

# SDG 11



## Indicator 11.2.6

### Record and Preserve Cultural Heritage

Misr International University (MIU) works to preserve and record intangible cultural heritage. "Intangible cultural heritage" includes oral traditions, social practices, and, crucially, the **knowledge and skills** concerning a nation's history and culture. Based on specific field activities and academic projects conducted by the Faculty of Mass Communication (MCM) and the Faculty of Al-Asun (Languages), this report demonstrates that MIU actively engages in the transmission of cultural knowledge to the younger generation, ensuring the preservation of Egypt's historical narratives and artistic traditions.

The Faculty of Mass Communication organized a strategic project involving a field trip to two of Egypt's most significant cultural repositories: the Museum of Islamic Art and the Coptic Museum.

#### Preservation of Religious and Historical Knowledge

- **Recording Heritage:** While museums house tangible artifacts, the role of Mass Communication students is to interpret, record, and disseminate the *stories* and *history* (intangible heritage) behind these artifacts. By engaging with these sites, students were tasked with documenting the diverse religious history of Egypt.
- **Preserving Knowledge:** The university explained that the objective was "bridging the gap between theory and practice." In the context of media

studies, this implies transforming historical data into communicative content. This facilitates the preservation of the **knowledge** of the Coptic and Islamic eras, ensuring that the narratives, traditions, and historical context of these periods are recorded and understood by contemporary students.

<https://www.miuegypt.edu.eg/mcm-students-embark-on-cultural-trip-to-islamic-coptic-museums/>

The Faculty of Al-Asun (Languages and Translation) executed a project involving a visit to the Mohamed Mahmoud Khalil Museum.

### Preservation of Artistic Tradition and Cultural Appreciation

- **Cultural Transmission:** Language and translation are intrinsically linked to culture. To preserve a language, one must preserve the cultural knowledge associated with it. This trip served to immerse students in the artistic heritage of the region.
- **Knowledge Transfer:** The visit was designed to enhance the students' cultural awareness. By exposing students to the history of the collection and the biography of Mohamed Mahmoud Khalil, the university ensures the **transmission of knowledge** regarding Egypt's modern history and its interaction with global art movements. This ensures that the "intangible" memory of Egypt's artistic patronage and political history is not lost to the current generation.

<https://www.miuegypt.edu.eg/al-alsun-field-trip-to-mahmoud-khalil-museum/>

Intangible Cultural Heritage is defined by UNESCO not just as folklore, but as "knowledge and practices concerning nature and the universe" and the transmission of such knowledge. MIU achieves this through:

### Analysis

1. **Educational Transmission:** By physically taking students to these locations, the university ensures the oral and intellectual transmission of historical traditions (Islamic, Coptic, and Modern Era) from experts/curators to students.

2. **Contextualization:** The projects encourage students to contextualize their studies (whether Media or Language) within the framework of Egyptian heritage. This preserves the *identity* and *cultural memory* of the nation, which are core components of intangible heritage.
3. **Student-Led Documentation:** Particularly in the case of Mass Communication, the "practice" component involves creating media (reports, photos, social media content) that serve as a modern archive of this heritage, effectively recording it for a digital audience.