



The Aesthetic Discourse Research Team for Cultural Institutions in Algeria
Affiliated to the Laboratory of Visual Aesthetics in Algerian Art Practices
(EVPAA) University Of Mostaganem



UNIVERSITE
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فakhsaar 2022 فاكhsaar العربى والفنون
Faculty of arabic literature and Arts

National Forum:

Technical Marketing and the Repercussions of Globalization

15 December 2022

Coordinator: Dr. BENADDA Hadj Mohammed



Generally, after globalization spread its shadows on the world, and tightened its grip on it, everything became available, and became the focus of everyone's attention. From customs and traditions, we do not know their branches from their origins, even art is no longer the same as before, but has become attributed to non-people.

Hence, we considered it necessary to activate the privacy of art, move its wheels and dive into its secrets to extract its components. On the one hand, revealing its investment value that drives the economy forward, as well as reviving the spirit of competition, allowing businessmen to set up their investment projects in it with ease, which contributes to raising material incomes and achieving self-sufficiency.

On the other side, the exploitation of artistic cultural diversity to distinguish between the culture of peoples and the preservation of civilizational gains, and thus we have gone beyond the superficial meaning of the term marketing, which has referred us to the process itself that is subject to the laws of the market and imposed by the logic of economists.

Finally, the process of marketing the arts, then, needs art, an art that only specialists understand, and this is what we are working on diagnosing and illuminating its cognitive and artistic contexts through this forum, which we hope will open a wide field for understanding and realizing the true value of art.

Forum objectives:

- Standing on the bright side of globalization.
- Knowing how to exploit the virtual world to market art and culture
 - Identify the mechanisms of art marketing.
 - Knowing the economic value of art.
 - Knowing the cultural value of art.
- Breaking out of the narrow concept of art.
- Expanding the circle of uses of art.
- Encouraging cultural investment.



Core themes:

-The first axis:

art and globalization

- Art and the virtual world.
- The virtual audience and its relationship to art.

-The second axis:

artistic product and productive culture

- Fields of use of art.
 - Artistic product and cultural industry.
- Cultural investment in light of globalization.
 - Promotion, advertising and art.

-The third axis:

the art of marketing the arts.

- Marketing of the arts and globalization.
 - Art and economics.
 - Marketing arts.
- Arts and cultural institutions.



Research writing specifications:

The research is written within fifteen (15) pages, and the maximum is twenty-five (25) pages, including the list of references.

- In his introduction, the researcher mentions the cognitive problem of the subject, its importance and the methodology used in the study, then analyzes the subject in sub- and partial sections that end with a summary that summarizes the most important findings in the subject.

- The researcher can adopt an appendix to the tables and graphs that are appropriate to the subject at the end of the study, and he is keen to address and document them.

-The study is written in Word system on A4 paper.

-The research is written in Simplified Arabic font, size 14, in the Arabic text, and Time New Roman font, size 12, in the French text.

-Page margins from the right are 3.5 cm, from the left 2.5 cm, from the top and bottom 2.5 cm, and between the lines (1).

All the margins of the intervention are documented on the last page as follows:

1- For printed and electronic references documented in the PDF system:

- The author's name and title, reference address, edition number, if any, place of publication, publishing house, year of publication, page number.

- The author's name and title, reference address, translator's name/referrer's name/investigator's name, edition number, if any, place of publication, publishing house, year of publication, page number.

2- For periodicals:

- Author's name and title, article title, journal name (country/institution), issue, year, page number.

3- For electronic texts:

- The author's name and title, article title, publication date of the web page, website, and web link, the date on which it was viewed.



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The Scientific Committee of the Forum:

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 - Dr. Khattab Mohamed
 - Dr. Djemai Rheda
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- Dr. Benhamed Abdelkader
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 - Dr. Soussi Mehdi
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- Dr. Benhellal Sara El Alia
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Organizing Committee of the Forum:

- Khettel Bakhta
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- Djabbouri Faiza
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Deadlines for receiving entries: (Entries are open in Arabic, French and English)

- Submit the title and the abstract, accompanied by a brief CV and academic, before: 05 November 2022
- Reply to accepted abstracts: 10 November 2022
- Submitting entries: 20 November 2022
- Reply to those who have accepted interventions and send invitations: : 05 November 2022
- Forum date: 15 December 2022

Important note: The participating researcher shall bear the transportation and accommodation expenses