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### **The Mobile Phone Boom in Developing Countries: How They Are Shaping the Cultural Landscape**

The adoption process of the mobile phone in Côte d'Ivoire shows how the imaginary is put in motion once a given innovative technology is introduced, since people's first quest is to imagine the forms of uses that might be more beneficial to them. In the case of the mobile phone in Côte d'Ivoire, individual resourcefulness has played a key role, giving birth to the mobile booth practices that have sparked the take-off of the mobile phone industry in the country. Already, such a reality challenges the assumptions of modernizing theorists such as Daniel Lerner (1958), Everett Rogers (1962), Schramm (1964) and others, according to which traditions and cultural behaviors constitute an impediment to the adoption of an innovation. However, the present paper focuses on the symbolic appropriation of mobile phone in Côte d'Ivoire and its cultural fallouts. Drawing from the research I conducted in Côte d'Ivoire early in the years 2000s, I want to articulate how mobile phone has contributed to shape the way Ivoirians perceive and speak of their day-to-day lives, how practices around the mobile phone have generated new narratives, new discourses and new terminologies in social interactions.