‘Places and spaces, real and imagined, play a vital role in the formation and maintenance of cultural identity’. Explore this statement using a media case study of your choice

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Abstract:
Cultural space, which refers to a geographical scale defining boundaries (Bird et al., 1993), plays a vital role in the daily existence of an individual, groups, citizens, and others. It sometimes defines their uniqueness or differences from other cultural spaces. According to Smith (1993), the cultural area has different distinct labels which include the body of an individual, home, community, urban, region, national and global. Each of these distinct labels offers different characteristics when it comes to the formation and maintenance of one’s cultural identity. Through a case on a region’s travel website, this paper explores the cultural space of a region called the Mediterranean, which covered some countries within the three continents of Asia, Europe, and Africa. It determines how some regional components of Mediterranean differ in many terms including the disparity of culture or way of life. This study will help in identifying some disparity and similarities regarding cultural identities within the Mediterranean, which is vital in understanding the context of their cultural spaces.

Key words: Cultural identity, Cultural space, Mediterranean life style, Civilizations.
**Introduction:**

The topic which has been the focus of present research study is cultural space. Initially cultural space would be understood and subsequent discussion on how it shapes, and is shaped by cultural identity would be explored based on a case study. This essay will draw on idea of cultural space, put forward by cultural geographer Neil Smith, in an article “Home/global: Scaling places in Mapping the Futures” (Smith, 1993). Smith identified seven different cultural spaces streaming from a very focussed ones to universal, which he referred to as body (most focussed), home, community, urban, region, nation and global (most universal). This essay would introduce the concept of cultural spaces by defining and discussing each dimension. Secondly, the essay will focus on region as a cultural space by using the Mediterranean as an example of a region which is both a real geographical space and also a cultural space which is as "imagined" in popular media discourse.

Subsequently, the meanings of this space will be explored by using a case study focusing on a website for a holiday company named Med Experience, as one of the many brands of Western and Oriental Plc., available at medexperience.co.uk. This website sells holiday packages to a number of Mediterranean countries. Before analysing the case study in detail, and concentrating on some of the key components of how “Mediterranean-ness” is constructed on the website, (including aspects such as climate, diet, lifestyle and tourism), the essay will examine some of the different meanings of Mediterranean and “Mediterranean-ness” in popular discourse.

**Cultural Space – Leading a discussion towards Region.**

As mentioned above, writing in 1993, Smith identified seven distinct but interconnected cultural spaces or scales which he chose to label as body, home, community, urban, region, nation and global. According to Bird et al., (1993) referring to work by Smith, they argue that it is geographical scale that defines the boundaries and bounds the identities around which control is exerted and contested. In this article they focus on four aspects of each scale. The first of these is identity, which they refer to as the characteristics that make each scale understandable and clear. Secondly, they examine internal differences specifically the borders which are shared with other scales. Thirdly, they explore political possibilities for resistance which are to be found in the production of specific scales and fourthly, the abrogation of boundaries or the jumping of scales. Like many cultural geographers, Smith according to Bird et al., (1993) believes that geographical space is hierarchically produced as part of the social, cultural, economic and political landscapes of contemporary capitalism and patriarchy.
Bird et al., (1993) then examine various cultural spaces in more detail, arguing that body is a biological reproduction site and also a physical site of personal identity. They state body being one of the more focused cultural spaces, and furthermore suggest that the place of body marks a boundary between self and other. Bird et al., (1993), further based on research by Smith refers body as a site of pleasure and pain, subject to desires and fears, and is also a biological organ around which social definitions of sickness and health are made.

Next Bird et al., (1993) examine home, a physical location which they also describe as the site of personal and familial reproduction, and note that the daily routines of social reproduction such as “eating, sleeping, sex, cleaning, child-rearing are based in and around the home”, (Bird et al., 1993: 104). They also argue that the size of a home, its external appearance and where it is located are largely related to class difference, and in certain societies, may be linked to racial difference. In addition, in many societies the home per se is a heavily gendered site, being viewed as the site of female activity, compared with the broader dominion of the male. In addition, they observe that space of home or domestic space tends to be divided into different uses with areas such as the bedroom, kitchen, bathroom, dining room, smoking room, study, and play room all having different uses and being marked by activities and social functions. This reflects and maintains the prevalent differences in age, class and gender already existing in society. Bird et al., (1993) illustrates the point by referring to cultural/social tradition of ‘purdah’. ‘Purdah’ or veil refers to a traditional system in Muslim and Hindu societies of isolating women from public observation by wearing concealed clothing covering whole or part of the body. This is also reflected in the architecture of the domestic space by the use of high walls, curtains and screens erected within the home with the borders of this domestic/female space being sharply defined to include other private space such as garden or courtyard. The home can thus become a disputed issue between men and women since the former are concerned in keeping the latter within the home and in restricting their area of influence to the home environment. Hence the cultural space starts widening from home and grows further to form community space.

Bird et al., (1993) believes that boundaries of social space of the community are not strictly defined and the community may contain many related social and cultural institutions such as educational, religious and recreational, for helping to decide the social space. Urban space which can also relate to a city is studied upon by Bird et al., (1993). Bird et al., (1993) based on work by Castells, M. refer to urban space as related to a range of different economic activities and functions, which represent “the centralisation of capital and social resources in
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the town or city for production, consumption and administration”, (Bird et al., 1993: 107).

A much wider cultural space namely urban areas are legally defined by administrative boundaries. The cultural space hence expands further and is affected by various societal influences, as exemplified by the administrative laws governing urban areas. The nation, on the other hand, is described as division of world market. Bird et al., (1993) explain how the nation state developed with the emergence of capitalism, during the period when the nation became the dominant state power. Bird et al., (1993) argue that the scale of the nation state emerged from the increased growth of economic activity. Finally in relation to the global scale, the borders of this space are viewed by Bird et al., (1993) as natural borders of planet Earth but they believe that, as with other scales, the global scale in itself is socially produced. Hence starting from the region, building up on nation and growing towards global the cultural space becomes more generalised and universal. They are in fact a produce of social views as discussed by Bird et al., (1993). With the recent progress of economic activities, the global scale has become primarily a construct of the circulation of capital.

Returning to region, for Bird et al., (1993) this lays between urban and nation on Smith’s scale of cultural spaces. The region can be defined in geographical terms as a homogenous area of the Earth’s surface which has characteristics, making it distinctive from other areas surrounding it. Bird et al., (1993) based on Smith’s literature describes region as a concentrated set of economic connections between producers, suppliers and distributors, many of these being subsidiary activities. They note the regional scale to be strongly linked with larger rhythms of the national and global economy, and that “regional identity is created excessively around the kinds of work performed there”, (Bird et al., 1993: 108). As illustrations they refer to late nineteenth century Britain where Lancashire meant “cotton”, Yorkshire was associated with “woollens” and “heavy engineering” and the West Midlands was “electrical engineering”. Upon a detailed review of many articles it could be understood that other researchers also draw parallel to Smith, stressing on the economic aspect of region, stating that one of the most important features of region is to manage economic production and utilize land it possesses. A region gives physical security to its residents, which in turn leads many inhabitants to identify and associate themselves with this land. This factor enables a region to act as a bridge helping connected an individual and more concentrated cultural space with a broad and universal cultural of global world. Hence cultural space
surrounding a region becomes an attractive proposition to study for gaining a strong foothold on cultural space in general.

Additionally, a region may be identified as interaction and relation among a number of countries in a particular area, which is the case of the Mediterranean.

**The Mediterranean – Overview of a Region.**

McNeill (1992) educates on history of term Mediterranean. It derives from the Latin *mediterraneus* or "inland" (*medius*, "middle" + *terra*, "land, earth") because for the ancient Romans, the Mediterranean Sea was the centre of the earth as they knew it. Other alternative names which the Romans had for the Mediterranean Sea included ‘*Mare Nostrum*’ (Latin word "Our Sea") and occasionally ‘*Mare Internum*’, McNeill (1992).

McNeill (1992) further informs that the term Mediterranean refers to lands around and surrounded by Mediterranean Sea. The combination of similarly climate, geography and access to a common sea has led to numerous historical and cultural connections between ancient and modern societies around the Mediterranean. The Mediterranean was originally shaped by an ancient collision of northward-moving African-Arabian continent with the stable Eurasian continent, (McNeill, 1992). As could be understood from the website Britannica.com, history of Mediterranean region, is basically a history of interaction between cultures, climate, economy and peoples of the lands such as Spain, France, Italy, Libya, Egypt, Morocco, Turkey, Syria, Serbia Greece, Slovenia (from three different continents) surrounding Mediterranean Sea. Different empires have been established in this region, including the Egyptian, Greek, Roman and Ottoman empires, which have helped to shape the region’s character (Britannica.com).

Culturally, the Mediterranean has been the cradle of several civilisations, including Mesopotamian, Egyptian, Persian, Phoenician, Jewish, Greek, Roman, Arab and Turkish cultures. Moreover, this region has been the birthplace of three world religions: Judaism, Christianity and Islam (McNeill: 1992).

Geographically, Mediterranean basin lies between Europe, Asia, and Africa, meaning that the Mediterranean environment is characterized by mild rainy winters and hot dry summers, which supports distinctive Mediterranean forests, woodlands and shrub vegetation. More specifically, its climate is ideal for the growth of the olive tree which is recognized as a symbol of Mediterranean culture (Britannica.com). The Mediterranean Sea is conveniently divided into a northern basin (i.e. south Europe) and a southern basin (North Africa and Middle East) which is about 2,400 miles long, covering an area of about 965,000 square miles, and is ringed by a winding coastline of
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peninsulas and mountains. As the map shows the Mediterranean Sea is connected to the Atlantic Ocean by the Strait of Gibraltar on the west, connected to the Sea of Marmara by Dardanelles and although Black Sea not being a part of Mediterranean still it is connected to the Mediterranean by the Bosporus on the east. The man-made Suez Canal in the southeast connects the Mediterranean Sea to the Red Sea (Britannica.com).

Fernand (1972) informs that economically, the Mediterranean has been an important waterway for trade since ancient times and, as previously noted, has fostered great civilizations on its shores. The sea's strategic significance declined after the sixteenth century as trade routes shifted to the Atlantic but increased again with the 1869 opening of the Suez Canal and its subsequent use for oil shipping. The 1995 Declaration of Barcelona marked the beginning of political and economic collaboration between the European Union and countries on all shores of the Mediterranean, Fernand (1972). Further according to Fernand (1972), the North of the Mediterranean refers to the European countries, which are in the north basin. Based on the studies it could be safe to assume that the developed countries of European continent in common are characterised by a high rate of industrial development illustrated by countries such as France and Italy which are at the centre of development in the Mediterranean, whereas the south of the Mediterranean which refers to Middle East and North African countries which have lower levels of development than the northern region. However, the exploitation of oil and the development of tourism in this region have given an economic dynamism to many southern Mediterranean countries. The above study indicates that this region has economic and cultural disparity, although having similar natural resources (climate, sea routes and other natural resources). This may result in differences in cultural space of each of the individual countries of three continents surrounding this region. But when the region is being promoted in media as illustrated by the case study, the cultural spaces are considered to be similar, at least for most of the regions and the media advertisements and the region promotions are more generalised and universal. However it has also been noted that customisation of cultural space of individual countries in this region are also done but the overall regional cultural space is common and the region is promoted as one.
"Mediterranean-ness" In Popular Discourse:

The previous section dealt with the meanings of the world Mediterranean but in this section we are going to examine how "Mediterranean-ness" is constructed and represented in a popular discourse.

First and foremost for northern Europe “Mediterranean-ness” is associated with a particular type of tourism involving sun and beaches. More generally Mediterranean is associated with the feeling of Hedonism and escape from reality which holidays bring. This idea is reflected in the words of the founder of the Club-Med holiday company, Gerard Blitz on clubmed.com, who summarizes that aim in life is to be happy. According to him the place where we can be happy is here and the time to be happy is present time, thus focussing on present life. It has also been reflected in popular films such as Willie Russell’s ‘Shirley Valentine (1989)’, where the focus has been on happiness in present life. However, this idea is not new one but goes back to the legend of the Lotus Eaters in Greek mythology, as could be understood from Britannica.com.
Mediterranean Food:

"Mediterranean-ness" is also associated with a special type of food, considered good for health. The countries of the southern border of the Mediterranean Sea are largely Muslim countries such as Egypt or Libya, and as a result, their diet as commonly known, reflects Islamic traditions which do not permit eating pork or any animal product that has not been butchered in accordance with the traditions of the faith. Alcoholic drinks are also forbidden by Islamic tradition, while mint tea and coffee are very popular beverages in this part of Mediterranean Sea. As mentioned on the website Mediterranean-food.net, much of the southern Mediterranean diet is based on grains, and cooking with olive oil, onions, and garlic is more common in the countries of southern Mediterranean Sea.

However, contrastingly alcoholic drink, either red or white wine forms part of Mediterranean diets in the countries of the northern border of the Mediterranean Sea such as Southern Italy, Greece, Southern France, Spain, and Portugal, as mentioned by Fondazione. A northern Mediterranean diet pyramid would start with red meat at the top as the source of animal protein. Further eggs, poultry and fish form common sources of animal protein. Cheese, yogurt and other milk products also are part of diet in this region, as mentioned on Mediterranean-food.net.

Despite some differences between the countries there are certain characteristics which are common to both parts. Illustratively seafood is still prominent in many of the standard recipes in this region, although most of the fish is imported, as the Mediterranean Sea has been overfished. Website Mediterranean-food.net, suggest that olive oil is recognized as one of the most specific products of Mediterranean region which is produced from the olive trees but are used in cooking by countries across both sides of the Mediterranean Sea.

The Mediterranean diet has been considered to be very healthy by many people. The Mediterranean diet encompasses foods and beverages that, when consumed in moderation, can work to lessen the threat of some serious diseases and can aid in creating the necessary foundation for a long, hearty lifetime. The main reason being that, according to Fondazione these dishes are prepared by cooking locally grown plants and prepared with least amount of processing. Moreover the Mediterranean diet consists of the bountiful consumption of a number of healthy food items from plant sources, including fruits and vegetables, potatoes, breads and grains, beans, nuts, and seeds, Fondazione. Fresh fruits were used as the typical daily dessert; sweets with a significant
amount of sugar (often as honey) and saturated fat consumed not more than a few times per week.

Hence overall the research indicates that Mediterranean food is much rightly hyped to be delicious and healthy for consumption and these might as well interest the tourist to visit this region.

**Mediterranean Lifestyle:**

Mediterranean lifestyle can be very well understood from various advertising of products which draws upon the positive stereotypes of ‘Mediterranean-ness’. The use of terra-cotta, earth, olives groves, cypress trees, sunshine, blue skies, and a sea almost surrounded by three continents and a large number of countries contributes to the mystery of lifestyle of this complex population living in this Mediterranean region. The images on the website taken for case study suggest not only a healthy diet, but a particular philosophy of life and a distinctive set of values.

**Constructing the Mediterranean:**

The Mediterranean was considered to be a political region under the governance of one power during the Roman Empire when it was known as “Mare Nostrum”, our sea. More recently the ‘convergence of civilizations around the Mediterranean Sea’ has been seen as a “critical issue of global security, as well as of global security governance”, Adler & Crawford (2002; 28). Samuel Huntington “clash of civilizations” thesis (1993; 1996) throws light on probable cultural development of this region. He informs that “...the great divisions among humankind and the dominating source of conflict will be cultural. The clash of civilisations will dominate global politics. The fault lines between civilisations’ culture will be the battle lines of the future”.

The Mediterranean Sea is the arena where civilizations could be expected to clash due to presence of multiple and very different culture surrounding its shores. It is also an area of economic extremes, where the European countries could be considered to be very well developed, while Asian countries to be developing and Northern African countries to be developing or poor countries. It is thus perceived by the EU as the potential site for conflict on two counts: “on one hand, modern West vs. dissatisfied Islam, and, on the other hand, rich North vs. poor South”. Adler & Crawford (2002; 21).

**Creating a Mediterranean Identity:**

An identity of a particular actor or a major player could be understood from the work of Adler & Crawford, who quotes the work of (Mercer, 1995). According to Adler & Crawford (2002: 62) ‘...the definition of an actor’s
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identity (“we”) is always in reference to another actor (“them”), and this need for an identity defined in opposition can lead to conflict (Mercer, 1995).

Further Adler & Crawford (2002) informs that as time progresses the existing actors (regions) way get enlarged and new regions may be created leading to a unique identity. This may ease negotiations, act as catalyst for promoting shared interests and hence provide basis for political stability.

**European Mediterranean Partnership:**

There has been significant development in the partnership between the European countries in the northern side of the Mediterranean Sea and other countries surrounding the Mediterranean Sea. Illustratively EMP (The Barcelona Process November 1995) is a wide multilateral framework of political, economic, and social relations that involves 700 million people in countries/territories around the Mediterranean. In addition to the 25 EU Member States, the EMP includes Morocco, Palestinian Authority, Syria, Tunisia and Turkey. Libya has observer status since 1999.

Such initiatives show the interest of the governments ruling the countries surrounding the Mediterranean Region in maintaining stability across the region by creating a partnership between the countries.

**Analysis of a Company promoting Mediterranean Region:**

**About Mediterranean Experience:**

Whilst beginning to conduct a search on Mediterranean experience tours and travel companies, information was sourced from various internet websites. Among those, Western and Oriental Plc (W&O) was the company whose website caught attention as it was a website which was completely into this form of online promotion of tours and travels programs across various destinations. An in-depth research of this website showed that W&O was a parent company which had got many online subsidiaries with different company names focussing on global regions of most popular tour and travels. The company had the following brands under its umbrella.

The brand in interest to the present study was Mediterranean Experience which specialised in promotion of tours and travel across the Mediterranean region. The nomenclature adopted by W&O could be well recognised by the names given to each of the sub brands underlining the significance of each of these destinations. Hence the website Medexperience.co.uk could be considered to be a part of the campaign of W&O where it is one of the most significant tourist destinations being promoted by the company. As this parent company has been promoting the entire tourist destination at a single place and offers the travellers a recipe to choose from, for their travel its presence on this website
could be considered as appropriate. Other, then, this parent company’s website
the link of Medexperience.co.uk could have appeared in majority of the search
engines. Moreover there could also be a mass media advert (T.V/ Radio/Newspaper) just focussing on its menu of a Mediterranean experience
along with flyers and brochures being kept at major airports and major tour
operator's offices.

Presently the advert is intended to web users who would be generally surfing
online in search of Mediterranean tour packages. This intended audience might
be looking for travel across one of the many destinations offered in a package
and are looking primarily for leisure travel.

**Regional Appeal:**
The initial link found by the researcher was on parent company W&O
website. That link was part of the menu offered by the parent company on its
choices of tour destinations. However on opening the link the feel of the
Mediterranean region is very much visible across the website. The website has
snaps of various destinations the company specializes in. Hence the website
with wide array of tourist destination offerings pictured and listed out seems to
be successful in evoking positive notions in the minds of potential customers, of
the feeling associated to travelling to any of the destinations of Mediterranean
destinations mentioned on the website. A website named graphicdesign.com
suggests that successful website layout would depend on variables such as ease
and consistency in navigation, appropriate balance in spacing and delivery of
content. They suggest that even if there is a large amount of data on any website
proper use of colour, space and fonts would make the site easy to surf through.
The basic elements of the layout are the graphic images signifying the
destinations to tickle the feelings which a traveller might connect to. For
example on the main homepage on the lower part there are thumbnails of each
of these destinations. On clicking this thumbnails would lead to a summarized
description of each of these destinations. When one clicks a particular country a
page having the summarized description of destination with larger image of the
speciality of this destination would appear. Moreover this page would also have
information on key facts of the country such as average temperature, capital city
of the country, the currency rates, main language spoken, time difference when
compared to GMT, the driving style and the passport and VISA requirement.
This would make a regular user surfing tourist destinations more interested in
visiting with as he/she might involuntarily start assessing the pros and ease of
visiting the destination. Further layout and colours of fonts used on the website
are pleasant to eyes and are as well as customized according to the destination's
graphic image.
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Hence for each of the destinations present in the Mediterranean region, the prime interest of attraction is mentioned graphically, with summary of key facts on the website hence enticing the users wanting to visit these places of interest.

Written Text on the Advert:

Graphics and Layout:
Overall surfing on the webpage including the homepage and the parent company menu page all have a characteristic layout in parallel to each of the web pages opened from the links available on these pages. These layouts have all the majority of the information conveyed in light grey fonts while the title and the important information delivered in bold black fonts. This enhances visibility of all information displayed on the website more legible and captures attention of the viewer. The layout is basically divided into a heading row, two columns with large space for the main body including space for graphics. This layout and interface though not unusual is unique in its own way by allowing the proper arrangement and distribution of information for enabling ease in surfing through the information.

Language:
Primarily English is the language used on the website. However Deutsch is other language of communication of this website. Basically the prime reason that might be behind using these two languages is that majority of the customer base for this company might be from English speaking country and Germany. Hence to target these customers the company seems to have adapted these two languages to communicate. The website seems to address a general suffer in general. The word 'You' has been universally used to communicate the special offers and the destinations on this website. This signifies that website's communication has been personalised for communication with individual users surfing internet with intent to travel Mediterranean region. For effectively delivering this a conversational discourse is used in a strong emotional manner. For communicating emotions use of graphics have been effectively used. The name punch line of the company is 'a world apart' mentioned just below its logo 'Mediterranean experience' on medexperience.com signifying the appropriateness of name given to this brand. A standard language form is used to deliver crisply the experience a tourist would experience when visiting the Mediterranean region.

Visual Elements:
The images used are vivid and picturesque with rich colours and life like resolution. The use of photography has been made to denote each singular experience a visitor might experience on visiting that destination. Moreover
wherever required maps have been used for portraying the precise location of the destination

The graphic images/photographs signify the most attractive point of interest at a particular location. The photographs of these locations use the famous landmarks and buildings at that particular location. Few photographic images show items associated with the region such as clothes, famous sunset points and many other characteristic destination significant images. These focussed combination of images and text written along with these images show the significance of each of these images so that surfers have a positive feeling to visit these places of interest. It arouses the curiosity of the viewers and ignites the inquisitiveness towards these places for the viewers. The images signify the exotic sense of this region, a relaxing and mind soothing leisure time that could be spent by travelling to these regions. Hence the visual elements significantly aid the company to promote their product to online viewers who form a major core of their target customers.

**Conclusion:**

The above study successfully outlined the cultural spaces leading to an identity for a region. The initial discussion introduced the views on cultural spaces and how these cultural spaces affect individual, home, community, urban, nation, region and global. Then the discussion focussed on Mediterranean region as an individual cultural space which has plethora of cultures due to the spread of wide array of countries of three continents of Europe, Asia and Africa. Then the necessity of understanding these cultures was discussed. The understanding of these cultures shows high disparity between the cultures between the regions surrounding the region. As mentioned in the above discussion, northern region (European Region) has more open kind of culture while the southern region (Northern African) and few regions of Asian continent have more of a conserved type of cultural space. However it has been also found based on the case study that these disparities although existing, the benefits of travelling to these regions which are promoted, are a blend of generalisation and customisation according to the geographical space within the region. Basically the cultural space has been used to promote the region, which can be understood from the graphics, layout, text, language and visual elements as portrayed on website. These elements of media are successful in creating an image of Mediterranean region in minds of the customer, and these customers when interested in the overall region are then filtered and cued to move to specific parts of the region. This as mentioned is done by customisation of cultural space within an individual region. Hence a proper mix and use of media
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has been demonstrated by the case study, for prompting the user to gather some knowledge about Mediterranean and visit this region.

الملخص:

يلعب الفضاء الثقافي، الذي يشير إلى النطاق الجغرافي الذي يحدد الحدود، دورًا حيويًا في الوجود اليومي للفرد والجماعات والمواطنين وغيرهم. في بعض الأحيان يحدد تقليدهم أو اختلافهم عن الأماكن الثقافية الأخرى. وفقًا لما ذكره سميث، فإن المنطقة الثقافية لها علامات مميزة مختلفة تشمل جسم الفرد والمنزل والمجتمع المحلي والحضري والإقليمي والوطني والعالمي. كل واحدة من هذه العلامات المميزة تقدم خصائص مختلفة عندما يتعلق الأمر بتشكيل الهوية الثقافية والحفاظ عليها. تبحث هذه الورقة عن تحديد قضية على موقع السفر الخاص بالمنطقة، في المساحة الثقافية لمنطقة البحر الأبيض المتوسط، والتي تغطي بعض البلدان في القارات الثلاث لاسيا وأوروبا وأفريقيا، ويحدد كيف تختلف بعض المكونات الإقليمية للبحر الأبيض المتوسط في العديد من المصطلحات بما في ذلك التباع في الثقافة أو طريقة الحياة. ستساعد هذه الدراسة في تحديد بعض أوجه التباع والتشابه فيما يتعلق بالهويات الثقافية في منطقة البحر الأبيض المتوسط، وهو أمر حيوي لفهم سياق مساحاتها الثقافية.

الكلمات المفتاحية: الهوية الثقافية، الفضاء الثقافي، نمط الحياة في حوض البحر الأبيض المتوسط، الحضارات.
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