

**MANAGEMENT CULTURAL ÎN CEA DE-A DOUA JUMĂTATE A SECCOLULUI AL XX-LEA
CULTURAL MANAGEMENT IN THE SECOND HALF OF THE 20TH CENTURY**

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ABSTRACT

Cultural management is a part of the wider culturology field of study, having the study of all organizational methods in different societies and historical ages regarding the process of conceiving the cultural aspect of life, as a specific aim. It is connected with the notion of cultural necessity as a consequence of one particular motivation. Cultural management gives a special attention to the process of creating the proper conditions for developing cultural necessities, cultural abilities and to the process of developing cultural needs. Today, our educational system develops such interests and, also, media and cultural institutions study them thoroughly and emphasize their consolidation.

Key words: *the object of cultural management, artistic creation, cultural necessities, cultural policy, cultural interest*

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