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-Alsun (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.

Preservation of Religious and Historical Knowledge

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.

- **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/

Bilingual guide to the Giza exhibition

25 November 2024 · At the “Forever is Now” contemporary art exhibition at the Giza Pyramids, Al-Alsun students conducted interviews and documented exhibits to develop a bilingual digital guide.

The exhibition placed contemporary art at the Giza Pyramids. Students interviewed people at the exhibition and gathered material for a digital guide in two languages, applying translation and copywriting to a cultural site. Recording explanations alongside the works helps retain context that a photograph alone may miss. The project supports SDG 11 through heritage documentation and SDG 4 through field-based language training.

https://www.miuegypt.edu.eg/al-alsun-students-visit-forever-is-now-art-exhibition-at-giza-pyramids/

Preservation of Artistic Tradition and Cultural Appreciation

English and Arabic language workshop

5 May 2025 · At MIU’s sustainability conference, the Al-Alsun Department demonstrated how artificial intelligence can support English and Arabic language learning and cultural heritage preservation.

The Al-Alsun session used practical demonstrations of AI-supported English and Arabic language learning. Its contribution to SDG 4 was to show learners how language tools can be used in practice. Its connection to SDG 11 is educational: the workshop explored how language skills can help people explain and pass on cultural knowledge. The documented outcome was a workshop, with no heritage collection or archive identified as an output.

https://www.miuegypt.edu.eg/al-alsun-hosts-ai-language-learning-workshop-at-miu-conference/

Historical terminology in museum interpretation

11 May 2025 · At the National Museum of Egyptian Civilization, Conference Interpretation students collected specialized historical terms and evaluated bilingual exhibit labels as part of their coursework.
Students worked with historical vocabulary in the setting where museum visitors encounter it. They collected specialist terms and assessed how bilingual labels conveyed the meaning of exhibits. This helps future interpreters retain historical meaning when moving between languages, a practical contribution to communicating Egypt's heritage under SDG 11.
https://www.miuegypt.edu.eg/al-alsun-students-visit-the-national-museum-of-egyptian-civilization/

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:
https://www.miuegypt.edu.eg/faculty-of-pharmacy-participates-in-the-unitwin-emrpharm-preparatory-meeting-in-cairo/

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.