



Culture: Our Shared Inheritance

1. What Is Culture?

 Culture is the **collective identity** of a people — the shared values, beliefs, traditions, and behaviors that shape how a community lives, speaks, celebrates, mourns, and treats one another. It is not just customs or habits; it is the **moral and spiritual fabric** that guides how people relate to God, to their families, and to their society.

 Culture is learned, practiced, and passed from one generation to the next. It is the **inheritance** that gives a community dignity, direction, and unity.

2. Culture in the Eritrean Heritage

For Eritreans, culture has always been more than songs, dances, or clothing. It is a **way of life** shaped by centuries of shared history, struggle, faith, and community responsibility.

 Eritrean culture is:

- **Communal** — no one stands alone; the community surrounds you in joy and in sorrow.
- **Respectful** — elders are honored, mothers are revered, and guests are treated with dignity.
- **Truth-centered** — honesty is a moral duty, not an option.
- **Humble** — boasting, exaggeration, and arrogance are frowned upon.
- **Accountable** — the community guides, corrects, and protects its youth.
- **Generous** — helping one another is not charity; it is identity.

 This culture was shaped by our ancestors who valued **fairness, humility, courage, and responsibility**. It is a culture that held our society together through hardship, migration, and war.

3. A Culture Rooted in Faith

Eritrean culture is deeply intertwined with **faith** — both the Muslim tradition centered in **Allah** and the Orthodox and other Christian tradition rooted in the **fear of the Almighty God**.

Across both faiths, the cultural foundation is the same:

- **Reverence for God**
- **Respect for human dignity**
- **Commitment to truth**
- **Compassion for the weak**
- **Justice and fairness**
- **Humility before the Creator**

🌻 Our culture is not secular; it is **faith-formed**. It teaches that morality is not optional — it is a duty before God.

4. 🌿 The Values Our Culture Upholds

🌱 Eritrean culture has always encouraged:

- **Respect** for elders, mothers, fathers, and community leaders
- **Fairness** in dealing with others
- **Helping one another** in times of need
- **Speaking the truth** even when it is difficult
- **Coming together** during weddings, funerals, baptisms, and community gatherings
- **Modesty and humility** in speech and behavior
- **Community correction** — guiding the youth with love and discipline
- **Solidarity** during national hardship or community suffering
- **Balanced celebration** — joy with responsibility, entertainment with dignity

🌻 These values created a society where people trusted one another, where neighbors were family, and where moral behavior was expected.

5. 🌿 What Our Culture Rejects

🌱 Just as important as what our culture embraces is what it **rejects**. Eritrean culture has always condemned:

- **Insulting others**
- **Lying or deceiving**
- **Greediness and wanting what is not yours**
- **Disrespect toward elders or mothers**
- **Immoral or indecent behavior**
- **Boasting, exaggeration, and showing off**
- **Cheating in business, marriage, or community affairs**
- **Excessive “guayla” and entertainment** during times of community suffering
- **Neglecting prayer, faith, and moral responsibility**

Our culture teaches that freedom does not mean doing whatever one wants — it means living with **responsibility, dignity, and fear of God**.

6. 🌱 Zara Selam Media's Cultural Mission

Zara Selam Media is committed to **reviving and strengthening** this noble cultural inheritance.

Our goal is to:

- Restore a **faith-centered, respectful, and truthful** cultural identity
- Encourage communities to return to **moral discipline and fairness**
- Promote unity rooted in **shared values**, not political divisions
- Celebrate Eritrean culture in a way that honors **God, family, and community**
- Challenge behaviors that weaken our society
- Inspire the youth to embrace the **heritage of their forefathers**
- Build a path to peace through **cultural renewal**

We believe that when Eritreans reconnect with their true cultural values — humility, respect, honesty, and faith — the path to peace becomes wide open.

7 🌱. Culture as the Foundation of Peace

Returning to our inherited culture is not nostalgia — it is **a necessary path toward peace**. When we revive the values of our forefathers — respect, humility, truthfulness, fairness, and fear of God — we rebuild the moral foundation that allows Eritreans to listen to one another, trust one another, and heal together.

A community rooted in its true culture becomes a community capable of **dialogue, reconciliation, and unity**. This is why cultural renewal is essential in our quest for peace.