

**Fifth International Congress on  
Language, culture & media in the Mediterranean  
Genres, Taste, Scents and Colors**

Fez, Morocco

23<sup>rd</sup>-25<sup>th</sup> October 2018



الجمعية المتوسطية لتنمية الفضاءات  
الثقافية واللغوية والاقتصادية والإعلامية



L'Association Méditerranéenne pour le Développement des Espaces Culturels,  
Linguistiques, Économiques et Médiaux (AMDEEM)



الجامعة الأوروبية المتوسطية بفاس  
EUROMED UNIVERSITY OF FES  
UNIVERSITÉ EUROMED DE FÈS

**Plenary conferences:**

Jean-Claude ANSCOMBRE (CNRS-LDI, France)

Mohammed METALSI (EuroMed University, Fès, Morocco)

Ahyaf SINNO (Saint-Joseph University, Lebanon)

The Mediterranean region is traditionally known as the crossroads of various ethnic groups and cultures. It is reputedly the source of colors (Tyrian purple, Egyptian blue and green, Pompeian red, the saffron of Mycenae, etc.). It is also famous for its scents, flavors, aromas, spices, botany, and climate. Its diversity is expressed through a variety of idioms, cultures, relationships, beliefs, religions, heritages, memories and spaces, its multilingual and multicultural identity (Abdenbi Lachkar & Teddy Arnavielle 2014). This reputation has always been connected to that of the Near and Far East, when porcelain and tea were brought from China and spices from India. It is also linked to Africa through the importing of gold and copper from Benin and of African sculpture and art, etc... This makes the Mediterranean the cradle of ancient civilizations and the meeting place for both East and West, North and South, tradition and modernity. These properties impact on individual and collective language use and appear throughout individuals representations of gender & genres, tastes, smells and colors.

The focus on gender & genres and their development and use may or may not be found in several theoretical and disciplinary frameworks in the human and social sciences. In this meeting we will try to explain the study of gender & genres and their employment in both written and oral literature, in linguistics (Speech analysis, grammar, morpho-syntax, phonetics, semio-semantics, pragmatics, linguistic and social psychology, sociolinguistics and didactics of languages and cultures), in information and communication sciences, in archaeology, in the field of arts, etc.

Social and human sciences researchers specialized in linguistics, literature, archaeology, history, arts, sociology, psychology, information and communication sciences, etc., are welcome to take part in this congress in order to discuss their new, unpublished research in these fields. The objective is to:

- Raise the question of the relations between the inhabitants of the Mediterranean region and those of its periphery on the Silk Road (chiefly Iran, India and China) through the study of discursive, textual, historical and cultural sources.
- Elaborate the "grammar" of these notions and highlight what is common and particular in terms of linguistics.

- Study the ways in which Mediterranean languages have appropriated and described taste, color and so on...
- Analyze the ways in which they are expressed in the media, digitally and in art.
- Finally, the employment of “gender & genres, taste, scents, and colors” in everyday (or common) parlance will be contrasted with a reflection on their use in socio-linguistic, literary and media practices. The use of these notions should reflect the image of the life, diversity and cultural richness of the Mediterranean beyond its purely linguistic characteristics. This congress, apart from focusing on notions of gender & genres, taste, scents, and colors, will also give the opportunity to think about the question of interculturality, representations of identity in individual and collective use and their implications for the theory and practice of gender & genres.

Proposals for papers (written in French, Arabic or English), including a one-page C.V. and an abstract of 350-500 words, should be sent before **March 25th, 2018** to the following email address: [abdenbilachkar@yahoo.fr](mailto:abdenbilachkar@yahoo.fr)

They will be examined by the Scientific Committee, which will notify its acceptance or rejection of proposals by May 30th, 2018.

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