



Activating the Role of Productive Units in the Faculties of Arts to Raise the Awareness of the Arab Community of Heritage Arts in the Archaeological Sites

by

Radwan Radwan Aly Zeham

Lecturer of Decoration, Decoration Department

Faculty of Applied Arts, Damietta University

ABSTRACT

INTRODUCTION

Productive units in the Faculties of Arts are markedly one of the pillars which effectively help in relating academic and research institutions to the surrounding environment and community. Based on the fact that the Arab nation suffers from severe fallouts due to the negative handling of heritage in terms of the current events in some of the Arab countries which contain many original monuments. Since the productive specialized units in the universities are generally regarded as a basic window open to the outside community, these specialized units in the faculties of arts across the Arab world have to play a pivotal role in serving such community.

The Arab nation abounds with many of the world's archaeological sites which contain different styles of heritage arts. These arts represent the greatest civilizations in the world including Pharaonic, Assyrian, Babylonian, Greek, Romanian, Coptic, Christian and Islamic civilizations. Such heritage arts including architecture such as palaces, houses, temples, churches and mosques, diverse arts decorating architectural facades, carved and painted murals, decorative styles, arts of metals, porcelain, and glass molding, textile and printing arts. The aforementioned facts illustrate the significance of these archaeological sites and urge the whole world to care of them, search for their secrets and taste and sense their artistic and historical values.

The heritage of the Arab community supports its Arab unity and consolidates cohesion among its peoples. Hence, lack of awareness of the heritage of the Arab community may lead to neglecting and disregarding such heritage. Moreover, it causes Arabs to feel indifferent when dealing with it. The result is the creation of a generation that is not keen on heritage arts, thereby allowing abusers to tamper with such unique heritage arts.

The problem of the current research can be summed up in the following basic question: How to activate the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites?



Based on this basic question, the following sub-questions are subsumed:

- Ø What are the constraints of activating the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites?
- Ø What is the proposal to activate the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites?

The current research aims at:

1. Exploring the constraints of activating the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites
2. Finding practical solutions for activating the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites

The research assumes that productive units at the faculties of arts are highly effective in raising the awareness of the Arab community of heritage arts in the archaeological sites. However, the research is limited to some productive units in the faculties of applied and fine arts in Egypt as well as in some of the Arab countries including Syria, Iraq, Saudi Arabia, and some of the international archaeological sites in some of the Arab countries as they include diverse heritage arts such as the ancient city of Thebes and its cemetery, Islamic Cairo, Ancient City of Damascus, the Ancient City of Jerusalem and its walls, the Ancient City of Shibam in Yemen and its walls, the archaeological site of Leptis Magna in Libya, the archaeological city of Samarra in Iraq, Stone City (Madain Salih) in Saudi Arabia, Church of the Nativity and the Way of Pilgrims in Bethlehem in Palestine, etc.

The current research is based on the descriptive methods in order to explore, describe, and analyze some of the productive units in diverse faculties of arts as well as some of the archaeological and internationally-documented sites of heritage arts across the Arab world.

Research findings can be summarized as follows:

First: in respect of the constraints of activating the role of productive units in the faculties of arts to raise the awareness of the Arab community of heritage arts in the archaeological sites, research findings showed that:

- Ø Many productive units in the aforementioned faculties work hard to achieve their goals in the service of community, to care for heritage arts, and to provide the required counseling for the development of such arts. Nevertheless, there are no declared annual plans which



set constant sessions and awareness programs addressing different segments of society s as to raise awareness of heritage arts.

- Ø There are no media communication channels which support such productive units producing, work on the deployment of their objectives in the community, and advertise their specialized sessions and workshops in the field of heritage arts.

- Ø The units affiliated to the main productive units at the faculties of arts are markedly scarce. Also, their ultimate goal is to preserve traditional art crafts and to raise awareness of the different areas of heritage arts.

- Ø The financial support assigned the Ministry of Finance for these special productive units, especially in Egypt, is a real constraint. Such financial support does not exceed 35% of the cost estimate and is allocated for any purpose or product, and thereby is added to the total sum of the receipt. Accordingly, these units are adversely affected since they cannot compete or even be opened to the surrounding community.

- Ø Some of the faculties of arts in the Arab world do not have productive units for facilitating work and serving different segments of the society though they assure that they seek to develop heritage and serve the surrounding community. Moreover, some of these faculties are in international archaeological sites.

- Ø Many productive units at the faculties of arts are keen on

Second: with regard to the proposal to activate the role of productive units in the faculties of arts to raise the awareness of the Arab community of arts heritage in the archaeological sites, the current research proposes to:

- Ø Establish units affiliated to the main productive units at the faculties of arts geared towards paying attention to heritage arts including heritage architecture, crafts, and industries

- Ø Design annual plans for the productive units provided that they include diverse techniques for raising the awareness of heritage arts in the community such as:
 - Symposia, meetings, and seminars in order to raise the awareness of the community of heritage, to modify common behaviors toward heritage arts, and to help these faculties practice their revolutionary roles

 - The establishment of workshops and training sessions on crafts associated with various traditional arts for all segments in the society
 - Developing integrative programs to avoid the decline of original traditional crafts in the society

 - Encouraging trainees in these programs through the establishment of exhibitions for marketing art products



- Ø Urge the board of directors in these productive units to include two external members as follows:
 - A member working in media sector (in order to directly open communication channels with media and to transfer the services of such units to the surrounding community)
 - A member working in cultural centers (in order to attract various segments in the society, especially youth, to be trained in such units)

- Ø Modify the ratio of financial support, i.e. 35%, which is added to the total cost estimate in the productive units provided by excluding activities, practices and workshops aiming at raising the awareness of the community with regard to heritage arts in these productive units

The researcher recommends that governmental stakeholders represented by Ministry of Higher Education, Ministry of Finance, Ministry of Culture, Ministry of Monuments, Ministry of Tourism as well as non-governmental organizations should support specialized productive units, ease their work, and solve any problems hindering their endeavors. Also, they are required to establish productive units in faculties of arts across the Arab world and to provide them with all possible potentials to assume their roles in developing heritage arts. Finally, researchers across the Arab world are called to introduce research works for developing training programs as a proposal for raising the awareness toward preserving heritage arts.

Keywords: Production Units- arts of heritage- Archaeological sites..

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