

## Digital Dialects: Exploring Students' Perceptions of Darija in Advertising

**Authors :** Saadi Tarik, Zaher Abdelaaziz

**Abstract :** Digital media has emerged as an essential instrument for advancing digital citizenship and building cultural identity. Moroccan Darija, a dialect that blends Arabic, Berber, French, and Spanish is used by advertising to connect with local consumers. This research study endeavors not only to assess consumer attitudes towards advertisements but also to explore personal experiences with digital media while analyzing socio-cultural impacts related to language use in advertising within Morocco's unique context. The sample includes 150 participants, drawn from diverse demographic groups across urban and rural settings in Morocco. Thus, a stratified sampling technique is implemented to ensure representation from different segments of Moroccan society. The study employs a mixed-methods approach, combining quantitative surveys assessing consumer attitudes towards advertisements in Darija with qualitative interviews exploring personal experiences with digital media. Additionally, content analysis is conducted on popular social media platforms to identify emerging linguistic trends and lexical innovations. Interviews are conducted with linguists and marketing professionals to provide further insights into the socio-cultural impacts of these changes. Research indicates that Ads incorporating Darija enhance relatability and trust, while fostering a sense of belonging within the digital landscape. Nonetheless, obstacles such as linguistic accessibility and generational disparities are recognized. This research aims to contribute significantly to the fields of advertising, linguistics, and cultural studies by highlighting the importance of local dialects, namely Moroccan Darija in fostering meaningful connections between brands and consumers. Furthermore, it seeks to inform marketers about effective strategies for engaging with diverse audiences while promoting positive digital citizenship practices. By examining the impact of Moroccan Darija on advertising effectiveness and its implications for cultural identity formation among citizens, this study endeavors to shed light on an often-overlooked aspect of marketing communication within multicultural societies. The research study aims to explore the intersection of digital citizenship and advertising within the context of Morocco, focusing on how advertisements that incorporate Darija (the Moroccan Arabic dialect) influence consumer attitudes and experiences.

**Keywords :** advertising, darija, digital media, mixed-methods approach, morocco

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