

# Festival of Amazigh Culture

## 15,16, July 17, 2011 in Fez

### **Rationale**

The Spirit of Fes Foundation, the Fez Saiss Association and the South North Centre organize in partnership with the Royal Institute of Amazigh Culture and BMCE Foundation the seventh edition of the Festival of Amazigh Culture on 15, 16 and 17 July 2011 at the Palais des Congrès in Fez. On this occasion, an international conference will be held on the theme: "The Amazigh language in education and the media in the Diaspora and the Maghreb. "This conference will be structured by national and international experts and civil society leaders.

The festival, which is within the framework of the royal directives concerning the promotion of Amazigh culture, consists of two major activities:

- The International conference on the theme " The Amazigh language in education and the media in the Diaspora and the Maghreb "
- Amazigh song, poetry and art.

This festival will provide an opportunity to reveal the positive impact of cultural diversity on sustainable development and the preservation of heritage.

### **Objectives of the festival**

This seventh edition of the Amazigh culture festival in Fez aims for the consolidation of social cohesion and the process of social development and the promotion of values of peace and dialogue between cultures.

The festival will highlight the positive impact of multiculturalism and of modernity in general and of Amazigh culture in particular on integration of the Amazigh language in public life.

Besides the conference, the festival will include Amazigh music concerts, poetic and artistic activities representing different regions of Morocco as well as the contributions of foreign artists, which will revive the Amazigh literary and artistic heritage. During the festival a tribute will be made to a number of artists and personalities who have served and contributed to the promotion of Amazigh culture.

### **Conference Objectives**

The conference aims to attract the attention of intellectuals, civil society actors and policy makers on the importance of social,

cultural, geopolitical, and historical features of Euro- Mediterranean zone. Globalization, on the one hand, and challenges of growth in the Maghreb countries have led to the evolution of relations between European countries and the Maghreb.

The conference aims to discuss the special status of the Amazigh language and its integration in the fields of education and media in the Maghreb and immigration countries. The conference aims also propose a scientific approach to develop and deepen the teaching of Amazigh language and its usage in the modern media.

Participants will discuss the outlook for the teaching of Amazigh language and will produce an assessment of the results obtained in education and media in the Maghreb countries and countries of immigration.

There is no doubt that migration contributes to the development of Amazigh language and culture because the Amazigh language is taught in many foreign countries and is used in the media, including the Internet. Is this due to the identity crisis in the diaspora and post-modern or post-colonial North Africa?

That may be the result of the accumulation of experiences of institutions for research and teaching of Amazigh as is the case of the Royal Institute of Amazigh Culture in Morocco, the High Commission for Amazigh in Algeria, North African and Western universities, and laboratories and research groups in Morocco, Algeria, France and the Netherlands. .. etc..

However, current experiences suffer from shortcomings and are witnessing difficulties primarily related to the application of policies and measures on the ground. In Europe, except for a small number of institutions of higher education, Amazigh is almost nonexistent in the fields of education and the media, despite the presence of a large number of speaking Amazigh communities.

The purpose of this conference is to contribute to the debate on improving the teaching of the Amazigh language and its integration into media.

### **Axes of the conference**

The congress will discuss the following key areas:

- The role of identity in social change and human development
- evaluating the results of teaching amazigh (curricula, textbooks, teacher training);
- Achievements in terms of language planning and education (comparison of the Moroccan experience and foreign experiences);
- the impact of media on the Amazigh language in the diaspora and the countries of origin
- Integration of Amazigh in the audiovisual space

- Amazigh in the national and international press
- the importance of using the Internet (balance sheet and prospects)

The conference also aims to address other matters relating to the Amazigh language and culture and to contribute to the debate on the status of native languages in the Maghreb and Europe.