

Enhancing Cooperation between Educational and Cultural Organisations, and Institutions for Maintaining Heritage and Establishing Identity

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Abstract

Human and civilised societies differ and are distinguished from one another thanks to the civilisational and cultural heritage of each society that distinguishes it and corroborates its cultural identity.

Transmission of “heritage” from one generation to another, across the different eras, and protecting it against any external influences are those factors, which give a society a unique attribute that grants it a cultural identity, which makes it distinguished from the other societies. Hence, heritage and identity are two sides of the same coin. This is because paying attention to heritage and maintaining its characteristics contribute, in turn, to comprehending the past with all its values, cultures, customs and traditions.

Furthermore, this by far entrenches individuality and enhances the cultural identity, particularly, if an individual belongs to historically great legacies and civilisations, which are recognised and commended by the other societies, such as the ancient Egyptian, Greek, Roman, Coptic, and Islamic civilisations. All such civilisations are profoundly human civilisations that we should take pride in belonging to such most influential civilisations in the world.

Equally important, we must not suffice with being influenced by such heritage, and maintaining it, but we need to encourage its development to create cultural bridges that would disseminate it locally and internationally. We should also cater for creating means of cooperation among cultural institutions and academia to strengthen the concept of identity in the light of the daunting presence of globalisation, and rapidly advancing technology.

To summarise core issue of the paper we need to recognise that there is not enough cooperation between educational and cultural organisations and institutions in order to maintain heritage and confirm identity.

This paper aims at shedding light on the roles to be played by some educational and cultural organisations and institutions, and how to encourage cooperation, and build cultural bridges therebetween them to maintain heritage and enhance cultural identity.

The paper adopts the analytical qualitative methodology, and seeks to find new ways and mechanisms to support such cooperation.

Research Background:

In light of the successive technological advance, which can be described at the moment as the fastest technological advance, and under the control of the successive and frequent technological productions in light of the concept of globalization that neither allows nor recognizes regional, geographical or even ethnic borders, we find that we are about to face a practical reality confirming that “The World Has Indeed Become A Global Village”. Perhaps the current practical experience of the COVID-19 pandemic that has recently swept the globe

at the beginning of the current year (2020), is a case in point. Any epidemic, disease or event of, whether it is serious or minor, may affect the whole world. Furthermore, everyone may be affected by both bad and good consequences of that event. So, the problem of "Maintaining Heritage" is becoming increasingly clear and presents itself strongly and automatically because of the necessity of changing mechanisms of cooperation between institutions and bodies concerned with this matter, in order to cope with the requirements of the modern era. As the "Heritage" is the source of individual identity, it distinguishes between one community and another. So, identity is an integral part of "Heritage," as confirmed by Tolstoy, as follows: Identity is an integral part of heritage. Further, the heritage is the source of individual identity because identity emanates in one way or another from the cultural heritage to which the individual belongs, by virtue of the collective unconscious. It is known that the entire human cultural heritage has been affected by each other despite the formal conflict of the philosophy of each single heritage. (¹)

From the foregoing, we conclude that "heritage" is an integral part of human civilization, with all its components, i.e. philosophy, culture, customs and traditions. Thus, heritage adherence and preservation will enhance the individual identity of members of the same community.

Research Problem:

Institutions concerned with maintaining heritage are not given sufficient attention. In Egypt and Arab world, we lack the effective cooperation mechanisms and the development of the effective cultural bridges that contribute to enhance interest in heritage and maintaining the identity. The research problem lies in the following questions:

1. What is the direct and indirect role of the institutions, organizations and associations concerned with the heritage?
2. How can we reach a cooperation strategy between these institutions and organizations?

Research Importance:

The importance of the research lies in the necessity of developing and updating the cooperation plan between the institutions and bodies entrusted with maintaining the heritage in light of contemporary technological changes, especially after the emergence of modern social media platforms as a fast and effective means of communication between the community members and the entire world, in favor of Open Skies era we live in, where there are no boundaries among world's nations.

To do so, we should try to build bridges of cooperation among various educational institutions, including schools, universities, institutes and media organs with all covered sections (whether read, visual, audio, and electronic media on social media platforms), as well as cultural institutions and bodies concerned with heritage, such as archaeological museums and art museums.

We should also encourage and develop cultural associations and organizations concerned with "heritage" issues and its development, trying to support them and overcome the barriers that such civil society associations face.

¹ Red, Herbert: The Meaning of Art. London, Perugino, 1967, P. 27.

Research Objectives:**The research aims at:**

1. Identifying the positive and effective roles that can be played by institutions and bodies concerned with heritage.
2. Developing ways of cooperation among the institutions, bodies and organizations concerned with heritage in light of current changes and developments to enhance identity and maintain heritage.

Research Hypotheses:

- Developing and implementing an effective cooperation strategy among institutions, bodies and organizations concerned with maintaining heritage and creating new synergies and complementarities among them.
- Developing a strategy for cooperation among institutions, bodies and organizations in order to enhance heritage preservation and root and consolidate the cultural identity.

Research Limits:**Spatial L:**

- This research focuses on the institutions and organizations concerned with heritage in Egypt and the Arab world.

Time Limits:

- This research is concerned with institutions, bodies and organizations, in light of the 21th Century updates and developments.

Research Methodology:

The research follows the descriptive analysis methodology.

Research Keywords:**1. Heritage:**

Definition of "Heritage" in the Arabic Dictionary

Heritage: is "Legacy or inheritance, something transmitted by or acquired from a predecessor, or money and human values inherited by fathers to their children." (2)

Heritage in English: Heritage Ligancy

Heritage: It is a cultural legacy transmitted from one generation to another. It is formed and created. Then, it is enhanced by the creative movement inherent in it over time in order that for heritage to come to the future supported by the strong movement of objective historical knowledge and its new methodological tools, leaving behind the non-historical readings of heritage and metaphysical and superstitious interpretations. (3)

2. Identity

Definition of "Identity" in the Arabic Dictionary

Identity: a name attributed to the pronoun "he"

Individual's Identity means his absolute truth and essential qualities.

² Gubran Masoud: "The Pioneer (Al-Raed)", Beirut, House of Knowledge for Millions, 1964, p. 165.

³ Mr. Yassin: Civilized Dialogue in the Age of Globalization, Cairo, General Egyptian Book Authority, 2001, p. 17

National Identity means its features, distinctive characteristics, and originality.

Identity in English means Identity - Personality - Individuality.

Identity:

Identity is the totality of features that distinguish one thing from another, or a person from another, or a group from another.

"Identity" term:

This term is used to describe a person's concept and expression of their individuality and relationship with groups; such as national or cultural identity. This term is used especially in sociology and psychology, and it is most noticed in social psychology.

The word "identity" is attributed to the pronoun "he." (4)

3. Establishment

A person or group of people obtaining a patent that entitles them to legal rights and privileges. An establishment can acquire properties, sell, buy and manufacture products. The most common types of establishments are business establishments. Other types of establishments include local state-owned establishments and semi-public establishments. Establishments always refer to the developing practical activities and operational businesses in society. (5)

The Establishment also has a positive role in community life:

The Establishment is known as one of the most important social structures. It is the body responsible for structuring and shaping matters and procedures in social life. Establishments play an effective role in controlling human behaviors and interactions, through clear rules of the society principles, customs and traditions, or man-made rules provided for in the establishment laws. (6)

Findings:

1. Cooperation among establishments and bodies concerned with heritage in light of the contemporary changes supports and maintains the heritage and establishes the identity.
2. The use of modern means of electronic media platforms would support and enhance the transmission of heritage, make best use of time and effort and reach the largest segment of society.
3. Supporting "language" and maintaining the linguistic heritage are among the most important priorities at the moment.
4. Developing and stimulating the use of digital heritage in media platforms would contribute to maintaining heritage and establishing identity.

Recommendations:

1. Paying attention to prepare the human resources in all establishments and bodies concerned with heritage in a way that is compatible with contemporary technological changes, whether through traditional methods or distance learning.

4 Benet, Martinez: Social Identity Theory. New York. V & Hong Publisher, 2014, P. 19.

5 Quain, Sampson: The Differences between Company and Establishment. 2018, P. 17.

6 Hodgson, Geoffrey: What are Establishments. 2016, P. 25.

<http://doi.org/10.1080/00213624.200611506879>.

2. Focusing on preparing specialized training courses, seminars and cultural meetings that are focusing on introducing "heritage" and benefits of maintaining it to establish identity.
3. The State must support establishments and civil society associations concerned with maintaining the heritage, and overcoming the legal and financial difficulties they face.
4. Urging businessmen to support civil society associations and organize courses, conferences and seminars concerned with heritage.
5. Not to mix "heritage" with any methods and vocabulary derived from a misconception of the concept of "Globalization", in a way that reduces heritage value and causes it to lose its identity.

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