

# Mass Communication and Advanced Regionalization Project in Morocco

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**Abstract:** *The main aim of this paper is to bring into scrutiny the crucial importance of mass communication conceived of as an efficient working tool examining all aspects of messages being disseminated to a large public, basically that these messages are one of the defining components which guarantee high quality service. they equally represent compulsory process in every action meant for boosting territorial attractions. Drawing on what have been previously mentioned, mass communication enables active citizenship regional agents to further promote the advanced regionalization process. Owing to the wide disparities involving different territories, No advanced regionalization process would be a complete accomplishment without an urgent and a remarkably workable and practical mass communication strategy aspiring for more exchange and sharing of useful information and new stories that would definitely be of more advantage to large masses of target recipients along with empowering social bonds and targeting whatever can be of a general interest such as democracy and better governance. In order to settle on the major unresolved issues currently raised by advanced regionalization essentially what would be in favour of general interest, we are going to work out new tactic of how to make mass communication turn out to be an innovating tool in contributing to the modernization process of regionalization management in Morocco.*

**Keywords:** Mass communication-Advanced regionalization-Communication strategies- Public interest

## 1. Introduction

The advent of the Advanced Regionalization can be viewed as a major turning point in the political and democratic landscape in Morocco. This is thanks, on the one hand, to the firm determination of his majesty the king Mohammed VI, and on the other hand, to the participation of the Moroccan people.

Its originality lie in the fact that it combines at once an objective of extending the scope of original representative democracy and that it makes a lever of economic , integrated human and sustainable development, and as purposes to reduce inequalities ,preserve the dignity of citizens, promote the dynamics of growth and ensure an equitable distribution of its outcome. In this regard, a prominent and eloquent extract of royal speech of 30 July 2012, about the objectives of this large project stated “All political and social reforms and development initiatives are primarily assigned to safeguard the dignity of citizens. Creating institutions is not an aim in itself regardless of how important they might be”.

The issues and expectations of Advanced Regionalization require administrative accountability and transparency. These two performance measure tools enable an assessment of the progress situation of the objectives, and as consequently contribute the decision- making.

The project of Advanced Regionalization is deemed as an approach of modern management, which aims to bring citizens close to efficient public services. This objective can only be achieved through mass communication strategy, which has as one goal to set up a close relationship and a climate of trust

with citizens. By virtue of that, according to [9], “ Mass communication is the formal communication that tends to exchange and share information of general interest, as well as maintaining the social bond which is the responsibility of public institutions”.

The utility of mass communication lies in its intervention on the representations associated with actions, applications, rules, procedures and public decision-making. It makes available to the citizens the information concerning certain decisions (publishing debates of the regional council), pushes the service actions ahead, or informs the institution via campaigns or activities of common interest.

The image of action is an integral pass of mass communication. Its role manifests itself in a modest way in relation to the actions of public policies. However. It is important to accompany them so that they would be known and accepted by citizens.

Our objective in this work is to put forward a new strategy of communication which encourages the dissemination of the noble values of society and the good practices of citizenship and guaranteeing transparency and the right to information. In addition, it provides a sustainable development of the territories and in this case, the regions whose governors are facing more than ever to proactively manage the transformation of territories.

As in first step, we are going to develop briefly the Moroccan model of Advanced Regionalization, then, we are going to focus, in the second part, on the specification of the mass communication in the SIC. finally, in the last part, we

are going to cast light on the in integration of a new strategy of communication when the project of Advanced Regionalization in Morocco is set up.

## 2. Morocco's model of regionalization: Advanced Regionalization

### 2.1 General context

We notice from the excerpt of the royal speech on July 30, 2015 of the Throne Day which stated: «All political and social reforms and development initiatives are primarily assigned to safeguard the dignity of citizens. Creating institutions is not an aim in itself regardless of how important they might be. In the same time, economic growth will have no meaning if it does not contribute to upgrade the people's life quality.

The regionalization that we aspire for should rest on an imaginative and sustained effort to come up with suitable solutions for each region according to its characteristics, resources and employment opportunities that it might provide and development challenges that it might encounter. The region should establish a center of integrated development in the context of striking a balance and complementarity between areas, cities and villages, and thus, contributing to stem the flow of migration towards cities.

Our country is facing social inequalities and territorial dispersal, which is likely to generate a differentiation noted in the level of development, which promotes heterogeneity at a territorial scale. In fact, the Moroccan territory is characterized by two main poles: a central region having all means and resources necessary to be incorporated within the process and peripheral regions plagued by backwardness and handicaps (isolation, shortage of equipment and limitation or mismanagement of resources...etc.).

This duality led up our country to review the land-use planning. The space should never be considered as a substrate which is more or less homogeneous, but as an articulation or at a minimum, a juxtaposition of specific and various territories.

This new approach aims to take into account the diversity of the Moroccan territory was reflected in the project of Advanced Regionalization which refers to the efforts that the regions themselves have to make in order to be incorporated within the process of development. It wants to break with the centralizing and unifying vision and to assert an evolution of national policies and strategic orientations of the State. The originality of this ambition lies in the fact that It is going to spring up a new lever of development, to absorb inequalities, to promote dynamics of growth and an equitable distribution of this development' outcome.

Finally, Advanced Regionalization must ensure, in different territories, a middle ground between fairness and efficiency in entering various actions of regional development within an integrated and sustainable development.

### 2.2 Importance of Decentralization in the Territorial Governance

Decentralization is a mode of democratic and modern territorial governance based on the transfer and sharing of power and resources between the central administration and the elected assemblies. Its main objective is, the one hand, is to monitor and organize population in a defined geographical area as a homogenous social place and a culturally and economically viable one and to fulfill, on the other hand, the need of targeted populations through the provision of services of proximity.

In the case of Morocco, the region consists alongside communities, provinces and prefectures a privileged territorial level that illustrates the decentralization. Indeed, it constitutes an appropriate space for the continuation of the vision and strategic actions of the State in the field of land-use planning and economic development in the scope of competences of each region, and according to its specificities and potentialities.

In order to be relevant, the consolidation of a territorial approach based on decentralization and regionalization can offer a service of proximity to the citizen. In fact, the interventions of the region must be incorporated within a framework of integration and complementarity with those of the State, and this to substitute the latter in the exercise of competences. Because of the complexity of this exercise at national level and the complexity of their mandated tasks and missions, are no longer able alone to be achieved at a central level.

## 3. The theoretical foundations of mass communication

### 3.1 vision in the sciences of information and communication (SIC)

Some authors perceive the institutional communication as a mass communication, but they differentiate it from political communication. In this regard, [1] defines communication to the public as different from the political communication, though he admits the existence of unavoidable overlaps in the quest for an adherence to a policy conducted by the State via a communication campaign : "we must first distinguish between the public communication and political communication with which it is often identified ". The public communication is, therefore, multiple, despite the fact that it seeks to complement one another instead of opposing or competing each other.

To differentiate this institutional communication in relation to mass communication, analysts have highlighted a theoretical separation between the two appellations, because it leads to a choice of recruitment of professionals, o, the one side, [2] or political activists (old model) on the other side [4]. Moreover, it also calls into question the risk of a personalizing the communication around the elected officials who contradicts the objectives of the State [10].

According to its founder,[9]. "Mass communication is the formal communication that tends to exchange and share

information of public interest, as well as maintaining social relationship which is the responsibility of public institutions". Its objectives are therefore the same as those of public organizations, that is to say:

- To inform : know, realize, and enforce ;
- To listen : the expectations, questions and public debate;
- To contribute to a social relationship: sense of belonging to a group considering the citizen as an actor.

Mass communication is distinctive in relation to the private sector in a broad organizational field, which brings together the communications of all public institutions: ministries, state- owned enterprises, public establishments, territorial communities [4]. More importantly, this communication falls within the monopoly of the institution in its field of competence, thereby changing the scope of the latter in relation to the corporate communication: it has a much stronger grip. However, it is generally less accurate on account of the wide range of public measures that affect large sectors of the population and generally the wider public [7].

### 3.2 Mass communication and its place in the service of the general interest

Some professionals show that the mass communication is often neglected in comparison to the commercial communication, on the grounds of the general interest. It is a communication that is addressed to one or to the public at large within boundaries of general administrative competence and conditions. In fact, the mass communication is an exercise of the communication specific to the public sphere, institutions, administrations, establishments and their relations with the political sphere and the citizens.

Like any object of study, the mass communication must be defined, and mostly discussed in terms of its historical, sociological, and political science definition. It is distinguished in the field of communication because it has a specific object of general interest.

According to [9] : "the general interest demonstrates the nature of the mass communication "a complex notion which is the outcome of a compromise of interests between individuals and groups in society that consents to the social contract to be engaged within laws, regulations, judicial decisions and habits. The communication, therefore, has no market interest, the target is not the consumer but the citizen. If some authors tend to confuse between these two topics, mass communication which refers to persons with rights and duties is impossible in a country described as: non-democratic. This kind of communication occurs when the propaganda disappears; it traces its origin back to the latter while detaching it strongly today, thanks to its legislative framework.

Actually, the access to public information has become today a right in our country, the law n°31-13 aims mainly at improving relations between public institutions and the public at large. It also provides open access to non – identifiable administrative documents. In this law, information means any disclosable, freely searchable or copyable document, including the official information.

### 3.3 Modes and fields of mass communication

To ensure an efficient and highly-performance mass communication that might remedy possible failures. All actors of the communication (transmitters, receivers) must fulfill the roles entrusted to them.

According to [9], the citizen is an " ambivalent interlocutor", which can sometimes reject or protest against a message launched by the public authority.

The citizen may not be perceived as a consumer of an institution, because the citizen has a power of decision (vote) and is a taxpayer, and thus, participating in the proper functioning of public services. The requirements of mass communication contribute to the rehabilitation of the communication by the receptor's active nature. Accordingly, the receiver is necessary to the communication more than the transmitter. In this context, there are, therefore, several modes of communication to set up a relationship between public institutions and citizens, that is to say:

- The communication of the information ;
- Communication of media ;
- The communication of the exchange of information ;
- The communication of the promotion ;
- The communication of the valuation ;
- The communication of the discussion ;
- The internal communication.

This multiplicity of stakeholders represents the field of mass communication, the issuers are as many as the receivers are heterogeneous.

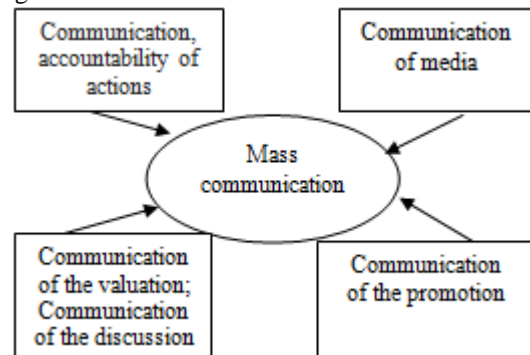


Figure: Diagram representing the modes and the fields of mass communication

## 4. Communication strategies in the project of Advanced Regionalization

The mass communication is a branch of communication that allows you to make response to the obligation to inform the citizen about the data and activities of a public nature. It also promotes awareness of the citizen to certain causes of so-called public interest. In the project of Advanced Regionalization, communicating is a legitimate duty that responds to the right to inform citizens as stipulated in article 27 of the new constitution of 2011.

Mass communication is intended to facilitate access to information, push for transparency and enhance the service relationship. It must also accompany public acts and decisions in their preparation, announcement and

implementation. It was especially the mission of boosting the broad social demands. In this context, we will consider a communication strategy that is structured around six pillars, constituting the basis of any highly- performance and efficient mass communication, and which must respond to the essential questions, that is to say :

- What ? What we want to say, the messages that we want to send.
- Why ? Goals and Objectives.
- To whom ? Target.
- How ? the tools of communications, the means to be used (internal human resources, budget, etc.).
- When ? when to communicate?
- Results ? What is the outcome of the action of communication? How has it been
- perceived ? This means putting in place the indicators.

#### 4.1 What? : Any information of a public nature

The control of information and its contents is a relevant and indispensable means in driving the change and the mobilization of actors to serve the cause and objectives of any reform. Beyond the campaigns of explanation and popularization, it should be conducted in accompaniment of a start- up of the implementation of the Regionalization. The need to sustain this effort of mass communication in a methodical and targeted way is all at once necessary for reasons of information sharing, transparency in the management of public affairs, and especially of maintaining the mobilization at the highest level to ensure that all stakeholders remain engaged tirelessly in the discharge of their respective responsibilities.

#### 4.2 Why? The goals and objectives

The mass communication is considered a vital element for the whole mechanism of decision-making and that, once set in motion effectively and efficiently, could bring in the same time an additional value to succeed the project of regionalization and to accomplish the missions and final objectives. It will achieve the following objectives :

Animating democratic life which consists of:

- Take into account the decisions taken by the elected officials ;
- Explain land-use planning projects ;
- To involve citizens ;
- To make people familiar with public policies and budgetary choices ;
- To organize public debate through consultation meetings.

Enhancing the value of the territory:

- Promoting the territory and contribute to its economic and social development ;
- Enhancing its image through promotion campaigns of promotion or territory mark creation;
- Valuing heritage through the establishment of infrastructures: museums, historical monuments...

Ensuring the internal communication:

- To inform the officials in their daily work,
- To accompany the management team and involve agents.

Inform people about public services :

- To accompany the target audience in their administrative process, in particular to benefit from public support, social services...

#### 4.3 To whom? The target

The project of Advanced Regionalization, which aims, to the population of the region Concerned, to adopt a clear process for communication, writing, in a simple and comprehensible language so that it can be perceived by the entire population.

#### 4.4 How? The manner (communication tools, the means to be used)

Mass communication mobilizes all communication tools of the Advanced Regionalization project, which are deployed according to the objectives and projects, that is to say:

- EVENTS: public meetings, celebrations, ceremonies, cultural and sporting events, partnerships...;
- PUBLIC RELATIONS: media relations, institutional relations, protocols, receiving citizens...;
- MEDIA: local and regional tv and radio stations, sponsorship, press... ;
- DIGITAL COMMUNICATION: official websites, social networks, intranet... ;
- GRAPHIC IDENTITY: logos, graphic charter, signage...;
- PUBLICATIONS: newspapers, brochures, guides, booklets, books...;
- POSTINGS: poster campaigns of displays, urban furniture, site panels...;

#### 4.5 When? When to communicate?

Before starting the implementation of mass communication, a study in advance is an absolute necessity, of which the objective is to know the means of communication most frequented by the target audiences (local TV and radio stations, inserts, press...). Then, it is desirable to unify the speech oriented towards the public which is related to the process of regionalization. Finally, the region must be equipped with a communication service with specialized human resources in the field, and should act according to a communication plan that takes into account the specificities of the region and the interested public.

#### 4.6 Results ? What are the results of the communication action ? How has it been perceived ? This involves putting in place the indicators

The results of the action of communication in the project of advanced regionalization will manifest themselves mainly through:

- The reliability of the information on the comparative data in time and in space.
- The performance measure of the communication strategy adopted is essentially a monitoring-evaluation mechanism based on a battery of indicators that allow a comparison between the achieved outcome and the planned objectives.

- The positioning of the progress of programs and projects realized by the indicators, in particular those of sustainable development contained in the dashboard.

## 5. Conclusion

The improved capabilities and the methods more and more specialized of the mass Communication have become indispensable for the project of advanced regionalization in order to achieve its mission and fulfill its goals, especially when it serves the interest of the citizens.

It is obvious that, without mass communication, the project of advanced regionalization becomes isolated. Also, the objective of mass communication is to serve the public interest. However, the regions in the service of the citizens must ensure that they have an effective and efficient communication strategy.

We have insisted on the fact that it becomes necessary to put in place and develop a mass communication strategy to improve the image /modernize the management of the advanced regionalization, and which usually lies in the motivation of the persons responsible for communication, not only in the application of the hierarchical and statutory principles of the regional administration, but especially in the way we communicate with the interested public.

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