

## *Cultural Heritage and Literature in the Face of Global Challenges*

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### **Abstract**

*This research aims to show the importance of heritage, culture, literature and arts in the life of nations and peoples, as it represents their history, authenticity and identity. Also, it is the thing that distinguishes the citizens of a state or people from others, as it is the one who puts the people or the nation in its rightful place. It is also a tool for the formation of her thought, her mind, and her culture. In this research, the researcher followed the descriptive analytical approach, which is based on the analysis of a specific phenomenon, and suggests solutions and treatments for it. The research concluded with the most important results: Heritage, literature and the arts have an important place in our lives, because of their amazing link in increasing social cohesion, and helping to promote peace among all, through their role in promoting trust and common knowledge.*

### **Introduction**

Heritage, literature, and the arts have great and serious importance in the lives of nations and peoples, as it represents the history of this people or nation, which establishes the local identity of that nation or people, and also is the dimension that distinguishes the citizens of a state or people from others, as it is the one who puts the people or nation in its rightful place, and is also one of the tools for the formation of its thought, mind, ideas, and culture.

With the growing globalization of communications and the acceleration of globalization as a contemporary phenomenon, distances are converging, and the contours of the modern world are changing unprecedentedly. With this steady acceleration and the dangers of different cultures melting into one loose "global" culture, questions of heritage, identity, and culture emerge within the philosophy of heritage and modernity in a time of globalization. Among the civilizations and cultures that are increasingly interested in the

question of origin and identity in the era of globalization are those associated with Arabism and Islam, given the repercussions of cultural overlaps and their specificities with the "other" and the consequent social, political and economic dependency and fascination with the West and its technological outputs.

This paper entitled "Cultural Heritage and Literature in the Face of Global Challenges" comes as a participation of the researcher in the International Symposium to enrich the function with knowledge of language and literature organized by the Faculty of Arts at the University of Soetomo) in cooperation with the Language Center of East Java. The paper dealt with the concept of heritage, its importance, types, the need to preserve it, its role in the renaissance of nations and peoples, the location of literature and poetry from the cultural heritage of the nation. It concluded with cultural heritage in the face of the challenges of globalization, and then finished with the most important results. It is based on describing the phenomenon,

analyzing it, and proposing appropriate treatments and solutions to the problems.

I ask Allah the Almighty to make it good and beneficial, for His face is pure. I also ask Allah for success and reimbursement to those in charge of managing the Faculty of Arts at Soetomo University and the Language Center of East Java State for the renaissance of the Indonesian people.

### **Heritage Concept:**

#### **Etymologically:**

In the book *Lisanul Arabiya*), the word "warits" and its derivation is from one word , so that what is inherited; And it was said: Inheritance and inheritance is in money, and inheritance in meaning..

And in *Al-Sihah*:. Inheritance ( *al miratsun*) is the root of inheritance. When you say: "I inherited my father, and I inherited the thing from my father, I inherit it by counting them, inherited, inherited and inherited, the thousand derivations , and the heirs of a distraction when you say : I inherited something from my father"

and they are the heirs of others. And then, the one bequeathed it to his inheritance, that is, he put it in his money to his heirs. And you inherited it from your grandfather.

**Cultural Heritage Concept:**

Heritage has a comprehensive meaning for all that is inherited from cultures that includes values, traditions, and visions, and this does not mean that it belongs to the past only, that is, that it is a past event, but rather it is a cultural extension that lives of contemporaries, thus having an impact on political and social life, cultural, spiritual, and dealing with the surrounding urban environment.

There have been conflicting opinions about the concepts of human or world heritage. Some thinkers may think that if each heritage - being the property of certain people - must deprive others of that property, then the world heritage with this concept will not be the sum of the various national and local heritages, but rather a denial. However, all human societies, despite the apparent disparity and difference between them in the intellectual, material, and

social fields, share in some aspects of those areas, by virtue of the unity of the biological and psychological composition of man, and therefore the human heritage represents those things that living humans see in different countries. It is of value, importance, benefit and feasibility for the human race, whether it is inherited or new.

Heritage is a living entity that cannot be imprisoned or ignored. This is a criticism of the ability to live with the times, and it cannot be rejected arbitrarily. This is a criticism of what confirms the distinct origins of the nation and the people, and the loss of many of the human beings within the nation's conscience, who knew how to harmonize his experiences, and how to inherit them. And how his heritage develops his human civilization.

**The importance of Heritage (Turats)**

There is importance of heritage, that includes:

- 1- Heritage is a symbol of the identity and humanity of

different peoples, especially minority groups, who consider it a symbol of the knowledge and capabilities they have reached, which they have transmitted and reconstructed, as well as a symbol associated with cultural places that cannot be abandoned.

- 2- Heritage contributes to strengthening the links between the past, the present and the future. It also helps the continuity of societies and changes the structure of society to become more sublime.
- 3- Heritage occupies an important place in our lives, because of its amazing link in increasing social cohesion and helping to promote peace among all, through its role in promoting trust and shared knowledge.
- 4- Heritage contributes to strengthening and reviving the economy, especially the local economies, which have shown the importance of heritage,

especially for tourists from outside the country.

- 5- Heritage also helps to increase the rates of development in the country, increase foreign exchange circulation, and increase training experiences that contribute to promoting economic and social development

### **Types of Heritage**

Heritage can be a historical event, creativity in the field of literature, a painting, a scientific invention, a sculpture, an architectural building, folk proverbs, or a specific tradition, and it is these effects that form the identity of societies and distinguish them from others. The following are the types of heritage:

The first type: the religious heritage, which is what preserves the basic rules on which religion is based. In the Islamic heritage, the Holy Qur'an and the Prophet's *Sunnah* are the greatest religious legacies, as well as in the Jewish and Christian heritage. The Torah and the Gospel are the

greatest legacies, and other religions are all based on legacies, beliefs, and basic rules. The preservation of these legacies shall be by applying and implementing its provisions.

The second type: cultural heritage, and cultural heritage includes archaeological features such as works of sculpture, reconstruction, archaeological painting, or engineering structures and buildings, cave dwellings, and any landmark of outstanding value from the point of view of science, natural sites or art, and it also includes a group of separate buildings, Or connected, which is considered a landscape because of its architecture, or its location, and constitutes an outstanding global cultural value from the point of view of science.

The third type: Linguistic heritage: Language is one of the most important characteristics of the formation of societies and civilizations, as language brings together the members of society who gather on it as a means of communication between them. which he speaks.

The fourth type: the literary heritage, which includes science and general knowledge, and it is like the linguistic heritage in terms of care, and the literary heritage has been formed, in many forms, as the mission of the prophets - peace be upon them - was a distinct matter in the history of nations and peoples, and transformed in their era the axes of literature, Therefore, the literary heritage is formed and extends through since the era of the Prophet of God Noah and Abraham to the seal of the prophets Muhammad, Peace be upon him. It continues and extends until our modern age, in which many types of literature and arts appeared.

The fifth type: Scientific heritage: It refers to the pure and applied scientific arts, such as medicine, pharmacy, astronomy, mathematics, engineering, chemistry, and physics.

### **The importance of preserving heritage**

Heritage is an essential part of the national identity; It is a material and moral embodiment of it, as it includes all of the places, major

landmarks, buildings, and associated ways of displaying its holdings, opinions, viewpoints, legends, and others, and heritage is important in understanding the history of any nation in terms of its record of historical events, and its identity. its people, so people seek to preserve it.

The meaning of preservation, in the other connotation, is the revival of that heritage as a background for our civilizational formation, by revealing, maintaining and restoring it according to scientific methods, or collecting, highlighting, introducing and studying it. In some cases, re-employing it usefully, and encouraging the reproduction of the good from it.

### **The role of heritage in the renaissance of nations and peoples**

Heritage expresses the nation and its identity. Rather, it is the best expressive of it, because it is part of it, and thus every heritage is part of the nation that has accomplished it. No nation can base its renaissance on a heritage other than its own, because heritage stores the possibilities of

advancement and creativity in the life of the nation. And it is its historical provision, and the major turning points and revivals in the life of nations are not achieved without its historical provision. History is forward, and it absorbs the achievements of the Renaissance in a later time. These achievements are merged with the heritage, It is united with it in one civilizational compound, and the heritage then includes the full manifestations, innovations, and various gains of the nation in its past times. Heritage is not a static, dead matter produced by the nation's defeats and historical failures. Rather, it is that vitality and effectiveness that flows in the nation's conscience.

And heritage data acquire a special color of holiness in the souls of the nation, and a kind of sticking to their conscience, and every given of the heritage data is always linked in the conscience of nations with certain spiritual, intellectual and emotional values. Heritage in its simple sense is a summary of what was left (and inherited) by the previous generations

for the present generations in various fields, material, intellectual, and moral. Heritage is what is transmitted from customs, traditions, sciences, literature, arts and the like, from one generation to the next. Any civilization and any people cannot exist without a heritage, and it must be authentic and independent whose members do not depend on what other civilizations produce. Heritage preserves the nation's entity and survival continuity despite aggression, displacement, spread, historical distance, political pressure and national oppression. Heritage has an essential function in the manifestation of the nation's civilizational identity and self-assertion, and protection of this self from melting and breaking, given that heritage accommodates a group of visions, ideas, experiences and innovations that the nation has produced in the length of its arduous life experiences in cases of victory and defeat, in cases of prosperity and stagnation, and in cases of moving time. The surroundings of all the nation's activities and gains, just as

the historical increase represents it in the face of the other.

In this context, it must be mentioned that heritage is a cultural product of a people that includes social experiences at the level of daily life, and in the level of organizing social and economic relations, and in the level of passing this product to future generations. From here we can say that the people's heritage is the continuous experience of generations, and in every historical period. And because heritage is one of the most important reasons for the development and renewal of nations and peoples, no nation can be among the people of civilization and city unless it has its deep roots, its glorious heritage, and its ancient history.

### **The Position of literature and poetry of the nation's cultural heritage**

The phenomenon of the use of cultural heritage and personalities of cultural heritage in contemporary poetry has spread before in previous eras until it has become one of the most prominent features of this era.

For the poet at all times, the heritage has been the ever-exploding spring with the origin of values, the purest and most durable, the solid ground on which he stands to build his new poetic and literary present on the most solid and solid foundations, and the impregnable fortress that he resorts to whenever storms hit him, giving him security and tranquility. When we look at some of the attempts that are being made today in order to confirm that heritage is one of the components of the behavioral field of man, we see that contemporary poets and writers have realized that cultural heritage is a rich and important resource that they must not do without. In the contemporary world, more than one is issued from attempts to inspire the cultural and heritage idea in their poetic works. Some contemporary poets and writers have defined an approach to the traditional idea or culture in their literature and poetry on the basis that the heritage of cultures is looking for the truth. The figures of the cultural heritage, or the social symbols, were these voices through which the contemporary poet was able to express all his joys and

sorrows; To cry his defeat the warmest, truest and most tragic, and to overcome it at the same time while the entire entity of the nation was groaning crushed under its heavy weight, and to look forward to victory and stare at it on the horizon where the glimmer of victory was not looming. And to sing for freedom is the sweetest and noblest song. Hence, contemporary poets have forged deep bonds of depth and richness with the personalities of this cultural heritage, and these personalities have become aware of their victorious and defeated faces, hopeful and distressed, rebellious and submissive, from all contemporary poetry collections, and their spread has become a phenomenon that draws attention. The heritage sources from which contemporary poets derive the social figures they employed are the Noble Qur'an, the stories of the prophets, the Bible, some biographies, flags, translations and classes, some books of mysticism, history, the history of literature and others. These contemporary poets drew from these sources as a means to talk about religious facts, personalities and

events, and about life and the philosophy of the universe and existence.

**Cultural heritage and facing the challenges of globalization**

The cultural heritage of the peoples and nations of the world faces a number of risks and challenges brought about by modern globalization, and the manifestations of technical and technological progress in the world, which require direct orientation towards this heritage and the provision of appropriate protection for it, with all the mechanisms and means involved, and ensuring its preservation. Because of its importance to human societies.

The imminent danger of globalization imminent with heritage stems from two concomitant matters: The first: the ability of globalization concepts to invade different environments, especially the characteristics related to nations and peoples. The second: and the most dangerous, is the slackening of resolve and accepting the temptations

of globalization with ease and ease. In the recent past, heritage was inherent in the social environment and preserved it to support and preserve it and derive its strength from its values. The ideas of privacy and social convergence represented by the residential neighborhood as a social unit and as a heritage sensory detachment worked to protect the local against the intruder.

Therefore, globalization necessarily provokes strong reactions from social forces that feel its inherent harm to their own interests. Not only in developing and poor countries, but also in major industrial countries. From this standpoint, people’s opinions about globalization differed into two main directions: there are those who call for globalization and its adoption, and another group warns of its danger to our identity and culture and distance from it.

**First: The Proponents of Globalization**

Those who support the idea of globalization, and the introduction of

its positives, are based on the fact that it has brought about a qualitative leap in the world of information in all fields of knowledge, and it has brought distances closer, and shortened time. Proponents of globalization argue that no one can lose sight of the crucial role of computers as a hallmark of the massive information revolution; that has characterized the contemporary international system in the past few years; Especially in the field of defense and building the military capabilities of countries. This revolution was characterized by four features:

1. It helped shorten the time interval that separates each industrial revolution from the next.
2. Relying on the results of the human mind, and on the outcome of experience and technical knowledge; The price of value is determined by the knowledge and technology used and not by the raw materials.

3. Keeping pace with this development requires investment in certain areas; Especially those related to education, the development of human skills, and the development of cadres and capabilities that can deal and adapt to this revolution.
4. In the meantime, it is imperative to exploit alternative energies, make use of solar energy, and break into the field of genetic engineering, and the technology of producing cheap food in abundant quantities.
- 5.

## **Second: The Opponents of Globalization**

Opponents of globalization build their vision on what globalization brings about changing the basic structure of all components of life at the political, economic, social, media and cultural levels. Hence a discourse opposing globalization, revealing its flaws, in

which researchers and thinkers from all over the world participated.

Perhaps the most pessimistic of writings on globalization is the book: (The Globalization Trap) by Peter Martin and Harald Schumann. They refuted globalization in its various economic, social, political, environmental and media dimensions, and tried to emphasize that globalization in its various dimensions will increase unemployment and decrease rates. wages, widening the gap between the poor and the rich, and reducing the role of the state in the field of services such as health and education, and so on.

They see in globalization nothing but the infernal attack of capitalism in order to end history in its favour. It is an attack to expel other civilizations with all their scientific, material and human achievements to empty the universe of all civilizations, except for the last civilization of capitalism. The first manifestation of globalization is the globalization of politics, in the sense of subjecting everyone to the policy of the great

powers and the one pole in the world. It is the United States of America.

Some of them argue that globalization is more dangerous for weak countries, as it is linked to the marginalization of broken countries; Because it derives its identity from the international recognition that the American hegemony captures, and from the European countries in its orbit; These are the people who give birth certificates to countries.

Perhaps the most dangerous form of globalization, and the most far-reaching effect - as seen by the opponents - is the globalization of culture, on the meaning of imposing the culture of a nation on all other nations, or the culture of a strong nation that dominates over the weak and defeated nations, in other words: imposing American culture on the whole world, eastern and western. Muslims and Christians, monotheists and pagans, and this means to this end is the mighty tools and mechanisms that cross continents and oceans, from the media, and influence the readable, audio and visual words, direct broadcasts, global information

networks (the Internet) and others. Some believe that cultural globalization is more dangerous than economic globalization. Rather, it is about how to prepare for it: plowing the land for it, opening doors for it, and marketing its products among the peoples until they are justified by them. But then they love it and run after it.

### **How do we face globalization?**

It is not wise to deal with globalization with the logic of absolute rejection, or absolute acceptance; Globalization is a historical process, and accordingly it is an incorrect logic that some of them call for the necessity of combating globalization in general. Is it possible, for example, to fight the international information network (the Internet)? By issuing a decision to refrain from dealing with it? Is it possible to refrain from dealing with the World Trade Organization despite its many negatives? And other global institutions that cannot be closed without them. The absolute rejection of globalization will not enable countries and societies to avoid its

dangers, and the absolute acceptance of it will not enable them to fully benefit from it.

### **Steps to counter globalization**

Among the steps that can be followed are the following:

First: Developing educational curricula, and including them on the most pressing issues of the era, especially those that conflict with the values of society, leading to the consolidation of the belief in God, the affirmation of the values of science, freedom and production, and the establishment of feelings of peace and security in the minds of people.

Second: Emphasizing the importance of the role played by the institutions of socialization, in instilling and supporting the cultural specificity of each people in the souls and minds of young people, and creating cultural immunity that prevents the influence of the various modern mechanisms used by the dominant countries to erase cultural identities contrary to Western culture.

Third: Confronting the technological revolution and the increasing flow of

knowledge by selecting useful information and the ability to use knowledge in the production of new ideas and new materials.

Fourth: Producing targeted programs and films, and broadcasting them through satellites, which we must seek to own in order to combat what affects our cultural, religious and social life.

Fifth: Strengthening the status of languages in the hearts of their children, as language is one of the basic elements in the cultural continuity of every people because it is a repository of heritage with its folds of experiences, thought and contents. And it still is, and it was custodian of preserving heritage, which is the distinguishing feature of the identity of the nation's generations and the unity of their word and their social and political entity.

### **Conclusion**

*Alhamdulillah*, whose grace good deeds are done, and thanks to Him blessings are obtained. And then, at the conclusion of this research, I

summarize the most important results:

1- Heritage means a group of legacies that have been transferred from the previous generation - parents and grandparents - to the current generation, and these legacies vary between material legacies such as tools and equipment and the method of their manufacture, and moral ones such as established customs and traditions.

2. Heritage occupies an important place in our lives, because of its amazing link in increasing social cohesion and helping to promote peace among all, through its role in promoting trust and common knowledge.

3- The responsibility for preserving heritage lies with the state, as well as with individuals and societies; The state's pursuit of development must motivate it to preserve its heritage, originality, customs, and traditions.

4. The necessity of identifying cultural globalization, revealing its strengths and weaknesses, and studying its negatives and positives with an open

vision, the aim of which is research and scientific study, and at the same time we show these world cultures our heritage, traditions, and deep social values.

5- The necessity of confronting the threat of globalization in all fields, combating political tyranny, and spreading the values of freedom, justice and equality. In the economic field, developing regional solidarity policies and establishing a common market among developing countries.

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