

**Fatima EL HAMDI**, *On Tashlhit Root Structure and Its Implications for the Organization of the Lexicon.*

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The role of morphological theories in understanding how the lexicon is organized has been the topic of research of a number of studies. This topic brings two contrasting views to the fore. Some researchers claim that the lexicon consists of independent polymorphemic words with no need of a decomposition theory. This approach has been advocated in Amazigh and other Semitic languages like Hebrew and Arabic, pointing to the fact that the morphology of the language is better explained using a word-based approach. Arguments have been presented from Hebrew verb morphology (Bat-El, 1994; Aronoff, 1994; Ussishkin, 1999) and from Arabic verbal and nominal morphology (Hammond, 1988; McCarthy and Prince, 1990; Guerssel and Lowenstamm, 1996; Benmamoun, 2003).

Contrastively, others argue that polymorphemic words are decomposed into morphemes among which we cite the base form or the root (Cantineau, 1950; McCarthy, 1981; Galand, 1984; Chaker, 1990; Tobin, 1990; among others). Evidence for the root-based theory has been provided from language games (Arabic: McCarthy, 1981; Tashlhit: Lahrouchi, 2004, 2018a), metathesis (Prunet, Béliand and Idrissi, 2000), and from behavioral studies (Deutsch, Frost and Forster 1997, 1998, 2000; Boudelaa and Marslen-Wilson, 2001, 2004a-b, 2005; Ussishkin and Twist, 2009; Ussishkin, Dawson, Wedel and Schluter, 2015). According to this view, the root is accessed very quickly in studies of language processing.

In the present work, we contributed to the debate on the two views on morphological theory and discussed the theoretical implications for the organization of the lexicon. We tried to investigate the notion of roots in Amazigh, more particularly in Tashlhit and we attempted to answer two main research questions. First, is the root a morphological unit in the Tashlhit lexicon? Second, is the root exclusively consonantal in Tashlhit? With this end in view, we investigated the lexical properties of root structure in Tashlhit by distinguishing between two types of roots, the vocalic and the consonantal. We provided arguments supporting the claim that in addition to consonantal roots, the Tashlhit lexicon consists of roots that have vowels and consonants alike.

The novelty of this dissertation is that it discusses the significance of the root from a perspective that is not only purely morphological but also psycholinguistic. We presented further arguments for the presence of vowels in Tashlhit roots and also conducted, for the first time in Amazigh studies, priming experiments to examine language processing. The data analyzed comes essentially from the variety spoken in Ighrem N'Ougdjal area and its surroundings, a place which is largely representative of the Tashlhit language.

At the theoretical level, we carried out our analysis under the premises of Optimality Theory (Prince and Smolensky, 1993/2004; McCarthy and Prince, 1993, 1995). We presented facts from the verbal and nominal morphology of the language, and we tried to account for the linguistic irregularities through constraint ranking. We resorted to Correspondence Theory (McCarthy and Prince, 1995) and to Positional Faithfulness theory (Beckman, 1998) with main reference to the root morpheme to account for some aspects of the morphological system of the language. Using the interaction between faithfulness and markedness constraints and root faithfulness constraints, we also argued for the presence of vowels in the root structure of Tashlhit assuming that input root elements, be they vocalic or consonantal, are preserved in the output.

At the psycholinguistic level, we followed the assumption that linguistic phenomena are not exempt from extralinguistic factors (Berent & Shimron, 1997, 2003; Frish & Zawaydeh, 2001; Prunet, Béland & Idrissi, 2000). More specifically, we discussed data from priming experiments, based on measuring the reaction times of the participants. This type of experiment generally exposes participants to a stimulus (prime), which influences their response to a subsequent stimulus (target).

This dissertation is organized into five chapters. Chapter I sketches the characteristics of the Tashlhit phonological and morphological system, on the one hand, and the root structure in Hamitic-Semitic languages, on the other. Chapter II presents the premises on which our analyses are based. As a reminder, our work is organized in a twofold fashion: one part provides the theoretical analysis and the argumentation for the root structure and the second part adduces external evidence for the significance of the root. In this chapter, we, first, present an overview of the Optimality Theoretic framework, Correspondence Theory and Positional Faithfulness. Second, we introduce the priming tests we used in conducting our experiments. In chapter III, we provide further arguments in favor of the root-based approach. We discuss the relevance of the root in understanding the verbal and nominal morphology of Tashlhit in further detail, and we also distinguish between vocalic and consonantal roots in the Tashlhit lexicon. Ample evidence is presented in support of the bipartite system of Tashlhit roots. In chapter IV, we test the semantic priming effect in the language as we have more regular overlappings of semantics and morphology in the language. We present the details of the methodology adopted in all the priming experiments we used in this study. We also introduce the pretests we used to select our experimental stimuli, namely the frequency and the semantic pretests. Last but not least, chapter V examines the morphological priming effect as external evidence for the role of morphology in the language and tests the other linguistic factors (semantics and phonology) that may interfere with the root.

The results of our theoretical and empirical analyses showed that the root is an essential morphemic unit that plays an important role in the understanding of language processing. We proved that roots in Tashlhit have some psycholinguistic

reality and, hence, they have significant implications for the organization of the Tashlhit lexicon. We obtained the same result with semantic features that showed a significant priming effect, suggesting the lexicality of semantic features in the Tashlhit lexicon. Only phonological properties did not facilitate lexical access, leading to the conclusion that phonology has no role in word recognition processes. We also argued for the coexistence of both consonantal and vocalic roots in the Tashlhit lexicon and that the vocalic element in the root morpheme is not position-constrained but, rather, can occupy the initial, medial and or final position of the root.

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Cette thèse porte sur la communication touristique et le développement local dans la province de Taroudant, située au Sud Ouest du Maroc, dans la région Souss Massa. Elle a comme objet principal d'étudier les acteurs impliqués dans cette communication et les enjeux que représente celle-ci pour le développement du territoire. La corrélation entre communication touristique et développement local est envisagée dans cette recherche à partir d'une étude de cas basée sur une exploration d'une action de communication touristique, dont les effets ont été évalués dans le cadre d'une enquête de terrain. L'objectif est de comprendre et d'analyser au travers de critères économiques, sociaux et culturels et au moyen d'indicateurs associés, les types d'effets induits par cette action de communication sur le territoire. Elle vise aussi à analyser les différents acteurs impliqués dans ce processus, leurs rôles, leurs stratégies et leurs actions. L'Etude de cas en question concerne le festival International du Safran de Taliouine (province de Taroudant).

D'un point de vue théorique, cette recherche s'appuie sur une littérature relative à la communication publique des territoires, à la communication touristique et au développement local. Elle se fonde aussi sur des théories en sociologie de la communication, en sociologie de développement et en sociologie des acteurs. En effet, l'approche systémique a constitué le cadre théorique générale. En ce qui

concerne le cadre théorique d'analyse, il comprend deux soubassements théoriques à savoir la théorie des acteurs de Crozier et Friedberg (1992) adoptée pour l'analyse des acteurs et la théorie de Paul Lazarsfeld des indicateurs préconisée pour l'analyse des enjeux de la communication touristique pour le développement local. D'un point de vue empirique, la recherche s'est appuyée sur une enquête menée auprès d'un échantillon constitué de groupes d'acteurs locaux et de professionnels exerçant dans les secteurs socioéconomiques. Les techniques d'enquête utilisées dans le cadre de cette étude qualitative sont l'entretien semi directif, le focus groupe et l'observation participante accompagnée de la photographie. L'ensemble des données recueillies ont été au moyen de techniques de traitement des données qualitatives telles que la transcription des données, la codification puis l'analyse de contenu.

Relativement aux résultats, la recherche a permis de dégager plusieurs concepts à partir de l'analyse du corpus. Elle a pu aussi entrevoir de nouvelles pistes de réflexions en communication publique des territoires et initier des voies de recherches futures en développement local, notamment celles liées aux nouveaux modèles de développement basés sur l'implication des acteurs locaux et sur les initiatives locales.