

Areas of Interest

We are interested in encompassing the awareness for the needs of individuals and society in the following fields:

Culture

- Investigating cultural issues
- Media
- Human rights
- Environment and nature
- Globalization
- Cultural heritage
- Contemporary culture exchange
- Sources of knowledge
- Absorption of knowledge
- Productively participating in influencing culture and developing society.

Arts

- The impact of awareness for TV, films, cartoons and literature.
- The types of media platforms along with their genres, purposes, cast and crew, and demographic.

Hisrory

- The process of recording history.
- Methods of scientific documentation.
- The relation of history to other sciences.
- The most important historical encyclopedias.
- The abstracts of historical literature.

Contact us

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وعي للبحث والتنمية
AWARENESS
For research and development

A W R A D

Who we are:

- We are an independent academic foundation concerned with science, arts, literature and other disciplines related to nurturing individual and collective awareness
- We analyze and predict future trends in scientific, political, economic and other issues; focusing on history, documentation, monitoring and blogging platforms as prominent elements key to our emergence.



Our Aim:

- Establishing various internal units in response to societal needs and evolution, in order to enhance general knowledge and nurture a deeper awareness of culture and arts throughout all levels of society.
- Such units would include archiving and documentation, strategic studies, social research, and literature and arts.

Vision:



A holistic vision striving to better human civilization in the 21st Century in order that all may live in the best way possible based on shared humanitarian values and principles.

Mission:



- Awareness aims to be involved with all appropriate target audiences and output formats that may viably be achieved.
- These include: research, books, studies, periodic and stand-alone publications, strategic reports, documents, manuscripts, blogs, statistical reports and specialized encyclopaedias as well as films and serial dramas.
- It will also be possible for the foundation to publicise its aims via conferences, seminars, open discussion forums, exhibitions, and delivering all these by way of audio-visual means in order to facilitate information transfer.

Charter



Awareness publishes and monitors facts, with due consideration for specialism. Issues are dealt with objectively in a way that champions humanitarian values whilst taking intellectual diversity into account.

Objectives

- 1 Awareness shall establish a unit to document and chronicle the events that the Arab world and the Middle East have undergone since the beginning of the twenty-first century.
- 2 Awareness shall sponsor a project for the preparation of a knowledge Wikipedia in Arabic that will also be translated into other languages as appropriate according to the subject's nature.
- 3 Awareness shall provide specialized repositories in all fields.
- 4 Awareness shall codify concepts and terms of specific significance in order to clarify these linguistically and conceptually; and avoid ambiguity and misunderstanding.
- 5 Awareness shall prepare a translation project in accordance with its intellectual outlook as best practice for raising awareness and outreach between civilizations.
- 6 Awareness shall establish a research unit for comparative studies to monitor the phenomena of knowledge of any kind - economic, political or cultural and how they develop in human societies.
- 7 Awareness shall be concerned with the production of radio, drama and film pieces that deepen awareness, enlighten the mind and strengthen shared human values.
- 8 Awareness shall provide training services in cooperation with universities, specialist and vocational centres.
- 9 Awareness shall conduct various studies - surveys, descriptive and analytical.
- 10 Awareness shall provide consultancy and expertise to community institutions whilst being proactive in matters where it excels whether in terms of knowledge, practical experience or training.
- 11 Awareness shall build constructive and professional relations with researchers and beneficiaries as well as with the society as a whole and all its institutions.
- 12 Awareness shall issue a referred periodical for the interdisciplinary studies.