

## **The Shared Cultural and Linguistic Heritage between Morocco and Spain**

**What role does Artificial Intelligence plays in strengthening cultural and linguistic dialogue between Moroccans and Spaniards?**



# Plan

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# 1) Introduction

- \* Morocco and Spain are two neighboring countries that share the shores of the Strait of Gibraltar in the western Mediterranean. The relationship between them is one of the oldest in history, known for its commercial, human, and cultural exchanges, as well as its conflicts. So, these are relations with two determinants.
- \* These two countries have a large common history, who give a big Shared Cultural and Linguistic Heritage between them. But in the other side there is a big cultural misunderstanding between the two peoples, but the Spaniards have more.
- \* The two states are working to resolve this problem and to bring the two peoples closer together, But the initiatives that existed in the past and even today are insufficient, and sometimes are disabled, since they have been impacted by the periodic crises between the two countries.

# 1) Introduction (Need for the study/Aims and objectives/ Methodology)

So, the AI as an informatics tool can reduce the quantity of misunderstanding and facilitate the task for the two states to deep the cultural understanding between the two people through many shapes, tools, and tasks.

**So, how can AI help to reduce cultural misunderstandings between Morocco and Spain, which share a common history and heritage, but currently have cultural misunderstandings?**

**Need for the study:** Given the significant misunderstanding between Moroccans and Spaniards, we need to study ways to reduce it.

**Aims and objectives:** this work will study the shared legacy between Morocco and Spain, also will treat the cultural problem between the two sides and how the IA can reduce it.

**Methodology:** This study is based on a collection of academic articles and, to a lesser extent, press articles. And discussions with ChatGPT and perplexity.

## 2) legacy shared between Moroccans and Spaniards

- \* We can define the cultural heritage between two countries as common or shared tangible and intangible cultural assets, which are transmitted from generation to generation and bear witness to a history, values, and know-how shared between two nations, often thanks to reciprocal influences.
- \* This may include sites, monuments, traditions, arts, languages, or knowledge, which have symbolic, historical, or aesthetic significance for the people of these countries.
- \* Moroccans has existed for 8 centuries in Andalusia. Maurian migration to Morocco in the 15th, 16th, 17th centuries, the Spanish occupation of North of Morocco, Ifni and the Sahara, these elements left a big shared history.
- \* The common history between Morocco and Spain has led to a big cultural and linguistic heritage between the two countries, as examples :

## 2) legacy shared between Moroccans and Spaniards

\* In the Architecture side:

➤ There is a similarity between the Koutoubia, Hassan Tower and the Giralda



➤ A part of Tetuán, Chaouen, and the Oudaya in Rabat are Andalusian cities

➤ A part of Cordoba and Sevilla look like a Moroccan cities

## 2) legacy shared between Moroccans and Spaniards

\* In the linguistic side:

- more than 4000 Spanish words originate from Arabic
- There is Connections between Amazigh and Spanish
- Too many words in Moroccan Darija are Spanish
- Same sentence composition between Darija and slang Spanish

\* In the Feeding side: we have Bastila (Andaluz origine), Bocadillo, Tortilla

\*In the Music side: we have Andalouse music (tarab al andalousi) and Grenade music (tarab al-gharnati)

# 3) Cultural cooperation and cultural conflict

## 3-1) cooperation

- In cultural matters, both countries work together to promote cultural understanding and address mutual ignorance, going beyond stereotypes, through institutions such as the Three Cultures Organization.
- Both countries work to promote the Spanish language in Morocco by integrating it into many Moroccan schools and universities, including through the Cervantes Institute.
- They also work to promote the Arabic language in Spain, especially for Moroccan children in Spain.
- Both countries promote scientific cooperation and mobilization between universities.



# 3) Cultural cooperation and cultural conflict

## 3-2) Conflicts

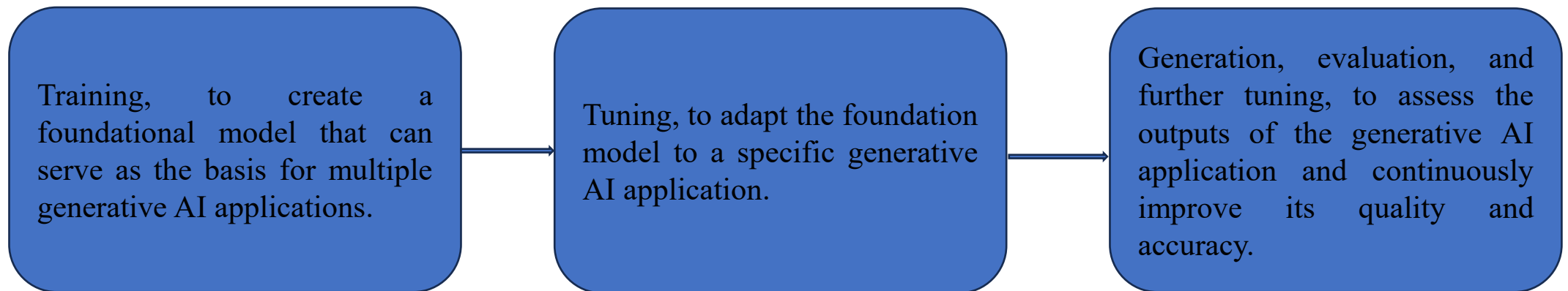
- Some sayings contain the word "Moor": "No Hay Moros en la costa" means there is no danger. The word "Moor" also used to mean: "rapist," "murderer," "bad guy," and many other bad words.
- Until now, there are "Moors and Christians" festivals in the Valencian community (but many Spaniards are making efforts to ban this celebration).
- Morocco occupies an important place in the Spanish media and press, as a neighboring country, a dangerous country for Spain, an underdeveloped country, a supplier of immigrants, a traditional fish market for Spanish sailors, and a traditional monarchy distinct from the Spanish one.
- Spain is not presented in the same way in the Moroccan media and press. Spain is presented as a partner country when relations are good. But it is presented as a country that harms Morocco in times of crisis.
- Some Moroccans view Spain as a colonizing country, and Spaniards as racists and prefer their own language. However, according to a study conducted by Affaya Nourdine and Guerraoui Driss, 69% of Moroccans surveyed have a positive image of Spain.

## 4) Generalities about the AI

- AI refers to an automated system that, for a given set of human-defined objectives, is capable of making predictions, formulating recommendations, or making decisions that influence real or virtual environments.
- AI systems interact with us and influence our environment directly or indirectly. They often appear to operate autonomously and can adapt their behavior according to the context.
- We will focus on generative AI, also known as "gen AI," which is an AI capable of creating original content (text, images, video, audio, and software code) in response to a user's prompt or request. Generative AI relies on sophisticated machine learning models, called deep learning models which means, algorithms that simulate the learning and decision-making processes of the human brain.

## 4) Generalities about the AI

- The most common foundational models of generative AI today are Large Language Models (LLM)
- The LLM works like this :



- The AI can help to reduce the misunderstanding, but not profoundly, because many AI platforms have been connected to the internet for more than two years, and have all the bad ideas and stereotypes already existed between Moroccans and Spaniards.

## 6) What's the role of IA for the Moroccan-Spanish cultural cooperation

- The AI can intervene to reduce cultural misunderstandings through:
  - Intelligent, automated translation and interpretation using AI-powered tools like Google Translate, DeepL. also, across AI-assisted language learning, with applications like Duolingo, Lerna Pro.
  - Recognition of cultural norms and communication styles using AI models, trained to comprehend the communication practices and the cultural values specific to each of the two countries.
  - decreasing Bias and Combating Stereotypes, because AI algorithms can identify and mitigate bias and stereotypes in media, texts, and online dialogue platforms.
  - By analyzing cultural data in depth for deeper understanding, the AI can highlight shared values and subtle differences.

## 6) What's the role of IA for the Moroccan-Spanish cultural cooperation

- Through AI-powered recommendation algorithms, intercultural content (as showcase films, documentaries, and artistic works) can be promoted on platforms like YouTube and Netflix to Moroccans and Spaniards.
- Facilitating constructive intercultural dialogue by using AI-powered platforms and chatbots, this can connect people from the two countries with shared interests, provide cultural support during exchanges, and facilitate real-time communication.
- AI can detect and combat xenophobic rhetoric and hate speech, as well as calls for violence against religious or cultural groups.
- Moroccan and Spanish governments can support the development of common cultural public policies, though using AI to identify areas of cultural convergence and divergence, and create joint educational or cultural programs.

## **6) What's the role of IA for the Moroccan-Spanish cultural cooperation**

- AI can diagnose media, historical, or political narratives from each country, and identify differences in how shared history is told, as well as detect words, images, or discourse that can create cultural tensions or misunderstandings.
- Promoting shared heritage through cultural media, where AI can recommend films, music, literary works, or traditions shared between the two cultures. It can also create or restore shared historical or artistic content.

## 7) Conclusion

- The IA can just reduce the misunderstanding quantity, especially for a small number of citizens of the two countries, because the already existing IA chatbot is trained on things and ideas that already existed on the internet.
- The Moroccan and Spanish governments have to promote the common legacy and all common things through IA, by creating and recommending content on video platforms.
- Also, the two governments have to invest in an LLM that can detect the heat speech in social networks, Journals, and all.
- through IA analyses, Morocco and Spain can make a common culture policy in order to reduce the misunderstanding that exists.

**THANK YOU FOR YOUR  
ATTENTION**