

## الفنون البصرية ودورها في الحفاظ على الثقافة والهوية

**Visual arts and their role in preserving culture and identity**

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**Abstract**

The arts are an honest interface to learn about the cultures of the societies in the world. What concerns us as Arab peoples is to preserve our culture and preserve our Arab identity, especially in the current circumstances and the challenges facing us in technological progress, which is a double-edged sword. As we can benefit from it from an information perspective and learn about other cultures.

It is also a threat to our identity and our Arab culture - which is characterized as an authentic human culture encompassing the manifestations of the spirit and matter and characterized by values of intellectual and aesthetic of historical heritage - and perhaps the means of social media is one of the most prominent manifestations of this technology and the most important and most widespread because they - social media - available for use for different categories In terms of age, gender, educational, cultural and economic level, as well as the level of knowledge awareness and value perception.

Perhaps the arts are the mirror that reflect those things of cultural confusion coming from several sources reflect the currents and trends of intellectual does not fit the nature of our culture and our Arab identity.

Unfortunately, there is a significant lack of cultural and artistic institutions in our Arab countries, as well as the elite of intellectuals and innovators. This is centered on the lack of attention to intellectual and aesthetic values which must be the primary objective of each artistic work. Responsibility here rests with the creative, producer, critic and recipient. No one is exempted.

Note that the solution is not difficult and not far, but is at the core of our daily life system, which form our culture and express our Arab identity.

Therefore, it should be the reference of the intellectual and aesthetic content of any artistic work based on the positive values derived from our Arab culture and expressive of our identity.

Especially with the presence of young generations that derive their information and adopt their knowledge through satellite channels and means of social media without conscious control of what is offered from the nausea, or everything that is contrary to our social values, which we must adhere to and maintain and even develop.

If we consider our folk heritage, whether Egyptian or Arab, we will find it in all aspects of artistic creativity related to our customs, traditions, celebrations and events of our lives, and therefore we must take care of it and protect it and preserve it because it holds the values of

intellectual and aesthetic and national characteristics created by the Egyptian society and the Arabs over time and history. We seek to discover new attempts at authentic inspiration that contribute to the cognitive formation and value perception of present and future generations of young people. And when you consider how to take advantage of the artistic and creative elements of our folklore in the face of the cultural and technical risks brought by technology and negatively affect our culture and identity.

We find that cinema is the best way to employ subjects of folklore in a manner appropriate to the circumstances of the present age and corresponds to the psychological and mood formation of the scenes, especially young people, to shape the ideal of youth. It is preferable that all participants in the artistic process are young generations who possess talent and need to assert themselves. And not to lose sight of the fact that cinema is an art based on imaginative creativity and attracts all people regardless of their social, economic and cultural status. It is an influential art of thinking through the image as a medium of expression and transmission of intellectual value and beauty.

Then we chose a successful artistic experience that represents the role of visual arts in supporting societal values and preserving identity through the Singing Film (Hassan and Naima) taken from The Mawal known as Hassan and Naima, which is one of the most famous and important part of our heritage Singing and our Folkloric heritage .

**key words:**

The Visual Arts - El Mawal El kasasy - Hasan & Naima – Singing Film