

Islam-Oriented Movements' Recruiting Strategies in Morocco

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Abstract : During the late 1960s, Islam-oriented social movements have encroached to reach the Moroccan public spheres and mobilize huge waves of people from different walks of life under the banners of a rhetoric that resonates with the Muslim way of life away from Modernity and globalization tenets. In this respect, the present study investigates and explores some of the ways utilized by the Movement for Unity and Reform in Morocco as an Islam-oriented movement to recruit students massively at universities. The significance of this study lies in demystifying the recruitment strategies and mechanisms, considered essential for the Islam-oriented social movements to mobilize. This research paper uses a quantitative method to collect and analyze data through two different structured questionnaires. One of the major findings is that this Islam-oriented movement uses different techniques to recruit students, namely social networks, its websites and You-tube as three main modern and sophisticated means of communication. In a nutshell, this paper's findings fill some of the gaps in the literature in regard to Islam-oriented movements' mobilization strategies.

Keywords : changing, ideology, Islam, party

Conference Title : ICRERS 2018 : International Conference on Religious Education and Religious Studies

Conference Location : Paris, France

Conference Dates : March 15-16, 2018