EL SISTEMA – O MIȘCARE EDUCAȚIONALĂ CU REMARCABILE EFECTE SOCIALE

EL SISTEMA – AN EDUCATIONAL MOVEMENT WITH REMARKABLE SOCIAL EFFECTS

Drd. Călin APOSTOL
Universitatea Tehnică din Cluj-Napoca

Abstract: The main objective of this paper was to evaluate and disseminate the social effects generated by an educational movement that has spread in many countries of the world enjoying the appreciation of specialists.This musical after-school initiated by the economist, musician and statesman Jose Antonio Abreu in 1975, is a brilliant mixture of cultural and social marketing who saved from poverty and promiscuity hundreds of thousands of children in Venezuela. I am convinced that the implementation of such a cultural marketing project with social purpose would also be successful in Romania.

Keywords: cultural marketing, social marketing, educational movement, culture, music.