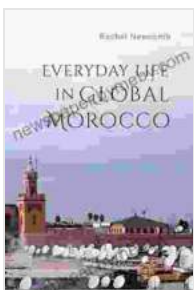


Unveiling the Vibrant Tapestry of Moroccan Life: A Comprehensive Exploration of "Everyday Life in Global Morocco"

In the captivating pages of "Everyday Life in Global Morocco: Public Cultures of the Middle East and North," renowned anthropologist and ethnographer Michael M. Ames invites readers on an immersive journey into the rich and multifaceted world of Moroccan society. This comprehensive and engaging book delves into the daily routines, traditions, beliefs, and aspirations of ordinary Moroccans, shedding light on the complex interplay between local, national, and global forces that shape their lives.

A Panoramic View of Moroccan Culture

"Everyday Life in Global Morocco" provides a comprehensive overview of Moroccan culture, encompassing a wide range of topics, including:



Everyday Life in Global Morocco (Public Cultures of the Middle East and North Africa) by Johan Norberg

★★★★☆ 4.6 out of 5

Language : English
File size : 624 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 188 pages

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- Urban and rural life
- Family and gender relations
- Religious practices and Islamic spirituality
- Education and the role of the state
- Economic activities and the informal sector
- Popular culture and media
- Moroccan identity and the challenges of globalization

Drawing on extensive fieldwork conducted over several decades, Ames paints a vivid portrait of Moroccan society, capturing the nuances and complexities of everyday life. He explores the ways in which Moroccans navigate the challenges of modernity while preserving their cultural heritage.

Public Cultures and the Transformation of Urban Spaces

One of the key themes explored in "Everyday Life in Global Morocco" is the notion of "public cultures." Ames examines the ways in which public spaces, such as streets, markets, and mosques, serve as arenas for social interaction, political expression, and cultural exchange. He argues that these public spaces are not simply physical locations, but rather contested and dynamic sites where power relations are negotiated and identities are formed.

The book pays particular attention to the transformation of urban spaces in Morocco, particularly in the context of globalization. Ames analyzes the impact of tourism, migration, and the rise of digital technologies on the

social and cultural fabric of Moroccan cities. He explores the ways in which these forces have led to both new opportunities and challenges for Moroccan citizens.

Gender, Family, and the Politics of Identity

"Everyday Life in Global Morocco" also delves deeply into the social and cultural dimensions of gender and family in Moroccan society. Ames examines the changing roles of women and men in the family and the workplace, as well as the ways in which gender relations are shaped by broader social and cultural norms. He argues that gender is a central axis of Moroccan identity and that it continues to be a source of both conflict and transformation in contemporary Morocco.

The book explores the complex relationship between tradition and modernity in Moroccan society, particularly in the context of family life. Ames argues that Moroccans are actively negotiating the tensions between traditional values and the demands of modern life, creating new and innovative ways of organizing their families and communities.

A Valuable Contribution to Middle Eastern and North African Studies

"Everyday Life in Global Morocco" is a groundbreaking work that makes a significant contribution to the field of Middle Eastern and North African studies. It provides a nuanced and multifaceted understanding of Moroccan society, offering valuable insights into the ways in which ordinary Moroccans experience and navigate their world. The book will be of great interest to scholars, students, and anyone interested in the contemporary Middle East and North Africa.

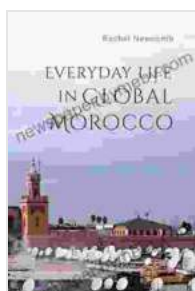
Michael M. Ames's lucid prose and insightful analysis make "Everyday Life in Global Morocco" an accessible and engaging read for both academic and general audiences. Through a combination of rich ethnographic detail and thoughtful interpretation, Ames invites us to look beyond the stereotypes and preconceptions that often surround Morocco and discover the vibrant and complex reality of its everyday life.

About the Author

Michael M. Ames is Professor of Anthropology at the University of British Columbia, Vancouver, Canada. He has conducted extensive research in Morocco and is the author of numerous books and articles on Moroccan society, including "The Moroccans: A People in Transition" (2006) and "Islam in Global Morocco" (2016).

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