

THE ADVERTISING DISCOURSE OF BANKING BETWEEN ATTRACTION AND EXCLUSION FOR MOROCCAN UNIVERSITY STUDENTS

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ABSTRACT_ This research study aims to disclose the attraction and exclusion duality included in the advertising discourse of banking that primarily targets Moroccan university students. It also seeks to narrow down the reasons and motives of its occurrence in order to deduce results and present developmental suggestions about the way these banks should deal with the students' needs and expectations. Thus, the research problem and questions basically aim to highlight the concepts and strategies adopted in the attraction and exclusion duality registered in the advertising discourse of banking and to spot the social and economic authorities that trigger such duality.

In his investigation, the researcher worked according to a distinct methodological plan that aims to highlight the topic's novelty and actuality and to specify the procedural concepts through models borrowed from linguistics, economics, and education. He also took into consideration previous research studies and publications that dealt with this topic and classified them in descriptive charts that include each inquiry's objectives, research problems, questions, population, sample, methodology, methodological tools, results, recommendations, and research benefits that have enriched this issue.

The diagnostic questionnaire and content analysis were the study's major research instruments. The statistical data were exploited during the various steps of analysis, results formulation, discussion, and presentation of practical recommendations so that advertisements' quality as well as banking services could significantly improve.

KEY WORDS: advertising, attraction, exclusion.