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The Economic and political components of diplomatic discourse: State actors in Morocco-UK Free Trade Agreement as a case study

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Abstract:

Morocco is the UK's 58th largest trading partner (ONS, 2019). Based on this fact, a new perception of the state actors' role in diplomacy should be brought into play and transformational force of economic actors may be the appraiser and monitor of international relations. Diplomatic and economic actors' effective performance lies on their capacity to go beyond the usual standards of the main institutional narrative and reshape their own narrative.

What are the real contours of the state actors' instrumentality under the pressure of institutional directives? And how are institutional pressures constructed and the extent to which they shape the state actors' discourse?

We have conducted a textual analysis of political discourse based on the interventions made by three interveners to understand and analyse the interests of the UK and Morocco as determined by their institutional logics.

State actors' effective performance on a diplomatic scale seems practicably incapable to go beyond the usual standards of the main institutional narrative and reshape their own narrative. State actors are indeed far from bringing about change and consolidate a more harmonious standpoint vis-à-vis the official diplomatic and economic perspective.

Key-words: State actors, statecraft diplomacy, economic diplomacy, free trade agreement, institutional logic.

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Résumé :

Le Maroc est le 58ème plus grand partenaire commercial du Royaume-Uni (ONS, 2019). De ce fait, une nouvelle perception du rôle des acteurs étatiques dans la diplomatie devrait être mise en jeu et la force transformationnelle des acteurs économiques pourrait être l'évaluateur et le contrôleur des relations internationales. L'efficacité des acteurs diplomatiques et économiques repose sur leur capacité à aller au-delà des normes habituelles du récit institutionnel principal et à remodeler leur propre récit.

Quels sont les contours réels de l'instrumentalité des acteurs étatiques sous la pression des directives institutionnelles ? Et comment se construisent les pressions institutionnelles et dans quelle mesure elles façonnent le discours des acteurs étatiques ?

Nous avons mené une analyse textuelle du discours politique à partir des interventions de trois intervenants pour comprendre et analyser les intérêts du Royaume-Uni et du Maroc tels que déterminés par leurs logiques institutionnelles.

La performance effective des acteurs étatiques à l'échelle diplomatique semble pratiquement incapable de dépasser les normes habituelles du récit institutionnel principal et de remodeler leur propre récit. Les acteurs étatiques sont en effet loin d'apporter des changements et de consolider un point de vue plus harmonieux vis-à-vis de la perspective diplomatique et économique officielle.

Mots-clés: Acteurs étatiques, diplomatie d'État, diplomatie économique, accord de libre-échange, logique institutionnelle.

Introduction:

There is undoubtedly much irregularity in the international political scene today, and this should certainly affect the way individuals behave in response to such uncertainty according to the psychological, intellectual, ideological, and economic backgrounds they have. Decision-making in foreign policy process is centred at the top of the pyramid whose actors are the ones entrusted with the national interest (Hermann, 2019). Indeed, the king/president's common sense and perspicacity- often approbated and trimmed by consultants- will have a huge impact on the perceptions of the government, institutions, and diplomatic processes. The balance of power is fulfilled via the preservation of the status quo which leads to the maintaining of international peace and security (Morgenthau, 1973).

The attempt to explore the potential of the diplomatic relations from an economic position is roped in pragmatic questioning about why Great Britain is not chosen as a strategic ally instead of France or USA, and what barriers stand detrimental to a sustainable and meaningful progress between two historically bound kingdoms.

The diplomatic practices with Great Britain in the framework of the parallel relations that can be figured within the conduct of both diplomatic and economic actors to the diplomatic mechanisms that retain high political character, irrespective of the fact that Great Britain is a traditional great power and Morocco is a power seeker.

If the relationship between Morocco and Great Britain is based on consensus-seeking and shared values of cultural and historical features, the collaboration in vital fields like education, sports, and renewable energy uncovers a considerable gap in the multidimensionality of a possible innovatory perspective that may substantially readdress the pillars of a long-lasting connection.

It is thus crucial to spell out the problematic that will guide the whole exploratory process: What are the real contours of the state actors' instrumentality under the pressure of institutional directives? And how are institutional pressures constructed and the extent to which they shape the state actors' discourse?

In order to answer the problem proposed for our reflection, we will study firstly the economic diplomatic approach reshaped by King Mohammed VI: economic statecraft diplomacy and how it differs from economic diplomacy. Secondly we will talk about free trade agreements and their

importance nowadays in redressing international relations. Finally, we will support our reflection with the role of economic diplomacy in free trade agreements through the dynamics of the Moroccan state actors' discourse to outline the relations with UK, and to what extent they manage to establish a positive image as foreign policy actors, from a certain form of discourse characterised by the soundness and power of its words to dynamic practical tools.

1. Theoretical framework

1.1. Economic Statecraft Diplomacy vs. Economic Diplomacy

Throughout the process of diplomacy, two approaches come at the forefront: economic statecraft diplomacy and economic diplomacy. The functioning of a convenient formal diplomatic framework is extremely important in establishing a solid ground for a strong bilateral cooperation.

The involvement of diplomatic skills with economic tools of a skillful diplomacy is to back up “a country's economic, political and strategic goals” (Wayne, 2019). He qualified the economic statecraft as overarching and economic diplomacy as day-to-day, which implies a certain plus in favour of economic statecraft.

Economic diplomacy which “may be driven by the foreign ministry..... involves those with economic responsibilities and interests inside and outside of government at all levels of governance” (Lee & Hocking, 2010) is a key tool in strategically handling diplomatic issues. It becomes indeed primordial for states to construct a blended diplomacy. The fundamental realities that lie in the effectiveness of economic diplomacy are inherent in furthering economic interests abroad, strengthening the global purchasing power, doubling growth rates, and sharpening the competitive potential of the country to stand against aggressive competitors.

Baldwin (1985) qualified the economic statecraft as a promotional tool in both internal and external economic policies, maximized by an intersection with the state's economic engagement. To outline the dynamics of the two approaches, their main practices are to be drawn to stand on how each operates (Table 1).

Economic statecraft	Economic diplomacy
<ol style="list-style-type: none"> 1. Forges policies 2. Decides on conditions of financial and development assistance 3. Opens markets for one's country's goods and services. 4. Boosts global prosperity and stability. 	<ol style="list-style-type: none"> 1. Negotiates agreements with host governments for effective use of that aid. 2. Works to assure effective implementation of aid and reform programs. 3. Includes building international coalitions to help countries recover from financial crises. 4. Entails convincing host-government leaders to apply the policies and measures.

Table 1: Economic statecraft & Economic diplomacy (Authors)

While words such as forge/policies, open/markets, and boost/prosperity/stability cover internal and external dimensions, targeting wellbeing and social security of the country through large-scale economic dynamics, economic diplomacy, embodied in concepts like negotiate/work for effective use/implementation of that aid, building international coalitions, help countries recover from financial crises, convincing host-government leaders to apply the policies and measures, tends to be more active on foreign platforms, handling foreign economic issues, and fits the much known “trade follows the flag” which, apart from its colonial connotation, implies specific criteria in the choice of strategic partners. Drawing upon the analysis provided by Wayne (2019), whenever economic diplomacy steps into a foreign market, even within a formal diplomatic and trade framework, the growing competitive discourses and strategies employed can justifiably use ‘fierce’ and ‘aggressive’ tools to assure effective implementation of the investing country’s interests (China in this particular stance) and build effective trade links that can guarantee an economic triumphalism but in the framework of peaceful diplomatic obligations (Fig. 1).



Fig 1: Economic diplomacy (tool) vs. statecraft diplomacy (skill) (Authors)

Needless to mention that Morocco is far from being as a competitive trading state as the UK or US and its diplomatic and eco-political discourses are not in any way as powerful as China's. As a matter of fact, the Moroccan manipulation of the economic tool must be fully integrated into the economic statecraft perspective, notably through opening markets for Moroccan goods and services as well as boosting internal and external state-sovereignty's "security and stability." Under due conflict resolution, King Mohammed VI approached bilateral diplomatic discourse with *"an openness to change (.....) via the reversal of conflict dynamics towards mutual responsiveness, reassurance, influence and reciprocity, in effect moving towards a new status quo acceptable to all"* (Bolewski, 2018).

1.2. Free trade agreement (FTA)

Free trade is a principle that consists in promoting the development of international trade by removing both tariff and non-tariff barriers as well as national regulations that may restrict the import of goods and services. According to the World Trade Organization (WTO), there were 259 FTAs in force in 2014. Using bilateral or multilateral free trade agreements (FTAs) to promote trade has been popular in many countries (Doan & Xing, 2018).

The purpose of a free trade agreement is to open up the market and to optimize the international framework conditions for economic relations with important partners (Baltensperger & Dadush, 2019). International trade theories state that when two economies increase their bilateral trade, resource allocation becomes more efficient and their consumption capacities increase. However, there is no unanimity regarding the nature of the relationship between trade intensification and the degree of synchronization of business cycles (Alimi, 2007). The benefits of trade are unlikely to be shared equally between or within countries, which explains the opposition to free trade policies (Rodrik, 2018). Policy decisions are rarely about accepting or rejecting international trade outright, but they are more concerned about erecting trade barriers (Felbermayr et al., 2017). In that respect, trade liberalisation can take place within a regional or multilateral framework.

Multilateralism was born at the end of the Second World War (Chikvaide, 2020). The first steps towards an international financial system were taken with the signing of the Bretton Woods Agreement in 1944, with the creation of the International Monetary Fund (IMF) and the World Bank. At the end of World War II, the United States had a clear hegemonic position in world trade and finance. To avoid a return to the chaos of the 1930s, it was necessary to establish a code of

conduct in both the financial and trade fields. In terms of international trade, the General Agreement on Tariffs and Trade (GATT) was established in 1948, when 23 countries signed the Memorandum of Understanding on tariff reductions. In 1994, when the GATT comprised 116 countries, the name was changed to the World Trade Organization (WTO).

Multilateralism, which is actually a global phenomenon, aims at free trade, growth of world production, and increased interdependence between countries (He, 2019). In fact, it is more difficult to reach multilateral agreements while bilateral relations are more fruitful (Smith, 2018).

The two basic obligations for World Trade Organization member countries are:

- Non-discrimination among trading partners, which leads to the principles of national treatment (no discrimination against foreign countries) and most-favoured-nation (any country receiving a tariff concession must in return offer one to that country).
- Reciprocity of tariff concessions, which means that any country receiving a tariff concession must offer one in return to the country offering the first.

This perception of a stale WTO has led to a renewed interest in regional agreements over the past decade. The United States, once the strongest advocate of multilateralism, has been converted to regionalism with the formation of The North American Free Trade Agreement (NAFTA). The East Asian countries, which also relied on multilateralism, also decided to make The Association of Southeast Asian Nations (ASEAN) a free trade area.

Economic impact assessments of free trade agreements are tools used to understand the potential economic impacts of concluded free trade agreements (Cui et Song, 2019). Economic impact assessments provide both a quantitative and qualitative assessment of the measures included. The quantitative part is based on statistical models of international trade. It is used to assess the potential impact of a trade agreement by examining the interactions between different sectors that would result from trade liberalization. The qualitative section presents an assessment of measures that are not quantifiable due to the absence of analytical tools or the lack of available data. These studies are conducted by subject matter experts in collaboration with other partners.

2. Research Methodology

2.1. Political discourse

Discourses, whether ordinary or specialised, spoken or written, form a fundamental constitutive part of the "social". They fulfill multiple functions. Depending on the research objectives pursued, different methods may be relevant (Lejeune, 2017 ; Alla et al., 2020). Textual linguistics developed from the 1960s onwards, its emergence is due to the need for transphrastic linguistics. Some linguists considered that the largest unit of analysis in linguistics should be the text and not the sentence. Its emergence is also due to the development of the debate on the relationship between text and discourse.

Chilton (2008) attempts to define politics as a struggle, first, between those who have power and try to keep it and those who seek to stand against it; second politics is the channel whereby political issues are resolved. That is to say, politics establishes institutions and democracies which handle clashes of money, influence, liberty and so on. Asymmetrically oriented, the macro level adopts a discourse with particular features “– for example, parliamentary debates, broadcast interviews”; while on the micro level, discourse translates “conflicts of interest, struggles for dominance and efforts at co-operation between individuals, between genders, and between social groups of various kinds”. Actors in the political field and experts in international relations have always devoted much importance to discourse simply because, if discourse analysis enriches and promotes cultural studies, it is therefore hugely significant in the world of politics.

To manifest itself, political discourse somehow relies on space, time and society. In terms of space, the use of pronouns is very important; for instance using the pronouns “we”, “us”, and “our” may “*induce interpreters to conceptualise group identity, coalitions, parties, and the like, either as insiders or as outsiders*”. Hence, the concept of group identity, coalitions, and parties strongly imply power manifestations and social structures. Likewise, adverbials of place -in London, in Morocco, in North Africa, here, and there- need “*to be understood not simply in terms of a neutral physical location but in terms of some conventional frame*”; such a framing eventually focuses on the processes of either *thought-* interpretations, implications in reality and mental representations- or *interpersonal communication-* interaction between different actors (Druckman, 2001). Temporal deictic elements actually hold a political significance, and political discourse analysis shows that the use of time adverbials has again a close relationship with a great

deal of cognitive framing- i.e., structures of society, different social groups' interactions and types of individuals. Lakoff and Johnson (2017), in their attempt to tackle various types of metaphors people use in their daily life, thought about time as moving towards the speaker and vice versa e.g., *"the end of the war is coming"* vs. *"we are approaching the end of the war"*. Similarly, political discourse uses spatial representations with all the metaphorical contours they may embody to categorise political actors or distinguish social groups. Hence, *"social (and political) relationships are lexicalised, and conceptualised, in terms of space metaphors: for example, 'close allies', 'distant relations', 'rapprochement', are part of the vocabulary of politics"* (Chilton, 2008).

2.2. Diplomatic discourse

The central question to diplomatic discourse is what generates its formation? The ultimate grindstone of diplomatic discourse is *"charged with advocating and thereby advancing the interests and viewpoints"* (Freeman, 2007) of a specific party. People/ organisations, not to say diplomats, taking the task of representing others because of their inability to be present have, of course, to behave on behalf of these "others", with the appropriate expertise needed not only on the level of knowledge but in terms of the discourse to be adopted as well.

It is absolutely imperative that professionals, agents or whoever acting on behalf of governments have to stick to the mandates of the political perspective eventually executed via a discursive channel. Being "present", mentally as skillfully, with all the qualifications that it may encompass makes it very intricate to fulfill the position of representation, and thus raises the issue of freedom to take initiatives far from what has been assigned by the officials and pursue the interests of the represented party. The diplomatic process is about fostering the "us" when dealing with "them" without discarding the importance of maintaining a certain balance in terms of each polity's national interest and security (Laatikainen, 2017). Most importantly, the characteristic of dynamism that seals representation is triggered by two facets of interaction: the first operates in the "us" network between the principal and the agent, and in the second intervenes in the "them" camp between the agent and the recipient polity representatives. This duality of mission entails ambiguity in discourse since both polities advance mistrust while the mediators should inspire trust, which sets the ground for a kind of soft war characterised by the interference of power in settling compromise on the level of culture, ideology, values, and institutions.

2.3. Discourse analysis

Discourse analysis is very important in understanding diplomatic practices. Addressing the practicalities of such a discourse actually leads us to explore the discursive characteristics of the political discourse used in official meetings, especially international ones (Uzokova, 2020 ; Mullet, 2018; Alla et al., 2020). To talk about Moroccan discourse is in fact talking about the discourses used by the Monarchs (Amar, 2017), and understanding the features of the monarchical discourse offers a sophisticated insight in the mechanisms utilised in the formulation of the Moroccan discourse, diplomatic discourse in particular.

Discourse analysis is part of the linguistics of enunciation and the analysis of the argumentation system. Four propositions serve as a basis for the development of a discourse reading grid (Seignour, 2011):

- Discourse has a performative objective: it is a voluntarist act of influence. To speak is to want to act on others.
- The context: is decisive for understanding a statement;
- Finally, a speech contains markers, "traces" of its persuasive aim that the researcher can identify.

These assertions translate into a threefold analysis on the methodological level:

- Analysis of the system of enunciation, i.e. the way in which the sender and the receiver fit into the statement;
- Analysis of the discourse referential, i.e. the main semantic fields;
- Analysis of the argumentative circuit, i.e. the nature and structure of the arguments.

The use of diplomatic discourse undertaken by state actors acting on behalf of their governments provides much insight into the dynamics of interaction between the two states. For this reason, we have conducted a textual analysis of political discourse based on the interventions made by three interveners to fully understand and analyse the interests of the United Kingdom and Morocco as determined by their institutional logics.

3. Morocco-UK free trade agreement: The Economic and political components of diplomatic discourse

3.1 Economic and diplomatic approach to relationship between Morocco and UK

3.1.1. Commercial relations between Morocco and UK

The special relationship between Morocco and the UK dates back over 800 years. Great Britain is considered, in 2020, as the second export market for Moroccan tomatoes. In 2021, it is expected that Morocco will overtake Spain and become the first exporter to the UK. The first country to have ratified an association agreement with UK out of the EU, Morocco signed the agreement in London in 2019, with a view to strengthening bilateral relations post-Brexit (Fig. 2). The Morocco-UK Association Agreement has been operational since January 1, 2021. The association agreement covers goods trade, including provisions on rules of origin, preferential tariffs and tariff quotas, sanitary measures or intellectual property. The agreement also contains limited commitments on trade in services, cooperation commitments in areas often covered by association agreements, including agriculture, education, energy, environment, tourism, and social and cultural issues. In terms of trade, UK exports petroleum products, lubricants, cars, electric motors, and machinery and chemicals to Morocco. British imports consist mainly of clothing, electrical cables, natural fertilizers, chemicals, vegetables and fruit.



Fig. 2: Top Free Trade Agreement partners share in uk trade in 2016 (Gasiorek & Holmes, 2017, p. 3)

Annual trade between Morocco and the UK reached more than 18.3 billion dirhams (MMDH). As a matter of fact, Morocco exports around 8 MMDH to UK, ranking the 7th loyal customer and the 11th largest supplier under the umbrella of free trade agreement with EU¹. At the end of March 2019, Moroccan imports from the United Kingdom reached 2.43 MDH and exports to this country 1.87 MDH, a coverage rate of about 77%, while British Direct Investments in Morocco reached 2.23 MMDH in 2018, against 2.04 MMDH in 2017. The sectors concerned by these investments are Trade, industry and real estate. Regarding the tourism sector, the number of British tourists reached 683.362 for the year 2018, i.e. 6% of the total, recording an evolution of 4% and placing the United Kingdom at the 4th rank of European tourists in Morocco.

3.1.2. Diplomatic and Economic Relations between Morocco and the UK

It is futile to try to prove that UK, whose diplomatic discourse is as powerful as its eco-political one, is a very competitive country which fully benefits from untenably ferocious globalization (Teevan, 2019). In the Moroccan case, promoting national economic interest goes in harmony with statecraft economy whereby national welfare is effectively achieved and international positioning is solidly fulfilled (Nijman & Bergin, 2017). In that respect, there is a fair amount of complexity in the Moroccan relationship with UK since the fulfillment of economic interest within a global political conditionality retains a high degree of diplomatic maneuverability.

Building on the imminent particularities of Morocco and UK, the Moroccan narrative is always different from the one handling relationships with France or Spain, for example, or even the US (Azoulay & Al-Maghribi, 2019; Lechner, 2018). Although there has always been commercial interaction between Morocco and UK, but the problematic is that Morocco has never been able to deliver a concrete discourse via the new model of regionalism embodied in the bottom-up approach with UK. A case in point, the agreement between the UK and the Kingdom of Morocco in 2019 was not, for some specialists, as beneficial for Morocco as it may be thought since it brought only, exclusively, some “modifications such as an annualized calendar instead of a monthly quota calendar but the essentials were saved as the reference price system” (El Ouardighi, 2020). For them, the main objective of the agreement was value-driven economic input, but was sharply formulated in “political” terms (El Ouardighi, 2020).

¹ The statistics are provided Mr. Bourita, Moroccan Minister of Foreign Affairs, African Cooperation and Moroccans living abroad, in the press statement following the signing ceremony of an agreement establishing the Association between the Kingdom of Morocco and the United Kingdom.

Driven by an increasingly pragmatic logic, Britain is now entering a transition period, i.e., post Brexit, and time has come to seize opportunities in Africa, most importantly in Morocco, to which they certainly haven't paid as much attention as they should have done.

3.2. Challenges and prospects for diplomatic and economic relations between Morocco and the UK

To identify the interests of both UK and Morocco as determined by their institutional logics, it is fruitful to rely on the UK-Africa Investment Summit, whereby the United Kingdom and Morocco held a Business Dialogue to talk trade, investment opportunities and deeper ties between British and Moroccan governments. In this connection, the use of the diplomatic discourse undertaken by state actors acting on behalf of their governments gives a great deal of information about the dynamics of the interaction between the two states.

The standing for staff attending the summit and interviewed by CNBCAfrica are Conor Burns, UK's ex-Minister of State for International Trade, Mohcine Jazouli, Minister Delegate of African Cooperation, and Mohamed Kadiri, Head of Economic Diplomacy Committee-CGEM. The standing for actors were called upon because, first, they are almost accustomed to the practices endorsed by the main institution; second, they share the same beliefs of ensuring the good functioning of building a precondition for greater national interest. They are indeed by no means unaware of the critical degree of their maneuverability in implementing institutional perspective; they are indeed increasingly conscious, when placed at the junction of the diplomatic process, of the rule-like role they are to undertake in effectively supporting the institutional discourse.

The UK-Morocco Business Dialogue Summit was very interesting in terms of narratives. The importance of the interview stems from the fact that it communicates Burns, Jazouli and Kadiri's standpoints about the summit, in general, and the relations between Morocco and UK, in particular, which is central to stand on the thoughts process delivered by three men on the spot. It is quite important to draw the attention that Jazouli and Kadiri are de facto bound up with the decisions of the state's sovereignty, and their fact-oriented willingness is outlined within the situational context in which they are operating, which carries a constant impact on their identity as national actors. Their narrative is to respect the monarchical directives and maintain the foreign policy perspectives whenever reformulating or interpreting the output of the summit. The plotline of comment and interpretation makes the two standing for individuals fall into two

categories: one is using the lexicon in the political register while the second is employing a somehow different lexicon in the diplomatic register.

Mohcine Jazouli (political register)	Mohamed Kadiri (diplomatic register)
<ul style="list-style-type: none"> ▪ Thanks to the division of His Majesty the King Mohammed. ▪ Because Africa needs power ▪ A lot we can do together. ▪ Some politicians to talk and to threaten the relationships between Morocco and UK. ▪ The bilateral agreement that we have signed ▪ We are talking about triangulation, we do triangulation with other countries like China US 	<ul style="list-style-type: none"> • We are very happy with that to see that there is a big interest • Hoping to create new synergy • to organize a business dialogue • We are tending to see and look for other it's a cooperation • Whoever can bring new let's say new hope new investment to the continent. • Now what we need is to bring with us investors to do bigger investments

Table 2: Political register vs. diplomatic register (Authors)

It is quite interesting to note that Jazouli's lexicon is appealing to the wisdom of Moroccan foreign policy in Africa, which instills an expression of power when commenting on trying to give sense to the potential agreement with UK. Jazouli does not neglect to express his optimism about future relations with UK when he makes friendly statement about entering a new phase of triangulation, with the hope to host the same conference in Morocco and call on British companies to come and do business. Jazouli is aware that controversial messages can fracture the whole power process of the standing for discourse to achieve diplomatic goals. The effectiveness of pursuing a foreign policy agenda and, at the same time, the ability to secure diplomatic interactions based on openness and understanding are primordial to pave the way for a reciprocal convergence.

Stressing the intersection with Jazouli's narrative exposed above, Kadiri conducts his discourse in a subtler way by using a diplomatic lexicon with a series of negotiating words such as dialogue, synergy, and cooperation. Kadiri culturally punctuates his intervention on a friendly contextual level by expressing Morocco's urgent need for support in the energy, the finance, and the education sectors from UK. He thoroughly appeals to context before text to formulate mutual willingness to create certain synergy and promote cooperation between the two countries, advancing Morocco's fair mind to bring to a successful conclusion the negotiated compromise.

Kadiri draws upon shared interests to project his opinion about potential investment of UK in Morocco and vice versa, dropping a sharp hint that any other party is welcome, provided it brings new hope, and new investment to the continent.

The potential of evidence lies in both Jazouli and Kadiri's a deep recognition of the statecraft economic narrative sharply demonstrated via political and diplomatic outlooks. That is to say, Jazouli is predominantly using a lexicon derived from a political conception, which is undoubtedly intentional due to his position as the Minister Delegate of African Cooperation; while Kadiri adopts a softly agentive role to paraphrase the output of the agreement, placing himself in a position of positive construction and interactive narrative (Table 3).

Mohcine Jazouli (political register)	Mohamed Kadiri (diplomatic register)
<ul style="list-style-type: none"> • <i>“So we have invested in many countries thanks to the vision of his His Majesty the <u>King Mohammed VI</u> that has spent more than 50 travels all around Africa during the last ten years.”</i> • <i>“We have meetings between Moroccan businessmen and UK businessman even if you had in the beginning <u>some politicians</u> talked and threatened the relationships between Morocco and UK”</i> • <i>“We do triangulation with other countries like <u>China, US, and Europe</u>”</i> 	<ul style="list-style-type: none"> • <i>“and we are <u>very happy</u> with that to see that there is a <u>big interest</u> to the Moroccan investment to invest in morale we came with over 160 companies from Morocco”</i> • <i>“to organize a <u>business dialogue</u> in Morocco so that they can see the tremendous infrastructure and the amount of massive infrastructure that <u>we have invested in the last 20 years</u> and Morocco is <u>one of the leader</u> in the investment in Africa”</i> • <i>“Morocco is not only the <u>gateway</u> to Africa but as I said Morocco is the one is the first investor in Africa”</i>

Table 3: Verbatim report of both political and diplomatic register (Authors)

Both agents are stating the same empirical logos justified pragmatically through enumerating the number of the monarch's trips into Africa, African countries visited, and agreements signed etc.; a pragmatic argumentation that constitutes the main string of the narrative tactic to fit the dominant logic. The conformity of thoughts shapes a communicative profile of the standing for agents, which colours their intervention with the quest to translate the value and significance of the relationship between Morocco and Africa, and thus reflects the position of power that Morocco enjoys in Africa not only as the gateway to Africa but as the first biggest investor as well.

Both Jazouli and Kadiri are in perfect tune with the statecraft diplomacy implemented by King Mohammed VI towards Africa since the word “Africa” is mentioned twenty-two times in their comment during the interview (Table 4). The extensive use of the word in the two interventions does not imply a neutral physical location, but it goes beyond that to increasingly stress a constructive involvement in the promotion of the dominant discourse.

Jazouli’s political discourse		Kadiri’s political discourse	
africa	12	investment	15
morocco	7	morocco	6
invest	6	africa	10
uk	5	uk	5
country	4	sector	3
triangulation	3	meet	2
sector	3	leader	2
event	3	infrastructure	2
agreement	3	hope	2
project	2	business	2



 <p>Word cloud Jazouli’s political discourse</p>	 <p>Word cloud Kadiri’s political discourse</p>
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Table 4: Word occurrence and Word cloud of both political and diplomatic register (Authors)

Conor Burns, UK’s Minister of State for International Trade, stresses during the interview that the core essence of the British decision to invest in Africa, and particularly in Morocco, has been considered on the ground of complementarity and never on exploitation (Table 5).

Conor Burns (Economic and diplomatic register)
<ul style="list-style-type: none"> • <i>“This isn't about one side exploiting the other side of taking advantage the offer is complimentary there's a lot we can do to help Morocco”</i> • <i>“European Union will enter a transition period; it is Britain withdrawing from the political institutions”</i> • <i>“One of those places is Africa and Morocco is a pivotal country for us in looking to enter the African marketplace but we see a lot of synergy between ourselves and Morocco”</i> • <i>“in the near future we see opportunity to collaborate there were on the table same time zone we're only three hours direct flight between the countries it's a near neighbour”</i>

Table 5: Verbatim report of economic and diplomatic register (Authors)

The British narrative apparently goes beyond indexical political anchoring to a more diplomatic narrative when it, as a matter of contention, shapes its orientation from a regional perspective to qualify Morocco as a nearer neighbour due to the only three hours direct flight, and qualifies it as a pivotal country to access to the African marketplace. It is obvious that the British foreign policy's nails and props are plausibly deepening proximity through practical concern in terms of cooperation and shared interests, framing the utterance in a context of valuable and significant bilateral relations with Morocco. As a matter of fact, although its occurrence has been the outcome of a post-Brexit British perspective, the rapprochement, can be sufficiently regarded as a political consolidation due to the national interests of both countries (Table 6).

Burn's economic/diplomatic discourse	
Morocco	7
Want	5
opportunity	5
renewable	4
Side	3
Offer	3
Country	3
Synergy	2
marketplace	2
Business	2

Word cloud Burn's economic/diplomatic discourse

Table 6: Word occurrence and Word cloud of both economic and diplomatic register (Authors)

Burns very much indexes his logos with a low context culture conception highlighting the very fact of equality and cooperation that characterise the relation between the two countries. Burns does not seem to advocate one position or promote a specific agenda, but he adopts an interactive

process that lies in the heart of pragmatic argumentation when he admits that Britain is now entering a transition period, i.e., post Brexit, and time has come to seize opportunities in areas of the world, most importantly in Africa and Morocco. The ex-British Minister goes beyond indexical political anchoring to a more diplomatic narrative when he, as a matter of contention, shapes his orientation from a regional perspective to qualify Morocco as a near neighbour due to the only three hours' direct flight, and qualifies it as a pivotal country to access to the African marketplace. It is obvious that the minister is plainly translating the British foreign policy decisions in a very plausible manner through practical concern in terms of cooperation and shared interests, framing the utterance in a context of valuable and significant bilateral relations between the two countries.

It could be inferred that the political position and diplomatic practice of the above mentioned actors are to be based on a conception of "us" defined by institutional filters, and in that respect the discourse has to flow according to certain rationality, i.e., the planning of the statecraft diplomacy, confined by the attainment of a much higher proportion of national objectives. Hence Standing for, either diplomatic or economic, actors are de facto bound up with the decisions of the state's sovereignty, and their fact-oriented willingness is outlined within the situational context in which they are operating, which carries a constant impact on their identity as national actors.

It can be understood to what extent the real contours of the state actors' instrumentality are under the pressure of institutional directives. The state actors' discourse is at most constructed via a specific institutional logic, and their effective performance, on a diplomatic scale, seems practicably incapable to go beyond the usual standards of the main institutional narrative and reshape their own narrative. State actors are indeed far from bringing about change and consolidate a more harmonious standpoint vis-à-vis the official diplomatic and economic perspective.

Conclusion and prospects:

The preoccupation with diplomacy in the economic field is likely to be more interesting if state officials are seen as active players in diplomatic practices. The approach of state officials as active actors retains a higher degree of manoeuvrability in countries of great power, but it is unfortunately the opposite in small power countries, such as Morocco. The readiness and the will to operate as sovereignty-free actor diplomats invite a variety of standards to enable Moroccan officials to carry out the process of diplomacy and the national interest as well. The conduct of international relations should be fulfilled through a framework of political awareness and diplomatic tactfulness, fully integrated in an innovative conception of power transmitted over a discourse meticulously structured around rational thinking, fairness, and win-win instrumentality.

There is always a grander opportunity to investigate the significant role that diplomacy and economy may play in strengthening ties between Morocco and UK. The discursive aspect that is used in the article is somehow innovative and relatively adapted to our problematic. The article was approached lexically and semantically to stand on the economic and diplomatic facets stressed in the state actors' narratives.

There is not much literature concerning the behaviour of state actors' when it comes to representing the institutional logic. The article offers a fertile ground for deeper analysis about the problematic of Moroccan state actors' freedom in political, economic and most importantly diplomatic enunciations.

Finally, the richness of the topic makes it difficult to analyse all the aspects of Morocco-UK relations through only three state actors. To improve the quality of the analysis, future articles must tackle the problematic for more insight and comprehensively longitudinal investigations when the free trade agreement will be blended in time and new perceptions by state actors are going to be formulated since then.

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