



Answers to Questions on the Cultural Page of ZaraSelam.com

1. In a multicultural nation like Eritrea, which cultural traditions does Zara Selam Media emphasize?

Eritrea is a vibrant, multicultural nation with rich traditions and customs that captivate anyone who experiences them—whether by visiting the homeland or observing cultural milestones like weddings, graduations, and religious ceremonies and other community functions. This shared heritage is something all Eritreans should take immense pride in, celebrating the diverse cultural norms that define the country.

For Zara Selam Media, it is not a matter of choosing which culture to emphasize; rather, it is about embracing and honoring the full spectrum of our rich multi-ethnic heritage and enjoying it to the fullest. In that spirit, Zara Selam Media does not prioritize one culture over others or advocate for one at the expense of another. We call for equal respect, peaceful and appreciative coexistence, and genuine admiration for all Eritrean cultures and traditions.

Principally, government policies, political institutions, and news media outlets should not engage in comparisons or favoritism among Eritrean cultures, as doing so undermines Eritrean unity. Zara Selam Media strictly adheres to this principle, upholding a core tenet of democracy: that individuals and communities should be free to live according to their own cultures and customs and No one should dictate how any group expresses its cultural identity.

2. How can the co-founders of Zara Selam Media, who come from Christian highland backgrounds, meaningfully reflect and honor other Eritrean cultures?

Zara Selam Media rejects the notion that one must belong to a specific culture to respect, honor, admire, appreciate it or enjoy it. Simply put, true appreciation requires accepting another's culture as it is, respecting it fully, and never engaging in negative interference or dismissiveness. Zara Selam Media firmly believes in this fundamental freedom of expression and way of life.

While the founders of Zara Selam Media are proud of their Christian highland roots, their lifelong dedication to Eritrean independence and their unyielding work for the betterment of the entire Eritrean community—free from prejudice—gives them the standing to represent and reflect all Eritrean cultures without bias. We remain committed to the belief that our diversity is our strength, and that the more we dedicate ourselves to equal treatment, the more united and resilient we become as a people.

We envision that our future board members, volunteers, advisors, and contributors will reflect the full multicultural reality of Eritrea. However, Zara Selam Media will never claim to represent a culture in the same way as someone who was born and raised within it. The founders can only speak directly to the cultural context in which they were raised—a context that is itself not monolithic, as traditions slightly vary across villages (ዓድታት), districts (ወረዳታት), and provinces (ኣውራጃታት). Ultimately, what matters most is our commitment to presenting all cultural matters fairly, accurately, and with complete integrity.

2. Eritrean culture is broad and diverse — which aspects of culture does Zara Selam Media focus on?

Zara Selam Media does not—and will not—focus on promoting, advocating for, or prioritizing any single culture. Our primary objective is not to serve as a cultural showcase or media outlet for specific cultural programming.

Instead, Zara Selam Media’s work is grounded in our overarching mission: **promoting peace**. This peace is reflected in daily life through mutual cooperation, understanding, respect, and kindness across all Eritrean culture’s daily life. Our core mission cannot be achieved if we favor certain cultures, as preferential treatment weakens unity—the very foundation of peace.

We urge our readers and the broader Eritrean public not to evaluate individuals by their background, locality, ethnicity, or cultural origin, but rather by their values, character, and actions. Judging one another based on regional or ethnic lines deprives us of learning from each other and undermines our national unity. Instead, we choose to focus on an individual’s attitude, approach, and, above all, their deeds.

4. Can Zara Selam Media realistically engage with culture in a country as multicultural as Eritrea?

Zara Selam Media does not focus on cultural preservation or promotion in the traditional sense of entertainment or historical analysis, as that falls outside our core mission. We will always champion and take pride in our collective heritage, as it is a vital part of what makes us proud to be Eritrean. Zara Selam Media will always advocate for pride in all Eritrean cultures, because cultural pride is an essential part of our national identity. It will also continue to highlight and promote the most common cultural values that define the integrity of the Eritrean people’s legacy.

However, Zara Selam Media’s primary focus and central mission remain peace. This can only be accomplished by encouraging all cultural communities to treat one another with mutual respect, equality, and a cooperative spirit. Eritrea’s diverse cultural identity should not be feared or avoided; it should be embraced and used as a foundation for unity, liberty, and a better, freer life for all. As such, we must fully embrace it and leverage it to foster peace, unity, liberty, and a freer future for all Eritreans.