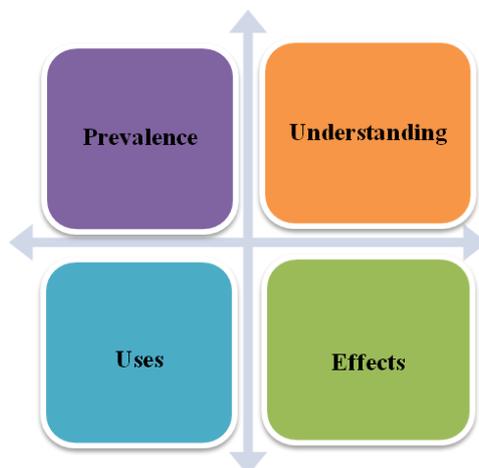


Figure 3: Schematizing the areas of the survey investigation.

For more scholarly commentary, critical discourse analysis (CDA) is also resorted to in so far as it is a “type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context” (Teun A. Van Dijk, 2001-2003). This conceptualization of CDA, as represented in figure 4, is adopted because this study assumes that the enactment and (re)production of “stickier” messages by Moroccan telecom companies can be said to disseminate a controlling and hegemonizing discourse, coated in socio-linguistically intimate Darija (Moroccan Arabic), standard Arabic, and French with a view to winning the minds and hearts of customers, especially young people (largest segment of the telecom market in Morocco), and luring them into pre-determined profit-centered loops and/thru instilling/deepening consumeristic propensities in them.

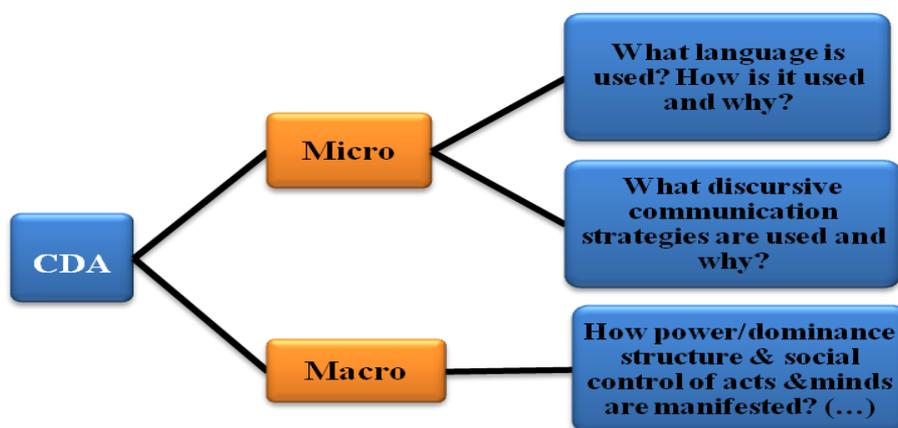


Figure 4: Schematizing CDA with its micro & macro levels of competition and analysis.

Based on this research methodology spanning content analysis, critical discourse analysis, and empirical investigation, the findings of the field survey carried out for the purpose of this study will be advanced, commented, and analysed along the scientific scope and dimensions of the research questions and the hypotheses pointed out above.

V. PRESENTING, COMMENTING AND ANALYZING THE STUDY FINDINGS

5.1. Describing and Quantifying the Population Surveyed according to their Gender:

A randomly selected population of 196 semester 5 students of English Studies at Ibn Tofail University in Morocco with an advanced knowledge on communication, cyberspace and media and who have access to wireless communication networks be it via cell phones or computers connected to internet. Table 2 gives the exact figures of the target sample divided according to groups surveyed and gender difference albeit this latter is not considered as a variable for analysis in this work. The responses of the surveyed students will be commented and analyzed irrespective of their gender considerations which are notwithstanding worthy of investigation in next research work aiming to specify the differences between male and female young Moroccans in their perception and uses of telecommunication services and the effects cropping out thereof.

| Groups | Males | Females | Gender Unspecified | Total |
|------------|-------|---------|--------------------|-------|
| S5, G1 | 41 | 61 | 0 | 102 |
| S5, G2 | 40 | 54 | 0 | 94 |
| Total | 81 | 115 | 0 | 196 |
| Percentage | 41.4% | 58.6% | 0% | 100% |

Table 2: The population surveyed in its exact numbers

5.2. Proportioning Telecom Usage among Young Moroccans

| Users | | Non-users | | Total | |
|-------|--------|-----------|------|-------|------|
| 179 | 91.3 % | 17 | 8.7% | 196 | 100% |

Table 3: Proportion of young people using telecom devices (mobile phones) for everyday communication in Morocco

As shown in table 3, 91.3% of the informants affirmed that they use telecom devices and services especially mobile phones with all what they carry of the apps and contents. This massive majority reflects the large expansion of telecom sector in Morocco, as demonstrated in its penetration rate of 133% mentioned in the literary review above. It can therefore be deduced that there is a numerical parallelism between the figures given by the Moroccan telecom institutions and the proportions obtained from the empirical survey, at least at this level of assessing telecom expansion and usage among Moroccan youth. It remains noteworthy here that the 8.7% of the non-user respondents can be referred to their socio-economic status which, once financially vulnerable, would not help purchase and use mobile telecom devices/services. It is recommended that the socio-economic status variable be investigated in other research projects because of the assumed effects status and class disparities might exert on telecom prevalence and usage.

If a study targets only rich youth pursuing their studies in prestigious private academic institutions, the non-users proportion may be a zero. Telecom operators in Morocco are very aware of the low-income and poor segments of society and so as to persuade them to spend some of their little money on telecommunications, they design telecom consumption packages, both as appliances and services, accordingly. In other words, all the social segments of the Moroccan society, poor and rich, are targeted by the telecom actors, whose prevalence is quantified in table 4, always with a view to enticing the into telecom consumption loops by means of a whole arsenal of advertising and marketing strategies which also call for research and investigation. To this the present work will turn later.

| Telecom operator | Prevalence | Percentage |
|------------------|------------|------------|
| Maroc Telecom | 111 | 56.6 % |
| Meditel | 22 | 11.2% |
| Inwi | 63 | 32.2 % |
| Total | 196 | 100% |

Table 4: Proportions of the prevalence of telecom operators among Moroccan youth

Here again table 4 perpetuates the numerical parallelism between official and empirical figures. The predominance of Maroc Telecom in the telecom market and its control over its (the market's) largest share are very clear in the affirmation of this supremacy by 56.6% of the survey respondents, while 43.4% of the informants expressed their subscription to Meditel and Inwi services, 11.2% and 32.2% respectively. There are historical, technological, network control and infrastructural reasons to Maroc Telecom dominance over the other two companies.

Briefly, Maroc Telecom has continued since its involvement in telecommunications to have a strong grip over this sector and has not wanted to unbundle the telecom infrastructure so that new operators like Inwi can benefit on equal footing. This is why Inwi "has made a formal complaint to the National Agency of Telecommunications Regulation ... over fixed line incumbent Maroc Telecom's (IAM's) failure to comply with the country's local loop unbundling (LLU) regulations, which were first introduced in December 2014," a legal move emboldened by an ANRT ruling that IAM should "open up its fixed line network to alternative operators willing to provide LLU services" (TeleGeography.com quoting media24.com). Even if this problem of unbundling seems to have got relatively solved and therefore Inwi and Orange networks are increasingly

expanding, Maroc Telecom remains the market leader enjoying the largest coverage, which is clearly demonstrated in table 4. The persistence to survive and thrive in the Moroccan telecom market emanates from the huge consumption rates especially among young people. Table 5, for example, shows how much time the surveyed youth population spends on their cellphones, in terms of calls mainly.

| Duration in minutes | N° of users | No answer | Percentage |
|---------------------|-------------|-----------|--------------|
| 1 – 10 | 48 | 7 | 24.5 % |
| 10 – 20 | 43 | | 21.9 % |
| 20 – 30 | 41 | | 20.9 % |
| 30 – 60 | 12 | | 6.1 % |
| More than 1 hour | 45 | | 23 % |
| Total | 189 | | 3.6 % |
| Grand total | 196 | | 100 % |

Table 5: Proportions of the time Moroccan youth spends on using their cell phones for calls

So, as shown in table 5, it is clear that young Moroccans spend considerably long durations on their mobile phones that exceed one hour daily mainly on calls, which basically means large amounts of dirhams made by telecom operators on a daily basis. All the three telecom actors regularly present offers and packages that entice youth, most of whom belong to mid and low classes, to find and spend money on telecom services and devices despite their limited budgets. Calling, texting, web surfing have been/become created needs that cannot but be satisfied as much as possible. A wired and connected soft generation has formed and got tethered to seeking and obtaining these created needs of telecom services and devices, as manifest in table 6.

| Telecom means | N° of users | Percentage |
|--------------------|-------------|------------|
| Cell phone calling | 82 | 41.8 % |
| Cell phone texting | 65 | 33.2 % |
| Internet messaging | 49 | 25 % |
| Total | 196 | 100% |

Table 6: Proportions of using telecom devices/services of communication

As pointed out earlier, youth use their cellphones to make calls more than to send messages in their different forms especially now with free calling apps provided by WhatsApp and Facebook messenger. This calling predominance, 41.8%, can even be traced to the oral tendency of Moroccans. Like most Africans and Arabs, the average Moroccan can be said to talk more than write. Yet, texting, messaging, and written chatting are increasingly being used especially as they charge less than calling. In all cases, all these means and ways of connecting people have become established and inevitable forms of daily communication among Moroccan youth, as it is more or less the case in other developed and developing countries to varying degrees and for different purposes. Table 7 manifests the recurrence frequency of these objectives behind the usage of the telecom services proportioned in table 6.

| Purpose of use | Yes | No |
|---------------------------|-----|----|
| Inform & inquire | 188 | 0 |
| Attract & persuade | 78 | 0 |
| Stick to create an effect | 57 | 0 |
| Total | 322 | 0 |

Table 7: Proportions of purposes behind telecom messaging – measuring stickiness

The majority of the surveyed informants stated that they use telecom services and devices to inform, get informed, and inquire about what interests them in their day-to-day lives. Seeking, obtaining, and sharing information in its different forms and types therefore seem to be one of the biggest incentives behind youth telecom consumption in Morocco; however, it remains incumbent on further research to investigate the nature and function of these forms and types of information. Besides, attracting attention to and persuading of *tenability* of content are two other important motivations/objectives sought to be achieved via telecom usage among Moroccan youth. Calling, texting, messaging, and /or posting content, most of which usually takes the form of ready-made shares be them quotes, pictures, or videos, are not only meant to inform and inquire, but also to attract and persuade others that one’s messages deserve attention, acceptance, and liking-ness. Some users, according to table 7, seek to make their messages stick in a way to create certain desirable effects in the receivers usually by means of deploying different levels of logical, ethical, and emotional appeals to their audiences. The elements of ethos, pathos, and logos, manifest in the Aristotelian philosophy of human communication, can be sensed to some extent in the messages composed and shared by certain highly educated young Moroccans, hoping to stick to the memories of their readers and create some sense of change in their minds, hearts, and/or behaviors. Politically, ideologically or religiously motivated/committed youth seem to try this sense of Aristotelian communication in triumph for or opposition to certain causes, wishing to win support for or objection to a given stance. Mobilization of the youth to topple down obsolete ossified regimes and erect democratic systems of governance during the so-called Arab Spring uprisings – now turned an Arab Autumn of deceptions – was/is a case where the Arab version of ethos, pathos, logos, and mythos was used to create change and restore hope in frustrated generations of young Arabs. Most if not all concerned researchers and scholars had endorsed the important role mobile communication services and devices had played during this Spring whose buds of hope have metamorphosed into ashes of despair. This importance is very clear in table 7 where none of the survey respondents had negated any of the suggested purposes of telecom messaging stickiness among Moroccan youth, as it will be expounded more empirically in the next section.

5.3 Measuring Messaging Stickiness: Investigating the Linguistic & Discursive Features.

Since the purposes/objectives behind telecom messaging are mostly achieved through language use, the survey participants were asked to specify the characteristics of this use in the telecom sphere of communication. Tables 8, 9 and 10 showcase the different proportions of these language features and reflect the empirical perceptions, reactions and attitudes of Moroccan youth thereof.

| Language used | Users | Percentage |
|---------------------------------|------------|-------------|
| Simple, clear, formal language | 83 | 42.4 % |
| Informal, rule-unbound language | 84 | 42.8 % |
| No answer | 29 | 14.8 % |
| Total | 196 | 100% |

Table 8: Proportions of using formal & informal language in telecom texting

It is widely known that Morocco is a country where an amalgam of different linguistic and symbolic systems of communication is deployed in daily life as in the media and telecommunications. Moroccan Arabic, locally referred to as Darija, the most daily spoken language nationwide with its different regional accents and variations, Standard Arabic, officially used in all other Arab countries, Classical Arabic mostly used in religious, literary and certain media contexts, French language that is still dominant in Morocco since the colonial era (1912-1956), Berber language locally named as Tamazight with its varieties, and some globally used English wordings/namings. With this in mind, the survey informants were asked some questions targeting their views and attitudes towards the discursive features of, first, the language(s) they use in the telecom sphere and, second, the language(s) telecom actors use to sell their products. On a first level, formality, simplicity, clarity, and rule unbound-ness were the features targeted in the survey. Significantly enough, 42.4% of the respondents affirmed that they use “simple, clear, formal language” when they telecommunicate be it on phone or online, and almost the same proportion, 42.8%, of the surveyed population affirmed that they use “informal, rule unbound language,” while 14.8% of them issued no answer in here, as demonstrated in table 8.

It can be deduced here that the telecom discourse that is issued by Moroccan youth combines formal and informal, rule-bound and rule-unbound variations of language, be it Arabic, French, or English whose use has started to grow and spread among the educated population segments in the country in recent years. This can also be seen as reflective of the involvement of oral and literate modes of language use in this Moroccan telecom youth discourse, as conceptualized by Fiske and Hartley (1978) in their critical analysis of Western

television discourse partially based on Basil Bernstein (1971) insights on the “restricted” and “elaborate” codes of expression primarily meant to embody the linguistic and “cultural lag” between classes of society, working (restricted mode) and middle (elaborated mode). As highlighted above, telecom actors in Morocco exploit class disparities and perpetuate them through their manipulation of those codes of linguistic address, as will be clarified and illustrated further below in table 9.

| Language characteristics | Yes | % | No | % | No Answer | % |
|-------------------------------|-----|------|----|------|-----------|------|
| Soft, intimate, & interactive | 101 | 51.5 | 68 | 34.7 | 27 | 13.8 |
| Creative & proactive | 98 | 50 | 76 | 38.8 | 22 | 11.2 |
| Stimulating & manipulative | 128 | 65.3 | 50 | 25.5 | 18 | 9.2 |
| Too shallow & too informal | 89 | 45.4 | 83 | 42.4 | 24 | 12.2 |
| Customer-centered | 95 | 48.5 | 74 | 37.7 | 27 | 13.8 |
| Profit-centered | 144 | 73.5 | 31 | 15.8 | 21 | 10.7 |

Table 9: Proportions of informants’ evaluation of the language used by Moroccan telecom companies

Broadly speaking, table 9 projects the proportions of the survey informants’ evaluation of the language used by Moroccan telecom companies in advertising their products/services, which determines the discursive characteristics of the commercial messages addressed to Moroccan youth by Moroccan telecom operators. While 50% of the surveyed respondents see telecom messages, especially the commercials, are creative and proactive, about 40% think of them as not. And while 51.5% of the informants evaluate those messages as soft, intimate and interactive, 34.7% do not. Only half the surveyed population seems therefore to believe in the assumed creativity, intimacy, and interactivity of the commercial discourse issued by telecom companies. The other half, 45.5% to be precise, think of this discourse as too shallow and too informal and therefore lacking ingredients of creativeness and proactiveness. Accordingly, 65.3% of the respondents see the very discourse as stimulating and manipulative, 73.5% of them see it as profit-centered, while only 48.5 % think it is customer-oriented. Thus, the majority of the surveyed population seems to contend that Moroccan telecom actors are after profit-making through discursive manipulation than after customer-serving through creativity and continuously upgraded productivity. This tendency is quite clear in table 10 where only half the surveyed sample, 54.1%, think that telecom discourse sticks for long to their minds. About a half of the target population, 45.9% in exact, seems to believe that this discourse fails to stick to their memories most probably due to the abovementioned shortages of creativity, proactiveness, interactivity, intimacy, and continuously upgraded productivity, which diminishes the credibility (ethos), logicality (logos), narrativity (mythos), and palatable emotionality (pathos) of the message and subsequently decreases the latter’s stickiness to the minds and hearts of especially the literate receiver, as demonstrated in tables 11 and 12.

| Telecom commercial language sticks for long in the minds? | | |
|---|-----|--------|
| Yes-respondents | 106 | 54.1 % |
| No-respondents | 90 | 45.9 % |
| Total | 196 | 100% |

Table 10: Proportions of messaging stickiness of Moroccan telecom companies

Tables 11 and 12 testify to the dire need for more creativity in the Moroccan telecom discourse and higher and faster technicality in telecom infrastructure in the country.

| Need for more creativity in Moroccan telecom discourse | | |
|--|------------|-------------|
| Yes-respondents | 168 | 85.7 |
| No-respondents | 28 | 14.3 |
| Total | 196 | 100% |

Table 11: Proportions of respondents' insistence on the need for a more creative telecom discourse

85.7% of the surveyed respondents agree that telecom discourse in Morocco should be presented to target audiences through inventive and creative ways that combine word, image, and technique so symbiotically and aesthetically enough to insatiate the multifarious discursive desiderata of the Moroccan youth.

| Telecom techs | ADSL and 3G are not enough | | Faster broadband needed | |
|-----------------|----------------------------|-------------|-------------------------|-------------|
| Yes-respondents | 158 | 80.6 | 159 | 81.1 |
| No-respondents | 38 | 19.4 | 37 | 18.9 |
| Total | 196 | 100% | 196 | 100% |

Table 12: Proportions of respondents' satisfaction with telecom technologies

Similarly, over 80% of the surveyed informants agree that telecom operators in Morocco have to invest more to upgrade their infrastructure to provide subscribers with stronger and faster wired and wireless, fixed and mobile connection/diffusion. In addition to all the technological advancements, discussed above in the literary, Moroccan telecommunications have started marketing its fiber optics services but they still need to catch up with the most developed countries where latest high end and fastest telecom technologies are already being used, especially if one takes into account the objectives of Moroccan telecom operators as perceived by Moroccan users, as proportioned in table 13.

| Objectives | Yes | % | No | % | No Answer | % |
|---|-----|------|-----|------|-----------|------|
| Connecting & updating people | 151 | 77 | 33 | 16.8 | 12 | 6.2 |
| Providing & disseminating knowledge | 47 | 24 | 133 | 67.8 | 16 | 8.2 |
| Facilitating life & strengthening social ties | 157 | 80.1 | 29 | 14.8 | 10 | 5.1 |
| Promoting a high-tech communication culture | 114 | 58.2 | 69 | 35.2 | 13 | 6.6 |
| Defending a noble cause | 40 | 20.4 | 141 | 71.9 | 15 | 7.7 |
| Engaging people in society | 126 | 64.3 | 55 | 28 | 15 | 7.7 |
| Building a purposeful telecom sphere | 133 | 67.7 | 54 | 27.6 | 9 | 4.7 |
| Raising awareness for genuine change | 84 | 42.9 | 89 | 45.4 | 23 | 11.7 |

Table 13: Proportions of the objectives underlying Moroccan telecom discourse

This table shows that there objectives which the survey respondents think telecom actors in Morocco are high on, while there are other ones which these telecom companies fall short of achieving them. Defending noble causes as an assumed objective in telecom business received the support of only 20.4% of the surveyed population and the objection of 71.9% of the informants. Similarly, providing and disseminating knowledge as another objective telecom sector is supposed to promote in society received the backup of 24% of the respondents and the denial of 67.8% of them. These low support percentages can be seen as results of the lack of

essential elements of messaging stickiness like “insight, relevance, topicality, sincerity, interest, and informativeness,” clearly schematized in figure 1 above. On the other hand, the remaining objectives of connecting and updating people (77%), facilitating life and strengthening social ties (80.1%), promoting ICT culture (58.2%), engaging people in society (64.3%), and building a purposeful telecom sphere (67.7) were endorsed by the survey participants as apparent in the respective percentages which actually can be improved to reach higher rates of professional serviceability. This possibility of improvement needs to be turned into a reality since the proportions of the surveyed informants who think telecom services are “beneficial” does not exceed 51% and those who believe is only “somewhat beneficial” is less than 65%, as clearly showcased in table 14. Even though the majority (89.3%) does not think these services are “not beneficial,” the two foregoing percentages are not reassuring enough and hence calling for more financial, technical, technological, managerial, and discursive investments to be made in a sustainable manner. This would help telecom operators increase the functionality, creativity, aestheticity, and productivity of a messaging stickiness magnetic enough to ensure more expansion of the telecom market.

| Assessment | Beneficial | | Somewhat beneficial | | Not beneficial | |
|----------------|------------|------|---------------------|--------|----------------|--------|
| Yes-informants | 96 | 49 % | 127 | 64.8 % | 21 | 10.7 % |
| No-informants | 100 | 51 % | 69 | 35.2 % | 175 | 89.3 % |
| Total | 196 | 100% | 196 | 100% | 196 | 100% |

Table 14: Proportions of respondents’ assessment of Moroccan telecom services

What testifies further to the incumbency of sustainably improving Moroccan telecom messaging stickiness is the belief held by 75% of the survey participants that telecom services have good effects on their study programs, as demonstrated in table 15.

| Do telecom services have good effects on your study? | | |
|--|-----|------|
| Yes-respondents | 147 | 75 % |
| No-respondents | 49 | 25 % |
| Total | 196 | 100% |

Table 15: Proportions of respondents’ assessment of telecom effects on their study

This majority testifying to the good impact assumedly being exerted by telecom operators on Moroccan university students in their studies heralds a promising future for cooperation and complementarity between such vital sectors as telecommunications and education in an emerging country like Morocco. However, for these prospects to become lived experiences, both sectors have to develop and expand more sure zones of sustainably synergetic projects of collaboration and production.

VI. CONCLUSIONS:

Taking into account all the data analysis done so far, the three hypotheses, worked out of the research questions listed above, have been tested and proven supported but to varying degrees as follows. The first hypothesis, which suggests that Moroccan telecom companies use sticky profit-centered messaging strategies to attract young Moroccans into a consumeristic digital youth culture, is largely supported since 73.5% of the surveyed population confirm this profit-centeredness and 65.3% of them think of these strategies as “stimulating and manipulative,” as manifest in table 9. From a macro CDA perspective, where focus is on how power/dominance structure and social control of acts and minds are manifested in texts (Van Dijk, 2003), telecom discourse can therefore be said to exert a, to borrow Fiske and Hartley’s terms, “consumerist, non-critical attitude in the audience” whose members are conceived of as “mere subjects” more than literate mindful customers (Fiske and Hartley in Ennam, 2001). Yet this is not to connote an utter negation of the positive roles played and the undeniable services offered by telecom actors in Morocco. Almost 50% of the respondents agree that these actors display a telecom discourse/service that is customer-centered, as in table 9. However, such a percentage, which is 48.5% in exact, remains vulnerable to harsh criticisms since profitability and serviceability are not being treated on equal footing yet. As for the second hypothesis, which claims that Moroccan young

people are **not** sufficiently aware of the manipulative effects of the discursive spin and slant disseminated among them by means of sticky textual-visual commercial messages encoded by Moroccan telecom companies, was supported but by a minority that, not exceeding 25.5%, does not sense this manipulation, which was affirmed by a large majority reaching 65.3%, as in table 9. Therefore the second hypothesis was very limitedly supported and largely rejected, especially as 81.6% of the target sample wants telecom discourse in Morocco to display more innovation and more creativity. Concerning the third hypothesis, which suggests that Moroccan telecom companies use customer-centered sticky messaging strategies to disseminate a new youth culture that promotes creativity, critical thinking and proactiveness, was averagely supported, although the proportion of support for the first hypothesis outweighs the support proportion of the third hypothesis. While 50% of the survey participants seem to agree with the possibility of telecom discourse disseminating creativity and proactiveness, about 39% do not share the same opinion, in addition to the abstainers represented by more than 11%, as in table 9. Still, telecom companies in Morocco cannot be seen as deniers of creativity and innovation since 58.2% of the surveyed population think of them as promoting an emerging ICT culture and 67.7% of them see them as building a purposeful telecom sphere in Morocco, as demonstrated in table 13. In sum, telecom discourse, especially as services, has leapt forward quite significantly but it still needs more updating and more upgrading to develop innovative strategies for a sustainably professional customer-centered telecom service where messaging stickiness with all its definitional elements is maintained to gratify the telecom needs of the Moroccan consumer.

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