

Bouchra Kachoub, Ph.D.

bkachoub@sfu.ca

Tel. +971561384607

EDUCATION:

- **Ph.D. in Linguistics** January 2021
Department of Linguistics, Simon Fraser University, Burnaby, BC, Canada
Dissertation title: *English in the Expanding Circle of Morocco: Spread, Uses, and Functions*
- **M.A. in Applied Linguistics** June 2010
Department of Linguistics, Ohio University, Athens, OH, USA
Thesis title: *The Relationship of L2 Attitudes to L3 Attitudes and Learning: A Study of Moroccan University Students*
- **TEFL Certificate** March 2009
Department of Linguistics, Ohio University, Athens, OH, USA
- **B.A. in Education** May 2008
Department of Education, Juniata College, Huntingdon, PA, USA

COURSES I TAUGHT:

- Various English classes (General English, ESP, EAP, Academic Writing, Public Speaking, IELTS Preparation)
- Study Skills for Academic Studies
- Academic Skills for Business
- Research Methods
- Business Communication
- Personal Development
- Arabic (as a foreign language)

COURSES FOR WHICH I SERVED AS A TEACHING ASSISTANT:

- LING 100: Communication and Language (Fall 2013, Spring 2014, Spring 2015)
- LING 110: The Wonder of Words (Spring 2015)
- LING 160: Language, Culture, and Society (Fall 2014, Spring 2021)
- LING 200: Introduction to the Grammatical Description of English (Fall 2014)
- LING 350: First Language Acquisition (Fall 2013)
- LING 360: Linguistics and Language Teaching (Fall 2013, Spring 2014, Fall 2014, Spring 2015)

TEACHING EXPERIENCE:

- **Teaching Assistant** January– April 2021
Department of Linguistics, Simon Fraser University, Burnaby, BC, Canada
- **Instructor** September 2016 – January 2017
College of Education, American University in the Emirates, Dubai, U.A.E.
- **Teaching Assistant** September 2013 – April 2015
Department of Linguistics, Simon Fraser University, Burnaby, BC, Canada

- **Research Assistant** January 2014 – July 2015
Department of Linguistics, Simon Fraser University, Burnaby, BC, Canada
- **English Instructor** September 2012 – August 2013
Language Studies Center, University of Wollongong in Dubai, Dubai, UAE
- **Foundation Year Program, Academic Coordinator and Lecturer** January 2011 – May 2012
SIST University of Sunderland, Casablanca, Morocco
- **Resident Director** September 2010 – July 2011
National Security Language Initiative for Youth (NSLI-Y), El Jadida & Rabat, Morocco
- **Modern Standard Arabic, Instructor** September 2008 – June 2010
Department of Linguistics, Ohio University, Athens, Ohio, USA
- **English Pronunciation Lab, Tutor** September 2009 – June 2010
Ohio Program of Intensive English, Ohio University, Athens, Ohio, USA
- **English Language Improvement Program, Substitute** September 2009 – June 2010
English Language Improvement Program, Ohio University, Ohio, USA
- **English for All, Instructor** January 2009 – March 2009
Department of Linguistics, Ohio University, Athens, Ohio, USA
- **Program Coordinator** January 2007 – May 2008
Language in Motion, Juniata College, Huntingdon, Pennsylvania, USA
- **Global Classrooms, Program Associate for Education (Intern)** Summer 2007
United Nations Association of the National Capitol Area, Washington, DC, USA

PUBLICATIONS:

- Kachoub, B. (forthcoming). The Institutionalization of English in Moroccan Education. In Suzanne K. Hilgendorf, *English in the Expanding Circle*. Refereed.
- Kachoub, B. (2021). *English in the Expanding Circle Country of Morocco: Spread, Uses, and Functions*. PhD Dissertation. Simon Fraser University. [Click here](#)
- Kachoub, B. & Hilgendorf, S. K. (2020). Le français, العربية, +ⵎⴰⵎⴻⵔⵉⵏ, el español, and now English: Language War or Thriving Multilingualism in Morocco? *Mélanges Crapel: Revue en didactique des langues et sociolinguistique*, 42(2), 121-129. Invited. [Click here](#)
- Kachoub, B. & Hilgendorf, S. K. (2019). Quinlingualism in the Maghreb? English Use in Moroccan Billboard Advertising. *English Today*, 36(2), 3-16. Refereed. [Click here](#)
- Alderete, J., Jebbour, A., Kachoub, B., & Wilbee, H. (2015). *Tashlhiyt Berber Grammar Synopsis*. Manuscript, Simon Fraser University. [Click here](#)
- Kachoub, B. (2013). Incidental Vocabulary Learning in Second Language Acquisition, *Voices in Asia* 1: 97-106. Refereed. [Click here](#)
- Kachoub, B. (2011). *Relationship of L2 Attitudes to L3 Learning: A Study of Moroccan University Students*. MA thesis. Ohio University. [Click here](#)

CONFERENCE PRESENTATIONS:

- 2023 “Outdoor advertising in the UAE: Uses and function of English and Arabic” 5th Applied Linguistics and Language Teaching conference, Dubai, U.A.E.

- 2022 “The linguistic landscape of Morocco’s stadia: English use in tifos of football ultras” 24th Sociolinguistic Symposium, Gent, Belgium (Online).
- 2021 “English use in Moroccan Online Job Advertisements: A Shift from a Foreign to an Addition Language of Use.” 23rd Sociolinguistic Symposium, Hong Kong (Online).
- 2021 “English vs Arabic Use in School and the Workplace: The Case of Abu Dhabi” 3rd Applied Linguistics and Language Teaching conference, Dubai, U.A.E. (Online).
- 2019 “Linguistic Landscapes in a Multilingual Maghreb: An Analysis of Casablanca’s English Shop Signs” 12th International Symposium of Bilingualism, Edmonton, AB, Canada.
- 2019 “The Use of English in Moroccan Media” 24th International Association of World Englishes conference, Limerick, Ireland.
- 2019 “Call Materials for Digital Natives” 2nd Applied Linguistics and Language Teaching conference, Dubai, U.A.E.
- 2018 “Institutionalization of English in Moroccan Education” Sociolinguistics Symposium 22, Auckland, New Zealand.
- 2018 “SLA Principles and Foreign Language Pedagogy in Arabic Learning Websites” Applied Linguistics and Language Teaching Conference, Dubai, U.A.E.
- 2017 “The Institutionalization of English in Moroccan Education” The 18th World Congress of Applied Linguistics, Rio de Janeiro, Brazil. (Accepted).
- 2016 “The Institutionalization of English in Moroccan Education” 21st Sociolinguistic Symposium 21, Murcia, Spain. (Accepted).
- 2015 “A Sociolinguistic Analysis of English in Moroccan Advertising” 21st annual conference of the International Association of World Englishes (IAWE), Istanbul, Turkey.
- 2015 “SLA Principles and Foreign Language Pedagogy in Arabic Learning Websites” SFU Linguistics Department Poster Session, Burnaby, BC, Canada.
- 2014 “Does Early Age and Minimal Input matter for Studying a Foreign Language? A Reanalysis of Larson-Hall’s Data” SFU Linguistics Department Poster Session, Burnaby, BC, Canada.
- 2012 “Development of E-Learning Courses for Women in Higher Education” Women in Higher Education Elite Leaders Conference, Cardiff Metropolitan University, Cardiff, U.K.
- 2010 “The Relationship of L2 Attitudes to L3 Attitudes and Learning: A Study of Moroccan University Students” 10th annual Conference of Ohio University Linguistics Department (COULD), Athens, Ohio. USA.
- 2010 “Fun Language Games Workshop” Ohio University’s 2nd annual CALL Conference, Athens, Ohio. USA
- 2009 “Imazighen: Women-Focused Culture” Ohio University Africa at Noon Series, Athens, Ohio.
- 2009 “Representation and Women’s Empowerment in Moroccan Literature: Inquiring into Women’s Agency in the Work of Laila Lalami and Farida Belyazid” African Studies Association 52nd annual conference, New Orleans, Louisiana. USA

- 2008 “Language in Motion Partnerships for Turning on the iGeneration” Co-presented with Dr. Deborah Roney and the Language in Motion partners from Vassar College at the North East Conference on the Teaching of Foreign Language (NECTFL)s, New York City, NY. USA
- 2007 “Contributions of International Students to Students Life on Campus” Poster presentation at the Pennsylvania Council for International Education, Harrisburg, PA. USA
- 2007 Co-presented with Dr. Deborah Roney at the Pennsylvania Council for International Education, Harrisburg, PA. USA

HONORS, AWARDS, AND SCHOLARSHIPS:

- 2018, 2015, 2014: Simon Fraser University Graduate Fellowship Award
- 2019, 2017, 2014: Simon Fraser University Community Trust Endowment Fund
- 2016: Simon Fraser University President’s PhD Fellowship
- 2020, 2019, 2018, 2016: Travel and Minor Research Grant
- 2015: Simon Fraser University Graduate Student Society Professional Development Grant
- 2010: Ohio University College of Arts and Sciences Outstanding Teaching Assistant Award
- 2008-2010: Scholarship with a teaching assistantship from the Department of Linguistics, Ohio University
- 2008: Juniata College Senior Woman of the Year Award
- 2008: Juniata College, Diversity, Inclusion and Understanding Award
- 2008: Juniata College Language in Motion Award
- 2008: U.S. Bureau of Educational and Cultural Affairs Certificate of Achievement for Outstanding Participation in U.S. Community and Campus Life
- 2008: Who’s Who Among Students in American Universities and Colleges
- 2007: Juniata College Community Contribution Award
- 2006-2008: PLUS Program Scholarship, Sponsored by the U.S. Department of State

SKILLS:

- **Technical**
 - MS Word, Excel, PowerPoint, Movie Maker, online learning platforms (Moodle, Canvas, Blackboard).
- **Languages**
 - Arabic, English, French, and Berber.

Last update, December 7, 2022