

An aerial photograph of a large mosque in Cairo, Egypt, featuring a prominent white dome and several tall, ornate minarets. The mosque is surrounded by a dense urban landscape with numerous buildings and a clear sky. The word "EGYPT" is overlaid in large, bold, black capital letters across the center of the image.

EGYPT




Background


- ☥ Egypt officially the Arab Republic of Egypt
- ☥ Mediterranean country, the home of one of the principal civilization of the ancient Middle East, the site of one of the world's earliest urban and literate societies.
- ☥ The earliest developments of writing, agriculture urbanisation, organized religion, and central government are discovered from Ancient Egypt.
- ☥ Egypt's long and rich cultural heritage is an integral part of its national identity, which has endured, and often assimilated, various foreign influences, including Greek, Persian, Roman, Arab, Ottoman Turkish, and Nubian.
- ☥ The Egyptians invented the 365-days a year calendar.






Famous Architecture

 **The Great Pyramids of Giza**
Known as the Pyramid of Khufu or the Pyramid of Cheops) is the oldest and largest of the three pyramids in the Giza pyramid complex bordering present-day El Giza, Egypt.

 **Great Sphinx of Giza**
The Great Sphinx of Giza, commonly referred to as the Sphinx of Giza or just the Sphinx, is a limestone statue of a reclining sphinx, a mythical creature with the body of a lion and the head of a human. Facing directly from West to East, it stands on the Giza Plateau on the west bank of the Nile in Giza

 **Pyramid of Khafre**
The second-tallest and second-largest of the Ancient Egyptian Pyramids of Giza and the tomb of the Fourth-Dynasty pharaoh Khafre, who ruled from c. 2558 to 2532 BC.





Temple of Karnak

Comprises a vast mix of decayed temples, chapels, pylons, and other buildings near Luxor, in Egypt.



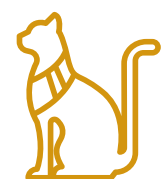
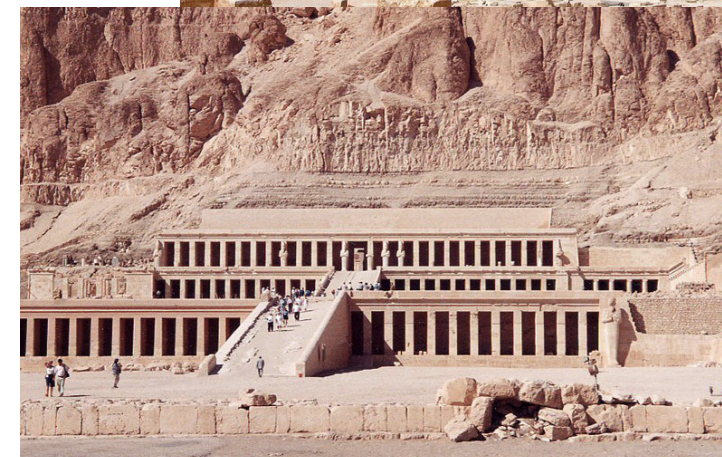
The Step Pyramid

Built in the 27th century BC during the 3rd dynasty rule of Djoser. It is the first pyramid built in Egypt and while it is not a 'true pyramid' with smooth sides, like those at Giza and Dahshur, it remains an important stepping stone in their development.



Temple of Hatshepsut

Built for the Eighteenth Dynasty pharaoh Hatshepsut, it is located beneath the cliffs at Deir el-Bahari on the west bank of the Nile near the Valley of the Kings.





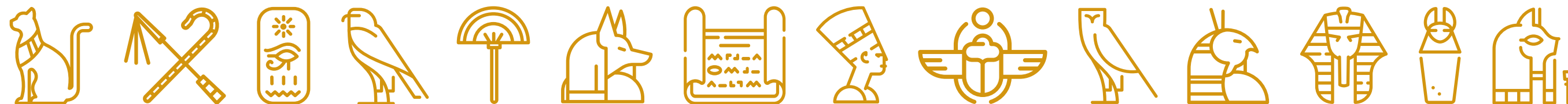
Abu Simbel Temples

The Abu Simbel temples are two massive rock temples at Abu Simbel, a village in Nubia, Upper Egypt, near the border with Sudan. They are situated on the western bank of Lake Nasser, about 230 km southwest of Aswan.



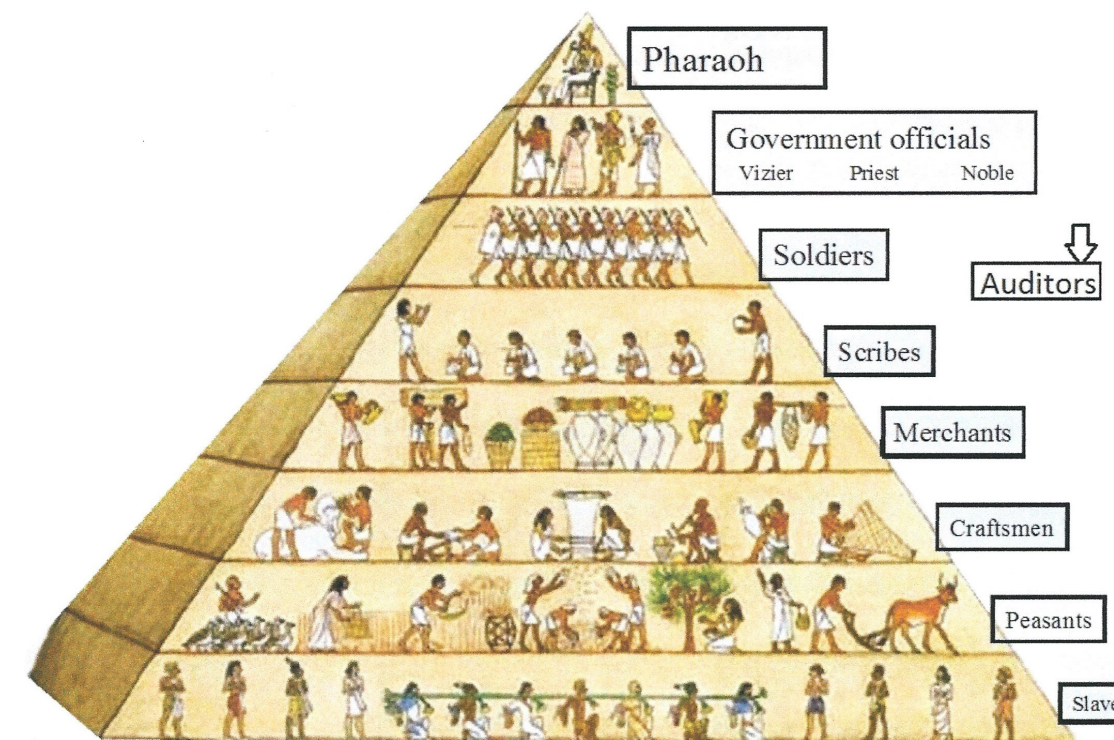
Colossi of Memnon

The Colossi of Memnon are two massive stone statues of the Pharaoh Amenhotep III, who reigned in Egypt during the Dynasty XVIII. For the past 3,400 years, they have stood in the Theban Necropolis, located west of the River Nile.







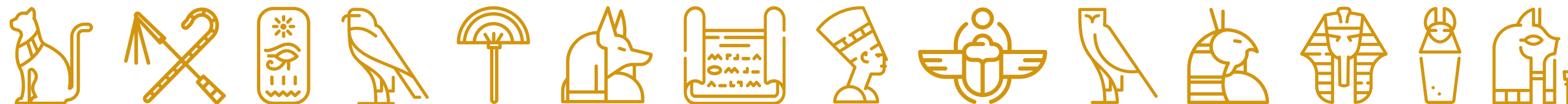
Society

- ☥ Egyptian society was structured like a pyramid (Hierarchical system)
 - ☥ Top were the gods, such as Ra, Osiris, and Isis, Egyptians believed that the gods controlled the universe.
 - ☥ The Egyptians also elevated some human beings to be gods. Their leaders, called pharaohs, were believed to be gods in human form.
 - ☥ The groups of people nearest the top of society were the richest and most powerful. The farmers and slaves at the bottom.
- Today**
- ☥ Egypt has operated under several constitutions, both as a monarchy and after 1952, as a republic.








Religion

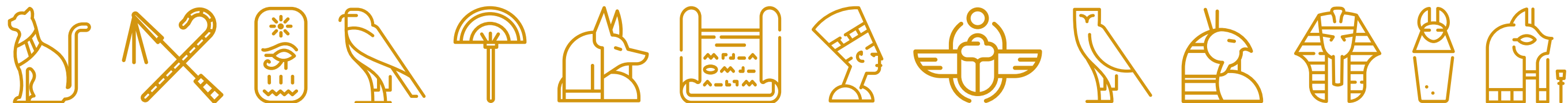
- 
 Egypt was an early and important center of Christianity, but was largely Islamised in the seventh century and remains a predominantly Muslim country, albeit with a significant Christian minority.
- 
 In Egypt, Muslims and Christians share a common history, national identity, ethnicity, race, culture, and language.
- 
 Religion played a big part in the lives of the ancient Egyptians. Like other early civilizations, ancient Egypt was polytheistic. Polytheism is a belief in more than one god.
- 
 The fact that the ancient Egyptians had more than 2000 gods and goddesses is a good example of the sophistication of their belief system. The ancient Egyptians were also very likely the first people to believe in an afterlife.






Taboos

-  Avoid sleeveless tops and short skirts or shorts when going about the streets and markets. Knee length skirts may be acceptable in some business scenarios but not shorter than that.
-  Alcohol is not something you should offer your local guests unless you know for sure that they consume it. Pork is not consumed by most Muslims (90% of population) as it is considered unclean – so do not serve it when you are hosting Muslims.
-  Avoid eating communal food with your left hand, as this is used for personal hygiene. The right hand is used for greeting, eating, and passing objects.
-  Don't point the toe or heel or any part of foot at any person. Showing the sole of your shoe is impolite as well.
-  Egyptian society tends to be very conservative, especially in rural areas, so refrain from showing emotions in public, drinking, being casual while dealing with a member of the opposite sex, wearing revealing clothes if you are a female, etc. However, if you are staying at a beach resort or something, it is completely different. You are free to dress as you wish and act as you wish.





Language & Symbols


 The Egyptian language was spoken in ancient Egypt and was a branch of the Afro-Asiatic languages.

 Its earliest known complete written sentence has been dated to about 2690 BC, which makes it one of the oldest recorded languages known, along with Sumerian.


The official language of Egypt today is Arabic.

 Arabic came to Egypt in the 7th century, and Egyptian Arabic has become the modern spoken language of the Egyptians, is understood by almost all Egyptians.

 In southern Egypt, Saidi Arabic is the main spoken language for most non-urbanized people.

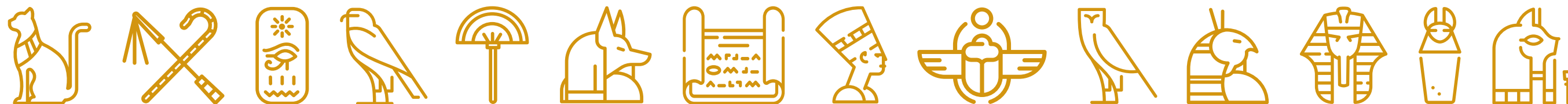
 **Eye of Horus** | It consists of a stylized eye and eyebrow. Two lines extend from the bottom of the eye, possibly to mimic the facial markings on a falcon local to Egypt, as Horus' symbol was a falcon.

 **The Ankh** | the concept of eternal life


 **The was scepter** | A physical was bears the carved head of this animal. The was staff was a symbol of power and rulership, as is common with ceremonial staffs and scepters.





ا ب ت ث ج ح خ د ذ ر ز
zaay raa' dhaal daal khaa' Haa' jiiim thaa' taa' baa' 'alif
س ش ص ض ط ظ ع غ
ghayn 3ayn Zaa' Taa' Daad Saad shiin siin
ف ق ك ل م ن ه و ي
yaa' waaw haa' nuun miim laam kaaf qaaf faa'





Egyptian Food


 **Ful Medames** | Ful is the most common traditional breakfast. Ful, pronounced as fool, is made of face beans cooked with oil and salt.


 **Falafel (Ta'meya)** | traditionally served with ful, eggs, cheese and pita bread. Egyptians ta'meya is made of fave beans.

 **Koshari** | a layering of rice, macaroni, lentils, and chickpeas topped off with caramelized onions, thick red sauce, and a garlic/chili/vinegar/sauce. You can find on the streets of Egypt from carts and restaurants and it's a cheap and filling meal.

 **Mahshi** | vegetables of choice stuffed with a rice filling.

 **Shawarma** | made up of a choice of either chicken or beef, cooked all day on the spit with a fat melting on top. The meat is shaved off and put into a wrap where it's wrapped to perfection.

 **Macaroni Bechamel** | Classic Egyptian comfort food. Egypt's version of lasagna or macaroni and cheese.

 **Molokhia** | a traditional dish with Molokhia leaves are stripped from the stems, then minced using a mezzaluna. It's cooked with ground coriander, garlic and stock and is often served with chicken or more traditionally rabbit.



Ads



7UP

<https://thinkmarketingmagazine.com/7up-celebrating-egyptian-cultural-originality-in-4-brilliant-illustrations-campaign/>



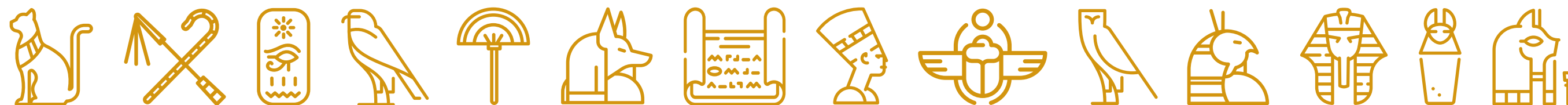
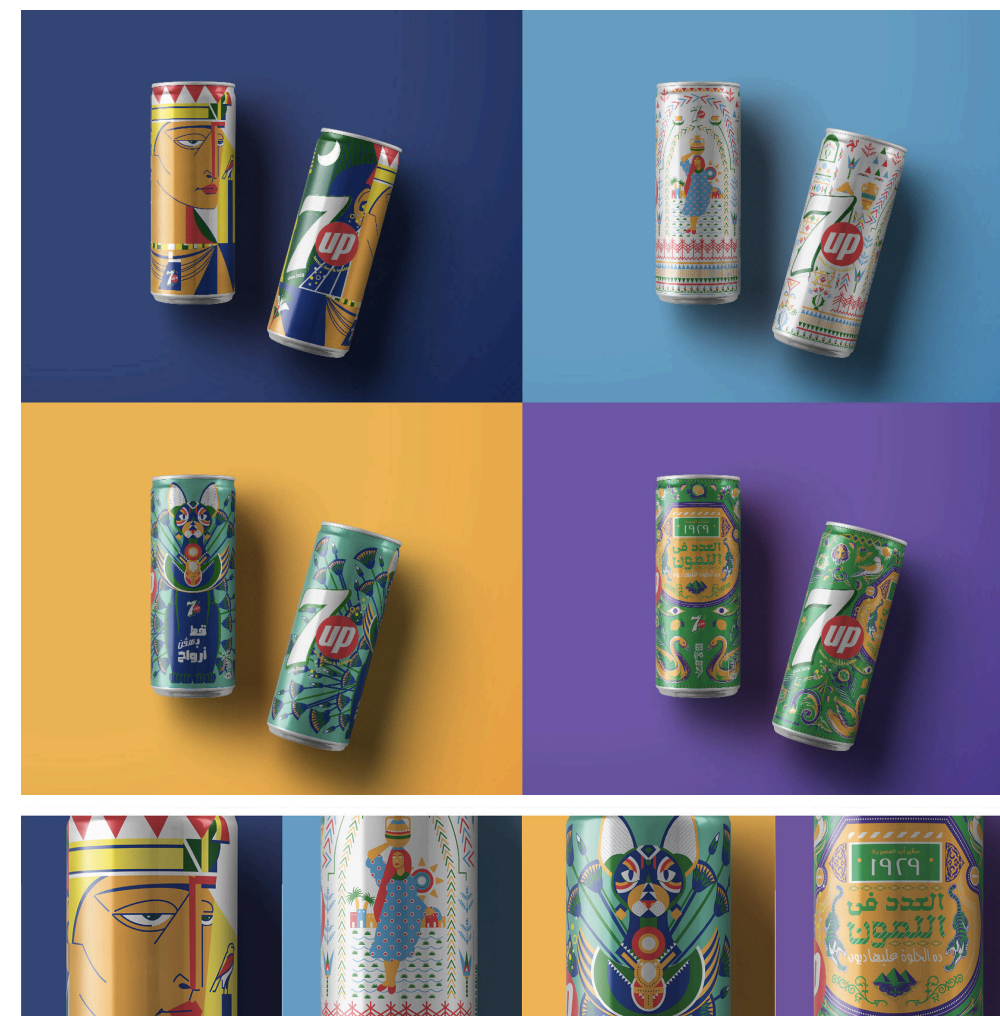
Coca-Cola

<https://thinkmarketingmagazine.com/the-country-on-a-can-coca-cola-egypt-latest-campaign/>




Uber enrages Egyptian mothers-in-law with new ad campaign

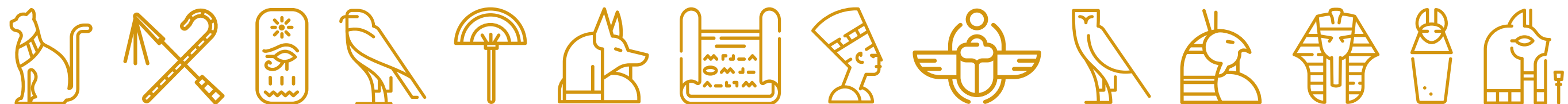
<https://www.albawaba.com/editorchoice/uber-enrages-egyptian-mothers-law-new-ad-campaign-954534>



Commercials


Song O summer, O summer of Oranj | Abdel Basset Hamouda and Abu Hafiz
 (Dhahah Dahab and balance)
<https://www.youtube.com/watch?v=m0s14yKA5Ms>


Mbeans.tv | Orange - Dolphin El Laly
<https://vimeo.com/293170240>





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