



CURRICULUM VITAE

Mohammed Maarouf

UNIVERSITY: Faculty of Humanities, Chouaib Doukkali University, Morocco.

TITLE: Professor of cultural and Media Studies

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EDUCATION/QUALIFICATIONS:

- 1988 obtained *licence* degree in Literature, University of Marrakech, Morocco.
- 1992 obtained *DES* degree in Drama, University of Rabat, Morocco.
- 2004 obtained *doctorat d'état*(PhD) degree in Cultural Studies/ Literature, University of El Jadida, Morocco.

OCCUPATIONAL EXPERIENCE:

- 1992- Present Professor at Chouaib Doukkali University, El Jadida, Morocco

TEACHING AND COURSE DEVELOPMENT

- 1993-96 Developed and taught Stylistics, Semiotics of Drama and theatre, Critical Theory, Readings in Culture.
- 1997-2005 Developed and taught Critical Discourse Analysis
- 2001-2003 Developed and taught Reading comprehension and Composition and Communication Skills.
- 2009-Present Developing and teaching Language and Media Study, World Religions in Dialogue, Studies in Media and Cyber Culture, and Contemporary Moroccan Culture.
- 2014-Present Developed and taught Literary and Cultural Theory.
- 2010-Present Developed and taught postgraduate courses: Discourse Analysis, Cultural Theory.
- 2013-Present Developed and taught Cultural Studies and Media Studies.
- 2017-Present Developed and coordinated Master's program on Media, Discourse and Literature.
- 2017-2018 Developed and taught postgraduate courses: media approaches, media institutions and media effects.

ADMINISTRATIVE EXPERIENCE

- 1994-2000 Head of the Drama Club at UCD
- 2016-2017 Head of the Department of English at UCD

2017- 2019 Coordinator of the Master's Program on Media, Discourse and Literature at UCD

CONSULTANCIES

2003 Consultant to « Vivre les invisibles » [documentary TV program, France 5]. Belgium: Cobra Films

2007 Consultant to the 'Culturalization of Citizenship' Research Project, Department of Sociology and Anthropology, Amsterdam, Netherlands

2019-2022 Evaluator at CNRST

PROFESSIONAL ACTIVITIES

2000 Visiting Professor at Groningen University

2000-2006 Teaching Business English at ESIMA Institute, El Jadida, Morocco

2001-2004: Teaching Business English at Calliope, Casablanca, Morocco

2008-10 Visiting Professor at Leuven University

2009 Visiting Professor at Keele University

2009 Visiting Professor at Aston University

2010-Present Member of the International Editorial Board of *Ethnography*

2010-Present Peer-reviewer for the international *Journal of Religion and Popular Culture*

2010-2015 Member of CESNUR (Centre for Studies on New Religions), Italy

2010-2012 Member of ISSR (International Association for the Sociology of Religion), France

2011-2015 Member of NAAAS (National Association of American African Studies), USA

2019-2022 Coordinator of Online Jihadi Culture Research Project--Ibn Khaldoun Program

2022-Present peer-reviewer for the Journal of Applied Security Research, Routledge Publishing

AWARDS/RESEARCH GRANT/SUPPORT

2000 Visiting professor grant to Groningen University

2006 Visiting professor grant to Amsterdam university

2009 Visiting professor grant to Keele University

2019-2022 Research Award from CNRST

MAIN AREAS OF RESEARCH INTEREST

- Online Radicalization
- Jihadi Culture
- Radical Propaganda
- Media Jihad
- Islamism
- Popular Islam
- Ethnography and Cultural Studies
- Discourse and Media studies

VISITING LECTURES AND CONFERENCES

During the last eighteen years, both at home and abroad, I have given presentations of my work at conferences and meetings of academic institutions, professional bodies, and state institutions (some examples are cited below).

From April 1993:

- Ap. 93 “Otherness in American culture,” invited paper, *Cross-cultures* international colloquium, Faculty of letters, Marrakech, Morocco.
- Dec. 93 “The use of mythical patterns in advertising: A study of a sample of Moroccan commercials,” invited paper, *Image Publicitaire* second colloquium, Faculty of Letters, El Jadida, Morocco.
- Nov. 94 “L’implicite dans les spots publicitaires,” invited paper, *Image Publicitaire* third colloquium, Faculty of Letters, El Jadida, Morocco.
- 27-9. Oct. 93 “Ibn Battuta’s travels and the question of transculturation,” invited paper, international colloquium, Ecole supérieure Roi Fahd de Traduction. *Ibn Battuta*, Tangier, Morocco.
- Mar. 00 “The future of literary theory,” invited lecture, Dep. of English, Chouaib Doukkali University, Morocco.
- Mar. 00 “The representation of the female in the Moroccan Primary School Textbook, invited lecture, Gronnhgen University, Holland.
- June 05 “Popular Islam and Islamism in Morocco,” Keynote address (with Philip Hermans), Netherlands Embassy, Rabat, Morocco.
- 1-2 Oct 07 “‘Culturalization’ of citizenship in the Netherlands: The case of Moroccan Immigrants, invited Key note address, Anthropology Dep., Amsterdam, Netherlands.
- 9 Dec 09 “The Islamic spirit of capitalism: Cultural foundations of wage labour in an emergent economy,” invited talk in collaboration with Paul Willis to The Centre for Culture, Organisation and Markets [COM] seminar, Keele University, England
- 11 Dec 09 “From Maraboutism to Islamism: Models of Cultural Resistance in Morocco,” invited lecture, Keele University, England
- 10, Dec 09 “The Islamic spirit of capitalism: Cultural foundations of wage labour in an emergent economy,” invited talk in collaboration with Paul Willis to Aston Centre for Interdisciplinary Research in Language and Diversity (InterLand) seminar, Aston University, England.
- 24-6, June 10 The Cultural Foundations of Islamist Leadership in Morocco, invited paper, *Religions in the Public Spheres*, Institute of Philosophy, Mickiewicz University, Poznan, Poland.
- 9-11, Sep 10 *Ashura* and the ritual emancipation of women in Morocco, invited paper, *Changing Gods. Between Religion and Everyday Life*, CESNUR, University of Torino, Italy.
- 17-9, Feb 11 The cultural Foundations of Islamist Martyrdom in Morocco, NAAAS, Baton Rouge, USA.
- 23-4 Nov 11 The Subaltern can speak: Rethinking the Encounter between Capitalism and Popular Culture, invited paper, *Cultures and Languages in Contact*, Chouaib Doukkali University, El Jadida, Morocco.
- 20-22 Sep 12 The Cultural Switch Gear in the Arab Spring of Morocco, invited paper, *Religion in a globalized Context: the Mediterranean and the World*, CESNUR and Chouaib Doukkali University.

- 4-5 Dec 15 The Social Theory of the Body between Agency and Structure, invited paper, *Cultures and Languages in Contact*, Chouaib Doukkali University, El-Jadida, Morocco.
- 11-15 Sep 22 Jihactivism: The New Revolution in Media Jihad, invited paper, *World Summit on Counterterrorism: Terrorism in the Eye of the Storm*. ICT, Reichman University.

PUBLICATIONS

Books, chapters, essays, reviews

- *Jinn eviction as a discourse of power: A multidisciplinary approach to Moroccan magical beliefs and practices*. Leiden: Brill, 2007.
- The cultural Foundations of Islamist Leadership in Morocco. In *Religions in the Public Spheres*, edited by Tadeusz Buksinski. Varsovie: Peter Lang, 2010.

Articles in non-Refereed Journals

- Fantasy and the question of genre. *Revue de la Faculté des Lettres El Jadida*, 1, 25-33, 1993
- Culture as Discourse. *Revue de la Faculté des Lettres El Jadida*, 2, 57-78, 1995
- Post-modern Shakespeare: Self-reflexivity in *The Tempest*. *Revue de la Faculté des Lettres El Jadida*, 59-78, 1999.
- Ibn Battuta's travels and the question of transculturation. *Ibn Battuta*. Tangier: l'Ecole supérieure Roi Fahd de Traduction, 57-64, 1996.

Articles in Refereed Journals

- Maarouf, M. (1999). De representatie van de vrouw in Marokkaanse schoolboeken [The representation of the female in the Moroccan school textbook] (Philip Hermans, Trans.). *Cultuur en Migratie*, 17 (2), 41-51.
- Maarouf, M. (2009). 'Āšūrā' as a female ritual challenge to masculinity. *Arabica*, 56 (4-5), 400-439.
- Maarouf, M. (2010). Saints and Social Justice in Morocco: An ethnographic case of the mythic court of Sidi Chamharouch. *Arabica*, 57(5-6), 589-670.
- Maarouf, M. & Willis, P (fall 2010). The Islamic Spirit of Capitalism: Moroccan Islam and its Transferrable Cultural Schemas and Values, *Journal of Religion and Popular Culture* 22 (3).
- Maarouf, M. (2011). The Cultural Foundations of Islamist Leadership in Morocco, In Patrick Michel & Enzo Pace (Eds.), *Annual Review of the Sociology of Religion* (135-159). <https://doi.org/10.1163/ej.9789004209282.i-335.46>.
- Maarouf, M. (2012). The Cultural Foundations of Islamist Leadership in Morocco, *The Journal of Religion and Popular Culture*, 24, 1, 29-66. DOI:10.3138/jrpc.24.1.29.
- Maarouf, M. (Spring 2012). The Cultural Foundations of the Islamist Practice of Charity in Morocco, *Journal of Religion and Popular Culture*, 24, 1, 29-66.
- Maarouf, M. (Spring 2013). Suicide Bombing: The Cultural Foundations of Morocco's New Version of Martyrdom, *Journal of Religion and Popular Culture*, 25, 1, 1-33.
- إشكالية الثقافة العالمية و الثقافة العضوية للشعب: نحو مشروع لتدريس الثقافة الشعبية بالمغرب، *مجلة الثقافة الشعبية*، عدد 16، 33-

2016 ، 25

- Maarouf M. & Willis. P. (2016). Maraboutic Resistance and popular culture in the Arab spring of Morocco, *Journal of Religion and Popular Culture*, 28, 2-3, 123-134.
- Mohammed Maarouf and Paul Willis. (2016). The Cultural Switch Gear in the Arab Spring of Morocco, *Journal of Culture, Society and Development*, 16, 39-54.
- Mohammed Maarouf (2023). The cultural construction of sympathiser social identities in the Islamic state's virtual ecosystem: an analysis of the politics of naming, *Critical Studies on Terrorism*, 16:1, 98-122, DOI: 10.1080/17539153.2022.2161155.
- Mohammed Maarouf (2023): Jihackivism: The Islamic State's model of digital resistance, *Critical Studies on Terrorism*, DOI: 10.1080/17539153.2023.2243663.
- Mohammed Maarouf (2023). Constructing the Media Jihadist Visual Model in the Islamic State's Virtual Ecosystem [Manuscript submitted for publication]. Chouaib Doukkali University.
- Mohammed Maarouf and Gabriel Weimann (2023). The Roadmap to the Islamic State: An Ethnographic Analysis of Sympathizers' Online Training. [Manuscript submitted for publication]. Chouaib Doukkali University, Haifa University.

Intellectual Activism

2014-Present: Writing lots of Op-eds in English and Arabic for local and international press and posting lectures online (https://www.youtube.com/channel/UCo53ruW7uUItDqsJO_XGGoA) to throw up the barricade of elitism and open the academia onto the outside world, spreading knowledge for all, and also saying "truth" coram populo to power on political and cultural issues. Here are examples:

- "The rise of the intellectual Spiderman in Morocco," *the African Bulletin*, February 2015.
- "Towards a new paradigm of educational reform in Morocco," *Morocco World News*, 23 February 2015.
- (with Paul Willis) "Morocco at the crossroads: The Arab spring and beyond," *the African Bulletin*, June 2015.
- "The bus runs from me": Scapegoating the other in Moroccan culture," *Morocco World News*, 28 March, 2015.
- (with Paul Willis) "Jinn possession as a form of resistance in Morocco," *Morocco World News*, 9 April 2015.
- "Cloning cultural hyenas in Morocco," *The Moroccan Times*, 19 April 2015.
- "Ashura and the ritual emancipation of women in Morocco," *Morocco World News*, 4 May 2015.
- "Ashura in Mainstream Islam," *The Moroccan Times*, 13 May, 2015.
- "The cultural representation of the labor contract in Morocco," *Morocco World News*, 18 May 2015.
- "Cultural stereotypes about female sexual threat in Morocco," *The Moroccan Times*, 31 May 2015.
- "Gaddia: the ritual cure of sterility in Ashura," *Morocco World News*, 18 June 2015.
- "Visiting the dead in Ashura," *Morocco World News*, 18 July 2015.
- "Socialization to the cultural schema of Islam," *Morocco World News*, 18 July 2015.
- "The cultural switch gear of social change in Morocco," *Morocco World News*, 4 August 2015.
- "Isgar and the ritual domination in the High Atlas," *Morocco World News*, 19 august 2015.
- "The ritualization of time in Moroccan popular culture," *Morocco World News*, 23 August 2015.
- "The cultural representation of the evil eye in Morocco", *The Moroccan Times*, 11 October 2015.

- "Shsha'ala: Ashura Bonfire", *Morocco World News*, 24 October 2015.
- "The Myth of Baba 'Aishur", *Morocco World News*, 25 October 2015.
- The Qaids and the Dispossession of Tribes in 'Intra-colonial' Morocco", *Morocco World News*, 14 November 2015.
- "Why Muslim Radicals kill Civilians", *The Moroccan Times*, 16 November 2015.
- "Let us be clear: I am a Muslim, I am a potential martyr (I)", *Morocco World News*, 22 November 2015.
- "Let us be clear: I am a Muslim, I am a potential martyr (II)", *Morocco World News*, 22 November 2015.
- "The Mashdud" (ethnographic story, episode 1, II, III, IV), *The Moroccan Times*, 29 November 2015.
- "Leaderless Jihad in Diaspora", *Morocco World News*, 14 December 2015.
- "The crisis of Higher Education in Morocco," *Morocco World News*, 24 January 2016.
- "Popular imagination of Justice in Morocco: The ritual of cursing", *The Moroccan Times*, 28 January 2016.
- "When scientific knowledge is not the final authority in Morocco", *The Moroccan Times*, 6 February 2016.
- "Bouya Omar is the solution", *Morocco World News*, 8 May 2016.
- "The Perils of media Islam", *Morocco World News*, 30 May 2016.
- "Patron Saints: The men of the land", *Morocco World News*, 6 June 2016.
- "The cultural representation of the sultan in Morocco," *Morocco World News*, 26 June 2016.
- "The female Pursuer (Ttab'a/l-qraina) in Moroccan mythology," *Morocco World News*, 26 June 2016.
- "From rentier economy to rentier mentality in the Arab World," *Morocco World News*, 19 September 2016
- "Protest suicides and theatralization of power in Morocco," *Morocco World News*, November 12&13 2016.

Op-eds in Arabic

- القرد السجين في متاهة الاستهلاك ، هسبريس، الاثنين 01 يناير 2018
- ديمقراطية البؤساء بالمغرب؟ ، هسبريس، الاثنين 18 دجنبر 2017
- مجتمعات القروى وديمقراطية الفرجة ، هسبريس، الأحد 03 دجنبر 2017
- مخيال الإنجاب بالمغرب: كل حيوان منوي رزقه على الله، هسبريس، الأحد 26 نونبر 2017
- كرة القدم ومواطنة السوق بالمغرب، هسبريس، السبت 18 نونبر 2017
- جامعات مغربية وغياب الاقتصاد الإبداعي، هسبريس، الثلاثاء 14 نونبر 2017
- خطاب العرش وأزمة العقلية بالإدارة العمومية، هسبريس، الأحد 06 غشت 2017
- الفضاء العام في ذهنية المغاربة: العافية والفيضان والمخزن، هسبريس، الاثنين 10 أبريل 2017
- أين الثروة؟ هسبريس، الجمعة 14 يوليوز 2017
- السلطة في مغرب اليوم: أزمة تمثلات ثقافية؟ يناير، الخميس 06 يوليو 2017
- النظام السياسي بالمغرب: من الدولة المخزنية إلى مخزنة الدولة، يناير، الجمعة 16 يونيو 2017
- ملكنا واحد!.. قصر حكم واحد!؟ ، هسبريس، الأحد 11 يونيو 2017
- خطاب الزفرافي ومغالطات الانفصال، هسبريس، السبت 03 يونيو 2017

- خطاب الزفزافي بين "الوجه" و"القناع، هسبريس، الاثنين 22 ماي 2017
- شكاوى الحمير: "أنا أجز... أنا موجود!"، هسبريس، الاثنين 08 ماي 2017
- مغاربة يمتلكون بيوتاً... ولا يمتلكون وطناً: مفهوم الفضاء العام في الذهنية الشعبية"، يناير، الخميس 13 أبريل 2017 بالمغرب
- آل حي بن يقظان المغربي يحتمي بدرع القرآن و"دفع الإخوان، هسبريس، الخميس 06 أبريل 2017
- وداعاً يا زعيم حزب ثورة الصناديق!": قراءة في الخطاب "الأخير" لبنكيران بالوليدية، يناير، الجمعة 16 يونيو 2017
- معجم السياسة في "بلوكاج" حكومة بنكيران .. ريع و غنائم وقرآن، هسبريس، الجمعة 10 مارس 2017
- العلوم الإنسانية بالجامعات المغربية .. تحطيم جدار برلين ضرورة، هسبريس، الاثنين 06 مارس 2017
- مآزق التعليم الجامعي بالمغرب .. التدريس بالماراثون والتكوين بالديون، هسبريس، الاثنين 23 يناير 2017
- " بيضة بيضة... باش نزوق لوحتي"، هسبريس، الاثنين 16 يناير 2017
- "وحش الغابة" من الخرافة إلى الاحتباس الحراري: قراءة في مغالطات أغنية "الأمير نظيف"، الجديدة اليوم 24 دجنبر 2017
- أهمية اللغة الأم في تشكيل ذهنية المجتمع، ريتاج بريس، الاثنين 12 ديسمبر 2016
- أسئلة مبدئية حول الفضاء الرقمي بالمغرب، هسبريس، الثلاثاء 29 نونبر 2016
- الانتحار الاحتجاجي ومسرحة السلطة بالمغرب، هسبريس، الأربعاء 23 نونبر 2016
- أسئلة مبدئية حول المرجعية الإسلامية لحزب العدالة والتنمية، هسبريس، الاثنين 17 أكتوبر 2016
- الانتخابات التشريعية بين "الإسلام و الطوفان" في المغرب، يناير، الجمعة 14 أكتوبر 2016
- مفهوم العدالة في المخيال الشعبي : طقوس اللعنة نموذجاً، ريتاج بريس، 7 فبراير 2016
- حينما يصبح التعليم ضحية المجتمع الجمعة، هسبريس، 15 يناير 2016
- "طقسنة" الزمن في المخيال الشعبي المغربي"، هبة بريس، 24 شتنبر 2015
- مفهوم "المحوّل الثقافي" و إشكالية التغيير الاجتماعي بالمغرب، هسبريس، الجمعة 04 شتنبر 2015
- الصورة النمطية للمرأة والجنس في المغرب، هسبريس، السبت 27 يونيو 2015
- البحث العلمي بين مرحلة التيه والهرولة بالجامعة المغربية: كلية الآداب الجديدة نموذجاً، هبة بريس، 20 يونيو 2015
- التمثلات الثقافية لعقد العمل بالمغرب، ماروك بريس/ هسبريس ، 6 يونيو 2015
- مفهوم عاشوراء في الإسلام-، هبة بريس، 19 ماي 2015
- عاشوراء والتحرير الطقوسي للمرأة بالمغرب، هسبريس، الاثنين 11 ماي 2015
- الثقافة الاستهلاكية و استنساخ الضباع الثقافية بالمغرب، هبة بريس، 26 أبريل 2015
- امتلاك الجن للإنس كشكل للمقاومة الثقافية بالمغرب، هبة بريس، 16 أبريل 2015
- لماذا ظهرت صناعة الموت في المغرب، هبة بريس، 03 فبراير 2015
- الاستقصاء العلمي للعمليات الانتحارية، هبة بريس، الاثنين 16 فبراير 2015
- صعود المثقف العنكبوتي في المغرب، هسبريس، الأربعاء 14 يناير 2015