

In celebration of the new  
Amazigh Year 2974,

The School of Humanities and Social  
Sciences at Al Akhawayn University

In partnership with

The Faculty of Letters and Humanities at  
Sidi Mohamed Ben Abdellah University,  
Saiss

is organizing a study day titled:

**"Cultural Heritage and Artistic Creativity in  
the Amazigh Language through Celebrations:  
the Amazigh New Year as an Example"**

**February 20, 2024**

**Venue: Event Room (Old Game Room) - Building 2**



## OPENING SESSION: 9:00

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**9:00 – 9:15**

### **Speech**

Dr. Asmaa Abbas, Dean of the School of Humanities and Social Sciences, Al Akhawayn University.

**9:15 – 9:30**

### **Speech**

Dr. Jawad Al Zerrouki, Head of the Amazigh Language Department, Sidi Mohamed Ben Abdellah University, Fes

**9:30 – 9:45**

Honoring Prof. Abdulkader Rayd, Professor of Psychology and Science of Education, Sidi Mohamed Ben Abdallah University, Fes

**9:45 – 10:00**

Tea break

## SECOND SESSION: 10:00

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**10:00 – 10:20**

### **Morocco's Cultural Heritage: Richness, Diversity, and Issues of Protection and Preservation**

Dr. Mustapha Jlok, Director of Cultural Heritage at the Ministry of Youth, Culture

**10:20 – 10:40**

### **The Invention of Tradition or Amazigh Culture in Neoliberal Times**

Dr. Ahmed Kabel, Al Akhawayn University

**10:40 – 11:00**

### **Public Policies and Sustainable Development: The Case of the Amazigh Culture and Communication**

Dr. El Mostafa Aouine, USMBA

**11:00 – 11:20**

### **The Amazigh New Year: An Occasion for Assessing the Outcomes of Teaching Tamazight in Moroccan Schools**

Prof. Hafida Anejar, USMBA

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| <b>11: 20 – 11:40</b> | <b>The Role of the Amazigh Intangible Cultural Heritage to Enrich School Curriculum, The case of Al Akhawayn University</b><br>Dr. Meriem Sahli, Al Akhawayn University   |
| <b>11: 40 – 12:00</b> | <b>Any Role for Civil Society in Empowering Youth and Women and Preserving Cultural Heritage? The Case of 'The Archipelago of Cultures' Association</b><br>Mr. Abdelhak Charrou, President of NGO "أرخبيل الثقافات Archipelago of Cultures" |
| <b>12:00 – 12:20</b>  | <b>The Amazigh New Year: A Gateway to Introducing Amazigh Oral Heritage- the Case of the Poetry of Boughanim</b><br>Prof. Hafida Kadiri, USMBA  |
| <b>12:20 – 12:40</b>  | <b>Aspects of Celebration in Amazigh Culture: Between Cultural Richness and the School Constraints in Morocco.</b><br>Prof. Mohamed M'sihid, USMBA  |
| <b>12:40 – 13:00</b>  | <b>Strategies for Incorporating Amazigh New Year in the Primary Education Curriculum</b><br>Prof. Ezzahra Nouar, USMBA  |

### **CLOSING CEREMONY: 13:00**

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- Amazigh Couscous meal.
- Ahidous performance.
- Presentation of the "Lucky of the Year" gift.
- Distribution of Participation Certificates.
- Lunch.