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Egyptian Mythology and Its Impact on Modern Society

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Dedications

To my dearest Parents and Aunt,

I am forever grateful for the love, support, and unwavering presence you have bestowed upon me throughout my journey. Your incredible influence has shaped my life in countless ways, and I am honored to dedicate this heartfelt expression of gratitude to each of you.

Mother, you are the embodiment of strength and compassion. Your unwavering belief in me, even during the darkest of times, has been the beacon that guided me forward. Your nurturing nature has given me the courage to chase my dreams, and your unconditional love has provided solace in moments of doubt. I owe my resilience and determination to your tireless support, and

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*With all my love and gratitude,
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Abstract

This work provides an overview of the key points covered in two chapters on Egyptian Mythology. Chapter one focuses on Egyptian Mythology, discussing gods and goddesses, myths and legends, beliefs about life after death, hieroglyphs, temples, and rituals. As far as chapter two is concerned, it explores the intersection of Egyptian Mythology with politics, economy, and society. It discusses how Mythology influenced the political landscape of Ancient Egypt, shaping beliefs, and governance. The economic aspects of Egyptian Mythology are also examined, highlighting how mythological concepts influenced trade, commerce, and resource management. The chapter further explores the relationship between Egyptian society and its Mythology, shedding light on the role of Mythology in social structures, religious practices, and cultural identity. Additionally, it examines the interplay between religion and culture within the context of Egyptian Mythology. The final section of chapter two focuses on the enigmatic allure of Egyptian Mythology. It explores the trademarks associated with the Egyptian mystique, including distinctive architectural styles, enigmatic symbols, and the enduring fascination with ancient Egyptian culture. The chapter also delves into conspiracies and cultural impact, examining how Egyptian Mythology has influenced art, literature, and popular culture throughout history. The abstract provides an overview of the diverse aspects covered in the chapters, offering a glimpse into the rich tapestry of Egyptian Mythology and its wide-ranging significance.

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General Introduction

General Introduction

This paper examines the multifaceted influence of Egyptian Mythology on various aspects of society, including politics, economics, architecture, marketing, and culture. By delving into the definitions, types, and significance of myth and mythology, as well as focusing specifically on Egyptian Mythology, this research aims to shed light on the lasting legacy and widespread impact of Ancient Egyptian beliefs.

Mythology is an intriguing subject that has played a significant role in human culture throughout history, with a rich collection of stories and beliefs that have captivated the human imagination since ancient times. This research thesis explores mythology and its impact on modern society. It examines the complex nature of Egyptian Mythology and explores its meanings, forms, and its influence on politics, economics, society, architecture, commerce, and culture.

Egyptian Mythology is an ancient belief system with many interesting stories and symbols. Understanding its various aspects of human life opens a window into the historical, cultural, and intellectual heritage of Ancient Egypt. Egyptian Mythology encompasses a wide range of myths, rituals, and religious practices that were important in Ancient Egyptian life. It involves a pantheon of gods and goddesses, each with their own characteristics, functions, and unique roles in the upper hierarchy. These gods were not only worshipped by human beings but were also seen as major forces influencing and controlling aspects of the natural and human world. Egyptian Mythology provides extensive insights into different aspects of human civilization.

The purpose of this research is to examine the multifaceted impact of Egyptian Mythology, raising questions about its relationship to Egyptian politics, economy, society, architecture, multinational corporations (MNCs), conspiracy theories, and its impact on business and cultural practices. To what extent does the pervasive influence of Egyptian Mythology on modern-day society raise concerns of cultural appropriation by multinational corporations, distortion of mythological narratives for commercial gains, and the association with conspiracy and alien theories in the realms of marketing and cultural practices? The sub-questions that arise are: How has

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Egyptian Mythology influenced Egyptian politics, economy, and society, and what implications does this have for the protection of cultural heritage and national identity? To what extent do multinational companies using trademarks originating from Egyptian Mythology respect the cultural significance and authenticity of these symbols, and how does their commercial usage affect the perception and interpretation of mythological narratives in contemporary society?

To answer these questions, this work is divided into two chapters. The first chapter serves as an introductory exploration of the fundamental concepts within mythology, focusing specifically on Egyptian Mythology. Firstly, comprehensive definitions of myth and mythology will be provided to establish a solid foundation for discussions. Then, the various types of myths and mythologies found across different cultures will be explored, highlighting the unique characteristics that distinguish them.

Myth refers to a traditional narrative or story that originates from ancient times and typically involves supernatural or divine beings. These stories often serve to explain natural phenomena, customs, rituals, and beliefs within a particular culture or society. Myths are not intended to be understood as literal truths but rather as symbolic representations of fundamental human experiences, values, and ideas. They often contain archetypal characters, motifs, and themes that resonate with universal human experiences.

On the other hand, mythology refers to a collection or group of myths associated with a particular culture, religion, or civilization. It represents a framework for the study, interpretation, and analysis of these myths and explores their cultural, historical, and social significance. Mythology provides insight into a nation's worldview, beliefs, and values, offering a framework for understanding its origins, cosmology, moral and spiritual traditions. It encompasses the myths, legends, rituals, and religious stories that make up human culture. Thus, myth and mythology have several types.

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In the second chapter, we will explore the complex, multifaceted relationship between Egyptian Mythology and its profound influence on society, politics, economy, architecture, and popular culture. By examining these fragments, we can understand the far-reaching impact of Egyptian Mythology on ancient civilizations and its endurance in the modern world.

Ancient Egyptian society was profoundly shaped by its religious beliefs, and mythology played a pivotal role in shaping moral codes, social hierarchies, and rituals. Egyptian Mythology was intricately intertwined with politics and governance, with Pharaohs being considered divine rulers, believed to be the living embodiments of Horus, the falcon-headed god of kingship. The authority of pharaohs was legitimized through the mythological narrative of their divine lineage. Political decisions and military campaigns often sought divine guidance, with leaders consulting oracles and divination practices rooted in mythology.

The influence of Egyptian Mythology extended to the economic sphere, with ancient Egyptians attributing economic prosperity and abundance to their deities, particularly Osiris, the god of fertility and agriculture. Mythological motifs adorned trade goods, reflecting the cultural and religious significance attached to commerce.

Egyptian Mythology also left its mark on architecture, with mythological themes and symbols intricately incorporated into monumental structures such as temples and tombs. The iconic Pyramids exemplify the fusion of mythology, architecture, and spirituality, serving religious purposes and showcasing the power and grandeur of pharaonic rule.

In the modern era, Egyptian Mythology continues to captivate and inspire popular culture. Its deities, such as Ra, Isis, and Anubis, have found their way into literature, films, video games, and art. Egyptian mythological motifs have also permeated contemporary aesthetics and fashion, adorning accessories, clothing, and tattoos.

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In summary, the multifaceted connections between Egyptian Mythology and various aspects of society, politics, economy, architecture, and popular culture are undeniable. Its profound influence on ancient civilizations shaped societal norms, political systems, and economic practices. Moreover, Egyptian Mythology's enduring significance in the modern world is a testament to its timeless appeal and its ability to capture the human imagination.

To further explore the economic aspects intertwined with Egyptian Mythology, this research will examine the significance of mythological symbols and motifs in economic activities such as trade, commerce, and the use of trademarks. The adoption and adaptation of Egyptian mythological elements by multinational companies will be investigated, highlighting the impact of these representations on consumer culture and global marketing strategies.

The architectural influence of Egyptian Mythology will also be explored, examining the design, symbolism, and architectural techniques used in the ancient marvels. This will provide an appreciation for the way Egyptian Mythology shaped the architectural world and influenced subsequent architectural styles.

Furthermore, the intriguing phenomenon of conspiracy theories and the alien theory surrounding Ancient Egypt will be examined. The claims, speculations, and controversies surrounding the origins and construction of pyramids will be explored, deciphering the mythical and mysterious elements that have fueled these theories.

Finally, the influence of Egyptian Mythology in the world of commerce and culture will be discussed, from the use of mythological symbols in branding to representations of Egyptian Mythology in popular media. This exploration aims to provide a comprehensive understanding of the impact of Egyptian Mythology on different aspects of human life, both past and present. By examining these interdisciplinary dimensions, this paper aims to provide a comprehensive understanding of Egyptian Mythology, its far-reaching influences, and its enduring relevance in the modern world.

Chapter One: Myths and Mythology

1. Introduction

A myth is a story or narrative that is generally considered sacred or has profound symbolic meaning for a given culture or society. Myths have been used to explain natural phenomena, origins, beliefs and religious practices, as well as to teach moral and social lessons. They often have heroes, gods and mythical creatures who embody natural forces or abstract concepts such as wisdom, good and evil, justice or truth.

Myths are often associated with gods, heroes, supernatural creatures, or miraculous events. They are transmitted orally from generation to generation before being finally written. Myths play a crucial role in human culture as they provide a means to understand and interpret the world around us, helping us make sense of events that might otherwise seem random or unexplainable.

In the words of Calvino, "Myth is the hidden part of every story, the buried part, the region that is still unexplored because there are as yet no words to enable us to get there" (Calvino, 1986, p. 25). While some myths are purely imaginary, others are based on real historical events or figures. Myths can be found in all cultures and societies worldwide, although topics, themes, and characters vary greatly. For example, Greek myths are filled with gods and heroic heroes, while Nordic myths depict powerful gods and mythical creatures.

Throughout history, myths have served multiple purposes. They have been used to explain the origins of the universe, natural phenomena, religious practices, beliefs, and cultural traditions. Myths have also played a role in reinforcing important values within a society, explaining historical events, and providing answers to existential questions about the meaning of life or death. The meaning of myths can evolve over time as societies and cultures change and evolve. Interpretations of myths can also vary from one person to another based on their experiences, culture, and perspective.

Despite cultural differences, myths often share universal themes such as the struggle between good and evil, death and rebirth, love and betrayal. They frequently incorporate common archetypes like the hero, mentor, sage, mother, father, or creator. Ultimately, myths are an essential part of human culture because they allow us to

understand our past, present, and future. They provide a frame of reference that enables us to connect with our cultural heritage, understand our place in the world, and find meaning in our existence.

Mythology is a set of myths, legends and beliefs that have been passed down from generation to generation in a given culture. It can include stories about gods, heroes, fantastic creatures, historical events and the origins of the world. Mythology is often used to explain natural phenomena, human behaviors or historical events. Myths, in the contrary, are stories that have a deeper symbolic or metaphorical meaning than their literal interpretation. They can be interpreted in different ways depending on culture, religion or philosophy. They can be used to explain the origin of the world, humans and gods, or to justify religious or social practices.

However, the distinct meaning between the two is that Myth is a legendary narrative, usually of oral origin, that recounts the exploits or adventures of divine or heroic characters and often explains natural phenomena or historical events whereas Mythology is a collection of myths and legends about a culture or civilization. Campbell, J. (1968). *The power of myth*. New York: Doubleday. "Mythology is not a lie, mythology is poetry, it is metaphorical. It has been well said that mythology is the penultimate truth--penultimate because the ultimate cannot be put into words." (p. 6).

2. Exploration of the Figures of Egyptian Mythology

Egyptian mythology is a rich collection of stories and beliefs that have evolved over thousands of years of Egyptian history. Gods and goddesses play a central role in Egyptian mythology, which includes a complex pantheon of deities that were often associated with specific aspects of life, nature and the universe.

2.1. Gods and goddesses

They are supernatural or divine beings who are worshipped and worshipped in many cultures around the world. They are often considered creators or governors of the universe and of nature, and can be invoked for their help, protection or guidance. Gods and goddesses can take many forms and have various functions. In some cultures, they

are associated with natural elements such as the sun, moon, earth, water or wind. In other cultures, they can be linked to abstract concepts such as love, wisdom or war. Gods and goddesses have been worshipped since antiquity, and many religions and mythologies have been created around them. There are so many important gods and goddesses of Egyptian Mythology.

2.1.1. Re (or Ra)

He is an Egyptian god of the sun and creation. He was considered one of the most important deities of the Egyptian pantheon, and his worship was widespread throughout the country. According to Egyptian mythology, Re created the world by emerging from the primordial ocean of Noun. He created the day by traveling the sky in his solar boat, and the night by crossing the underworld of the dead. It was also associated with regeneration and resurrection, symbolizing the eternal cycle of death and rebirth in nature. Re was often depicted as a man with a hawk's head, crowned with a solar disc, which symbolized his power and dazzling light. He was venerated in many temples throughout Egypt, and his worship was often associated with that of other deities, such as Ptah, Amon, and Osiris. Over time, Re has been associated with other Egyptian gods, and his name has been incorporated into many other divine titles, such as "**Re-Hohorakhty**" (**Re-horus of Horizon**), which combines his attributes with those of the falcon god Horus. The cult of Re remained popular for thousands of years in Egypt, and its influence can be seen in Egyptian art and architecture, as well as in the religion of ancient Egypt in general. Today, the figure of Re continues to inspire artists and writers around the world, testifying to its enduring importance as a symbol of light, life and creation.

2.1.2. Horus

He is one of the most important gods of Egyptian mythology. He was considered the god of heaven, war, hunting and royalty. According to Egyptian mythology, he was the son of Osiris and Isis, and is often represented as a hawk or as a man with a hawk's head. Horus was particularly important to the ancient Egyptians because it was believed that he was the protector of the pharaoh and that he embodied the power and strength of

the sovereign. It was often associated with royalty and represented wearing the double crown of Upper and Lower Egypt, symbolizing the unification of the country. One of the most famous stories of Egyptian mythology involves Horus and his rival, Seth. Seth had killed Horus' father, Osiris, and Horus was looking for revenge.

They fought a series of epic battles, each trying to prove its superiority over the other. Eventually, Horus managed to defeat Seth and restore order to the kingdom. As the god of the sky, Horus was also considered responsible for the rise and fall of the sun, moon and stars. Ancient Egyptians believed that his right eye represented the sun and his left eye represented the moon. Horus was revered throughout ancient Egypt and his cult spread through the centuries, from the Ancient Empire to the Greco-Roman period. Its popularity is attested by the many temples and shrines built in its honor across Egypt.

2.1.3. Anubis

He is an ancient Egyptian god associated with the death, embalment and judgment of souls. He was often depicted as a man with a jackal or dog head, with a human body and pointed ears, symbolizing his ability to detect decomposition odours. Anubis was considered the guardian of the underworld, and his main role was to help prepare the dead for their journey to the afterlife. He was thus often depicted in Egyptian tombs, where embalming ceremonies were performed to ensure the preservation of the body.

Egyptian priests believed that Anubis supervised the embalming process and ensured that the deceased was properly prepared for his afterlife. In addition to his role in embalment, Anubis was also associated with the judgment of souls. According to Egyptian belief, after death, the soul of the deceased was judged by a court of Egyptian gods, where their hearts were weighed against a pen representing justice. Anubis attended this judgment, weighed the heart of the deceased and decided whether their soul would be allowed to enter the underworld or whether it would be condemned to wander in the world of the living. Anubis was also considered a god protector. The Egyptians believed that his power protected them from evil spirits and negative forces,

especially during their journey to the afterlife. Today, Anubis is often associated with popular culture and is represented in video games, movies and fantastic books, as well as in the culture of fashion and tattooing.

2.1.4. Hathor

She is a goddess of the ancient Egyptian religion who was revered for her beauty, charm, music and dance, as well as for her association with love, motherhood and fertility. She was considered one of the main female deities of ancient Egypt and was often depicted with a cow's head or a solar crown on her head, symbols of her divine nature. Hathor was also associated with life after death and was considered the mother or wife of Horus, the falcon god, as well as the mother of many other Egyptian gods and goddesses. She was often portrayed as a protector of the dead and is found in many Egyptian tombs in the form of a welcoming goddess, ready to welcome the souls of the dead in the afterlife. In addition to her association with music and dance, Hathor was also considered a healing goddess and was often implored to heal physical illness and pain. The Egyptians believed she was capable of healing the sick with her magical and healing powers. Hathor was also associated with astrology and divination and was often depicted with a five-pointed star on his head, a symbol of his knowledge of the heavens and his ability to predict the future. In summary, Hathor was an important Egyptian goddess, associated with many aspects of life and death, including love, beauty, music, dance, motherhood, fertility and healing. She was also considered a protector of the dead and an expert in astrology and divination.

2.1.5. Thot

He is a god of Egyptian mythology, often depicted as a man with an ibis head or a baboon. It is associated with many aspects of knowledge and wisdom, including writing, magic, science, music and time measurement. As a god of scripture, Thot was considered the patron saint of scribes and writers. It was said that he had invented Egyptian hieroglyphic writing, and that he had given men the gift of writing. As a god of magic, he was often invoked to help people heal diseases, defeat enemies, and achieve their goals. Thot was also known for his ability to measure time.

Mythology and religious texts of Ancient Egypt said that he created the Egyptian calendar, and he had the ability to control the movement of stars and planets. As the god of wisdom, Thoth was often depicted wearing a book or roll of papyrus, symbolizing the knowledge and wisdom he had acquired over the centuries. Thoth was revered throughout ancient Egypt, and was often associated with other important deities such as Ra, Osiris, and Isis. Ancient Egyptians believed that Thoth was a benevolent god, who had the power to help people reach their full intellectual and spiritual potential. His great wisdom and knowledge were respected and honoured, and his influence was felt in many areas of Egyptian life, from writing to medicine, to magic and the measurement of time.

These deities were often represented with specific attributes and associated with animals or natural elements. Egyptians had specific practices and rituals to honor and pray these gods and goddesses, who were considered powerful and essential forces in their daily lives and afterlife.

2.2. Myths and Legends

Egyptian mythology is filled with fascinating and often complex stories, involving battles between the gods, journeys into the underworld of the dead, resurrection rituals and much more.

2.2.1. The creation of the world

In Egyptian Mythology, it was told through several different myths and legends, but the most commonly accepted was the myth of Heliopolis. According to this myth, the universe was born from the primordial night, Nun, which was considered an endless ocean. When the light first appeared, it took the form of a solar god called Atoum, who emerged from a lotus floating on the waters. Atoum then created two children, Shou and Tefnout, who represented dry and humid air respectively. These two children had two children themselves, Geb, the god of the earth, and his sister Nut, the goddess of heaven. Geb and Nut gave birth to four children, Osiris, Isis, Seth and Nephtys, who became the most important gods of the Egyptian pantheon. In other versions of the myth, the creation of the world was attributed to Re, the solar god, who created the universe by singing. In this version, Ra was also considered the creator of all other

gods. In general, Egyptian mythology attached great importance to the creation of the world and the origin of the universe, and the stories of creation were told in temples and shrines throughout ancient Egypt.

2.2.2. Osiris and Isis

They are two deities from Egyptian mythology. Osiris was the Egyptian god of death, rebirth and fertility. He was considered the king of the underworld and the judge of souls. **According to Shaw (2014), "Osiris and his wife Isis were central to Egyptian beliefs and mythology, symbolizing death and rebirth, the cycle of life, and the afterlife" (p. 46).** It was also associated with vegetation and fertility, as it was supposed to be responsible for the growth of plants and crops. Isis, meanwhile, was the goddess of magic, fertility, motherhood and protection. She was often depicted with cow horns, which symbolized her fertility, and a solar disc between her horns. It was also associated with the moon and magic. According to Egyptian legend, Osiris was the husband of Isis. He was killed and cut into pieces by his brother Seth, who coveted his throne. Isis managed to gather her husband's pieces and resurrect him, thus giving birth to their son Horus, who later became an important god in Egyptian mythology. Osiris and Isis were both venerated throughout ancient Egypt and their worship was very popular. They were often represented together in Egyptian temples and were considered benevolent and protective gods.

2.2.3. Sekhmet:

She is a goddess of Egyptian mythology, often depicted as a lion-headed woman. It is associated with war, protection, healing and justice. In Egyptian mythology, Sekhmet is considered the daughter of Re, the sun god, and is often depicted with the solar disk on his head. She is also considered the woman of the god Ptah, the god of creation and knowledge. Sekhmet is often considered a fierce and ruthless goddess, capable of unleashing her anger on her enemies. However, she is also considered a healer, capable of curing diseases and wounds. She was also worshipped as a protective goddess, able to protect the Egyptian pharaohs and temples from enemies. Egyptian priests often used Sekhmet statues in healing and protection ceremonies. Today, Sekhmet is sometimes

invoked as a protective or healing goddess in some modern spiritual practices, especially in the traditions related to Egyptian magic.

2.2.4. The myth of Ra and the solar boat

It is one of the most famous stories of Egyptian mythology. It tells the story of Ra, the Egyptian god of the sun, who travels in the sky every day aboard his solar boat. According to the myth, Ra ages and weakens every day during her journey in the sky. To renew his youth and strength, he must spend every night through the dark waters of the kingdom of the dead. To defend against the monsters and evil spirits that inhabit these waters, Ra is assisted by an army of gods and goddesses, including the goddess of magic, Isis, and the god of war, Seth. Every morning, Ra is reborn in the eastern sky, full of youth and vitality, ready for a new trip aboard his solar boat. Ra's journey represents the cycle of life, death and rebirth, and the myth was used to explain the movement of the sun and how the ancient Egyptians understood the world around them. The myth of Ra and the solar boat has inspired many Egyptian artists over the centuries, and images of the solar boat have been found in many Egyptian temples. Even today, Ra's story continues to intrigue and fascinate people around the world.

2.2.5. The myth of the soul journey

It is presented in many cultures and religions around the world. It is the idea that an individual's soul travels through different states or destinations after physical death. According to some beliefs, the soul can travel to a place of eternal rest or paradise, while in other traditions it can be reincarnated into another body. In Greek mythology, for example, the soul of the dead traveled to the kingdom of the dead, ruled by the god Hades. In Hindu religion, the soul goes through a cycle of death and reincarnation called samsara, until it reaches the final liberation, or moksha. In the Buddhist tradition, the soul also travels through a cycle of reincarnations, but the goal is to reach the awakening or the state of Buddha. The myth of the soul journey can be used to give meaning to death and loss, as well as to provide an explanation of the nature of life and existence.

2.3. **Beliefs About Life After Death:**

Ancient Egyptians believed in **life after death** and practiced many funeral customs to ensure the passage of the soul into the afterlife. Embalming was a common practice, as was the construction of richly decorated tombs filled with funeral offerings to help the dead on their journey to the world of the dead. According to Socrates, "either death is a state of nothingness and utter unconsciousness, or, as men say, there is a change and migration of the soul from this world to another" (Plato, 1961, p. 46).

In Egyptian mythology, life after death was considered a crucial stage in the existence of human beings. The ancient Egyptians believed that the human soul was immortal and needed a body to guide it on its journey to the afterlife. For this reason, the bodies of the deceased were mummified to ensure their survival in the afterlife. The journey of the soul after death began with the passage through the underworld of Duat, where the soul was subjected to several trials to test its value and morality. If the soul succeeded in these trials, it reached the judgment room where Anubis, the god of death, weighed his heart against a pen, the symbol of justice. If the heart of the soul was lighter than the pen, it meant that the soul had led a virtuous life and was worthy of passing into the afterlife. She was then welcomed by Osiris, the god of the resurrection, who granted her immortality. However, if the heart was heavier than the pen, it meant that the soul had committed sins and was condemned to be devoured by Ammit, the crocodile-headed goddess, who represented oblivion and destruction.

According to ancient Egyptian belief, the human body was considered a complex entity composed of several parts. One of these parts was the soul, which was called "ka". The Egyptians believed that the ka was a vital force that inhabited the body and kept it alive. They thought that when the body died, the ka left the body and began a journey to the afterlife. In addition to the ka, the Egyptians believed that there was another part of the soul called "ba". Ba was considered to be double the person and was closely related to his physical body. The Egyptians thought that ba could leave the body after death and travel freely in the afterlife. It was also thought that ba was able to feed and drink in the afterlife. The Egyptians believed that the ka and ba were two distinct

parts of the soul and that their separation was necessary for the soul to reach the afterlife.

They also believed that the ka and ba must be brought together so that the soul can be complete and regenerate. Egyptian belief in the existence of multiple parts of the soul and in survival after death has influenced many funeral practices in ancient Egypt, including mummification and construction of graves and funerary temples. According to Egyptian belief, a person's soul was composed of several parts, including ka, ba and akh, each having a different role in survival after death. The mummification was intended to preserve the body so that the soul could reintegrate it after death, while the funerary temples and graves were built to offer an eternal resting place to the soul of the deceased. Funerary texts, such as the Book of the Dead, were also used to help the soul cross the realm of the dead and reach its place in the afterlife. These beliefs have influenced Egyptian culture for thousands of years and have left a rich legacy of funerary art, literature and religious traditions.

The journey of the soul into the afterlife was of great importance to the ancient Egyptians, for they believed that life after death was a continuation of life on earth. According to their belief, the soul of the deceased had to go through several stages and trials before reaching the *Domaine d'Osiris*, which was considered a place of rest and eternal peace.

The first stage of this journey was death itself, which was seen as the passage from one world to another. After death, the body was embalmed and placed in a sarcophagus to preserve its physical form. The soul, for its part, left the body and began its journey to the afterlife. The second stage was the judgment of the soul before Osiris. According to Egyptian mythology, every soul was judged by its actions on earth, and had to answer a series of questions about its life. The god Anubis weighed the heart of the soul against the pen of Maat, the goddess of truth and justice. If the heart was lighter than the pen, the soul was allowed to go to the third stage, which was that of crossing the river Styx.

For this, the soul needed the help of the god Anubis, who guided it through the tumultuous waters. Once on the other side, the soul reached the Domain d'Osiris, where it was welcomed by the other souls of the deceased. The fourth stage of the soul journey is the weighing of the heart or the judgment of the soul. This stage is also known as the "Maat weighing", the Egyptian goddess of balance, harmony and justice. According to Egyptian belief, each individual had a soul (ka) and a heart (ab) that were weighed when they died. The heart was considered the seat of intelligence and emotions, and it was important that it be light and pure so that the soul could pass into the afterlife.

The ancient Egyptians believed in an afterlife, where the soul of the deceased had to go through a series of trials before joining the Domain d'Osiris, the Egyptian god of the dead and of the afterlife. To help the deceased pass these trials successfully, the Egyptians used sacred funerary texts such as the Book of the Dead and the Book of Day Release. These texts were regarded as guides to the deceased and contained detailed instructions on how to behave and protect oneself during trials. They also contained prayers, invocations and magical formulas to help the deceased overcome the obstacles he would encounter on his way.

The Book of the Dead, for example, was a funerary text commonly used in ancient Egypt. It was supposed to help the deceased overcome the trials of the Maat Judgment, which was a trial where the heart of the deceased was weighed against a feather of Maat, the goddess of justice and balance. If the heart was heavier than the feather, the deceased was condemned to remain in the world of the dead for eternity. The Book of the Dead contained instructions on how to behave during this ordeal, as well as magical formulas to help the heart of the deceased remain light.

The Book of the Day was another important funerary text in ancient Egypt. It was supposed to help the deceased cross the underworld and reach the Domain d'Osiris. This text contained prayers and invocations to help the deceased protect himself from the dangers and obstacles he would encounter along the way. In summary, sacred funerary texts such as the Book of the Dead and the Book of the Day Release were

considered as guides to help the deceased pass the tests and reach the Domain of Osiris. They contained detailed instructions on how to behave and protect oneself during trials, as well as prayers, invocations and magical formulas to help the deceased overcome obstacles in his path.

2.4. Hieroglyphs

Ancient Egyptians have developed a complex writing system, known as **hieroglyphs**. These symbols were used to record stories, religious beliefs and funeral rituals, as well as for daily communication. Hieroglyphs are one of the most fascinating and mysterious writing systems in human history. Used by ancient Egyptians for thousands of years, they were considered sacred and divine. The word “hieroglyphic” comes from ancient Greek, “hieros” meaning “sacred” and “glyphein” meaning “engrave”.

The hieroglyphs consisted of drawings and symbols representing a wide variety of subjects, including animals, plants, people, events and objects. Each symbol had a special meaning, and the Egyptians used them to write their language, the old-copying, as well as to record stories, laws and religious rituals. Hieroglyphs were often inscribed on durable surfaces, such as stone or clay, but they were also used on papyrus and tissues. To write, scribes used metal punches or vegetable fibre brushes to apply ink to the writing surface. Hieroglyphs were deciphered for the first time in the 19th century, thanks to the work of French Egyptologist Jean-François Champollion. Since then, they have enabled researchers to better understand the culture and civilization of ancient Egyptians, as well as their language and their complex and symbol-rich writing system. Today, hieroglyphs are studied and admired around the world for their artistic beauty and historical significance. They continue to inspire artists and writers around the world, as well as lovers of mysteries and ancient history.

Hieroglyphics have been an essential element of ancient Egyptian civilization for over 3000 years, from the beginning of Egyptian history around 3200 BCE to the end of the Pharaonic period around 395 BCE. Hieroglyphs were used to inscribe a wide variety of texts, from religious texts to laws, stories, battle reports, biographies and poems.

These inscriptions were made on a variety of supports, including papyrus, ostraca (fragments of pottery), steles (vertical stones) and walls. The use of hieroglyphs was reserved for an educated elite, who had access to the education necessary to master this complex and refined writing.

However, hieroglyphs were not the only form of writing used in ancient Egypt. Other writing systems, such as hieratic writing (a cursive form of hieroglyphics) and demotic writing (a simplified writing used for administrative documents), were also in use. Hieroglyphs were also used to decorate the walls of temples, tombs and other buildings. These decorations often included scenes from everyday life, mythological accounts, funeral offerings and prayers to the Egyptian gods. Hieroglyphs were used in conjunction with images to tell complex stories and give meaning to life and death. Hieroglyphic decorations were also used to convey information about the royal family, historical events and military achievements. Today, the study of hieroglyphs plays an important role in understanding the culture and history of ancient Egypt.

Hieroglyphs were a complex writing system used by ancient Egyptians, and their meaning remained a mystery for centuries. In the 19th century, researchers such as Jean-François Champollion began to decipher hieroglyphics by studying inscriptions on Egyptian monuments, papyrus and artifacts. Champollion finally managed to decipher the Rosetta Stone, an inscription in hieroglyphics, ancient Greek and demotic. The Rosetta Stone was discovered in 1799 by French soldiers in Egypt and is now kept at the British Museum in London. By using the Rosetta stone as a starting point, Champollion was able to decode hieroglyphs by identifying phonetic signs and associating them with the corresponding sounds.

This discovery paved the way for a more complete understanding of ancient Egyptian culture, as it allowed researchers to read the inscriptions on monuments, papyrus and art objects. Since then, hieroglyphics have been studied in depth, and their use has made it possible to make fascinating discoveries about the life, religion, politics and art of ancient Egypt. The hieroglyphs were also used to reconstruct the history of ancient Egypt and to shed light on the mysteries of this complex civilization.

Champollion's discovery made it possible to decipher hieroglyphs and open a new way of understanding ancient Egypt. Since then, hieroglyphics have been studied in depth and have made important discoveries about Egyptian culture, history and art. Temples were at the heart of religious life in ancient Egypt, serving as centres for the worship of gods and goddesses, as well as for funerary rituals and other important ceremonies.

In ancient Egypt, religion was omnipresent in people's daily lives. The temples were places of worship and celebration of the gods, and they were often the most impressive and important buildings in the city. Rituals were also very important because they allowed people to communicate with the gods and obtain their protection and blessing. The gods were considered very real entities and very present in the world. They were seen as having powers over the nature, elements and events of life. As a result, the Egyptians believed that their worship was an obligation, as it allowed them to maintain cosmic order and to attract the good graces of the gods. Each god had a specific role in Egyptian mythology, and was often associated with animals, objects or natural phenomena. For example, the god Ra was associated with the sun, the god Anubis was associated with mummification, and the goddess Isis was associated with motherhood and magic. Egyptians also believed in the existence of a pantheon of gods, which included local, regional and national gods.

2.5. Temples and Rituals:

In Egypt, temples were considered the centres of religious life and were built to honor the gods. Each temple was dedicated to a particular god or goddess and served as a place of worship and celebration for the faithful. The temples were often built of stone and decorated with reliefs, frescoes, sculptures and hieroglyphs. The frescoes and sculptures depicted mythological scenes and divine figures such as Isis, Osiris, Horus and Ra, as well as depictions of pharaohs and their families. The images were often accompanied by hieroglyphic texts, which told stories and myths associated with the gods depicted. The temples were also centres of political and economic power, because they were often supported by donations from the nobility and the population. The priests were responsible for the management of the temple and the performance of religious rituals, such as the offering of food, drink and incense to the gods. In

summary, temples were important structures in Egyptian life, providing a place of worship for the faithful, as well as places of power and prestige for priests and pharaohs. The richly decorated decorations have also helped preserve the myths and stories associated with the Egyptian religion for generations to come.

Rituals were regular and often organized practices in temples, which were intended to honor the gods and maintain a good relationship with them. Religious celebrations were a key moment in the practice of rituals, which could include such things as offerings, animal sacrifices, dances, songs and prayers. Offerings were often material gifts such as food, beverages, jewellery, statues, or even miniature boats and planes. Animal sacrifices were also common, with animals such as cattle, sheep, goats and pigs often used for these rituals. Offerings and sacrifices were seen as a means of attracting the favor of the gods or appeasing them in case of anger or discontent.

Dances and songs were also an integral part of Egyptian rituals. They were often performed by specialized priests and priestesses, as well as by community members who participated in the celebration. The dances were often accompanied by drums, cymbals and other percussion instruments, while the songs could be hymns or poems dedicated to the gods. Prayers were also an important part of Egyptian rituals. Priests and priestesses often recited them by singing or repeating precise formulas, which were supposed to have magical power over the gods. Prayers were often addressed to specific deities to ask for their blessing or help in specific situations, such as disease or fertility problems. In short, rituals were central to religious life in ancient Egypt, and their practice was seen as essential to the protection and prosperity of the community.

The most important ceremonies were often related to agriculture, as Egyptians relied heavily on agriculture for their livelihood and economy, hence the importance of celebrating events related to the fertility and rebirth of the gods. One of the most important festivals was the Opet Festival, which took place every year in Thebes, one of the most important cities of ancient Egypt. This festival was dedicated to

the fertility of the Nile, which was considered the living god of water and was essential to agriculture.

The rebirth of the god Amon was also celebrated at this festival, because the Egyptians believed that the life force of the god was renewed on this occasion. This renaissance was crucial for the Egyptians, as it guaranteed fertility and prosperity for the coming year. Ceremonies and offerings were made to honor the gods and ensure their benevolence. The priests were also involved in the ceremony, as they were the only ones who could communicate with the gods and ensure the proper conduct of the ceremonies. In short, the Opet festival was one of many examples of agriculture-related ceremonies in ancient Egypt. These events were vital to the survival and prosperity of Egyptians, and they reflect the importance placed on religious beliefs and cultural practices of that time.

The Egyptians used to believe that the human body was composed of different parts, each one had its own protective god. These include the heart, kidneys, liver, lungs and stomach. They believed that these protective gods must be appeased to guarantee the health and safety of individuals. Thus, many rituals were put in place to honor these gods and ensure their benevolence. For example, during mummification, the heart was removed from the body and placed in a canopy jar with three other important organs. Each jar was then entrusted to a different protective god, symbolizing the protection of each part of the organism. In addition, amulets were also worn to protect different parts of the body. These amulets were often represented as deities associated with specific parts of the human body. In short, the belief in protective gods for each part of the body was deeply rooted in ancient Egyptian culture. The Egyptians believed that harmony between these different gods was essential to ensure the health and safety of individuals, which resulted in many rituals and religious practices.

In short, temples and rituals were central to Egyptian mythology. Temples were considered sacred places where gods and goddesses were worshipped and where people could offer offerings to obtain divine favours. Rituals were also important because they allowed priests and priestesses to communicate with the deities and to ensure their

protection and benevolence to the Egyptian people. These religious beliefs and practices have influenced many aspects of Egyptian life, from politics to art, architecture and everyday life.

3. Conclusion

In conclusion, myths have been an integral part of human culture for thousands of years. They have been handed down from generation to generation and have played an important role in shaping the cultural identity of different civilizations. The myths were told to explain the mysteries of life, death and the cosmos, as well as to answer fundamental questions about human nature. Myths are often associated with religious or spiritual beliefs, but they can also have symbolic or psychological meanings. They can help us understand the values, norms and beliefs of our own culture, as well as those of other cultures around the world. By exploring the myths and legends of different cultures, we can better understand the complexity of human experience and learn to appreciate cultural differences.

Myths can inspire us to imagine new worlds, develop our creativity and connect with others. Myths and mythology continue to fascinate and inspire people around the world. They help us explore universal issues and understand our place in the world. Mythology is a fascinating field of study that allows us to better understand the beliefs and values of the different cultures of the world. Myths are often symbolic stories that have been passed down from generation to generation, and they can offer a unique perspective on the history, religion, philosophy, art and literature of a society. The study of mythology can also help us better understand the origin of some contemporary cultural traditions and practices.

The different types of mythology offer a variety of interesting and informative stories, each with its own recurring themes and patterns. In short, mythology is an exciting field of study and rich in teachings about the history and culture of humanity. Egyptian mythology played an important role in the lives of ancient Egyptians, as it was closely linked to their understanding of the universe and their place in it. Gods and goddesses were worshipped and worshipped throughout the country, in temples and

Chapter One: Myths and Mythology

shrines dedicated to their worship. The Egyptians believed that gods and goddesses were responsible for natural phenomena such as the Nile floods, the cycles of the sun and moon, the seasons, as well as historical and political events. Therefore, they sought to appease the gods through offerings, prayers, and rituals, hoping to benefit from their protection and benevolence. Representations of gods and goddesses with human bodies and animal heads reflected their role in nature and their specific attributes. For example, the god Anubis, represented with a head of jackal, was associated with death and mummification, while the goddess Bastet, represented with a head of cat, was associated with family and fertility.

In short, Egyptian mythology was a complex belief system that profoundly influenced the life and culture of ancient Egyptians. It made it possible to understand the world around them and to find answers to existential questions such as death and the afterlife. Today, it continues to inspire and fascinate people around the world. Myths and mythology have been key elements of human culture for thousands of years, and their influence is still felt today. Mythological stories and characters have inspired many forms of artistic expression, including literature, cinema, television and visual art. They have also influenced many religious and spiritual belief systems around the world.

Chapter Two: Influence of Egyptian Mythology On Various Fields

1. Introduction

Egyptian mythology is indeed an intricately sophisticated belief system that played an important role in the culture and religion of ancient Egypt. This enabled the ancient Egyptians to understand the world around them and to explain physics, the mysteries of life and death, and the workings of the universe. The gods and goddesses of Egyptian religious groups were viewed as the source of life all are responsible for them, from sunrise to flood along the Nile. A distinctive feature of Egyptian mythology is its symbolism, which is reflected in the many gods and goddesses represented by the heads or bodies of animals, each animal having its own symbolic significance.

Examples of such myths include the dog-headed god Horus was associated with the kings of heaven. The owl was considered a powerful bird of prey representing strength and protection. The goddess associated with love, beauty and motherhood was often depicted with the head of a bull. The cow was a symbol of fertility and motherhood, and Hathor was regarded as the nurturing mother of humanity. The god Anubis, with the head of a boar, was the guardian of the dead and watched over the dead. The squirrel was associated with death and rebirth, symbolizing the passing of the next world.

This animal symbolism in Egyptian mythology was deeply rooted in ancient Egyptian culture and spirituality. Animals were worshiped for their virtues, and gods and goddesses were often depicted with animal traits to express these symbolic meanings. In addition, Egyptian mythology also provided complex stories of interactions between gods and goddesses, reflecting the moral principles and values of Egyptian society. These stories explained the origin of the world, the cycle of seasons, religious rituals and in the works of the pharaohs.

The ancient Egyptians were allowed to understand their lives and find their place in the cosmic order. Egyptian mythology is an interesting belief system that enabled the ancient Egyptians to understand and explain the world around them. Animal symbolism and complexity helped shape ancient Egyptian culture and religion,

creating a lasting legacy that continues to fascinate and attract people around the world. Ancient Egyptian mythology played an important role in shaping the cultural, social and political values of ancient Egyptian society. In addition to being an interesting collection of stories, Egyptian Mythology helped reinforce ideas and beliefs important to the Egyptian people. Egyptian gods were often represented by symbolic attributes that reflected aspects of their nature and authority.

For example, the goddess Bastet was often represented by the head of a dog. Cats were revered in Egypt for their breeding, domesticity, and mothering role. Bastet, depicted with the head of a deer, symbolized these important aspects of the goddess. Egyptians viewed motherhood and childbirth as important values, and Bastet's representatives reinforced these ideals in society. Similarly, the god Horus was often represented by the head of a dog. Foxes were believed to be strong birds, flying high in the air and having hollow eyes. Thus, the dog-head of Horus symbolized his ability to see and understand beyond earthly limits. It also represented his role as a sun god, who could see the world clearly and observe everything that happened there.

This image of Horus emphasized the importance of vision and discernment in Egyptian society, and the relationship between the heavenly and earthly kingdoms. By associating Egyptian gods with specific symbolic qualities, Egyptian mythology served to communicate and promote values and ideas important to society. The Egyptians looked to their gods and goddesses as role models to follow, and the words and images associated with these gods provided them with concrete examples of desirable virtues and qualities.

Egyptian mythology also played a social and political role. Tales are often told of divine conflicts, triumphs and challenges. These stories can be interpreted as allegories of events and struggles in Egyptian society. Conflict between gods, for example, was often used to explain the wars and contests of Egyptian kings. Myth provided a narrative framework for understanding and explaining the social and political events of the time. Egyptian mythology was not just a curious collection of stories, but a complex belief system reflecting the values and ideals of ancient Egyptian life. The

symbols and attributes associated with Egyptian gods-built universe study of political power, reproduction, the afterlife and security concepts are emphasized and viewed as the influential forces that rule the wings. The symbols and attributes of the Egyptian gods were carefully chosen to represent the merits and attributes of their particular dynasty. For example, the winged solar disc was associated with Re, symbolizing his power and control over the sky. Hathor, the goddess of music and motherhood, was often depicted with bull horns, symbolizing fertility and motherhood. These symbols and attributes were used in religious rituals, temples, tombs, and art objects to honor the gods and seek their help and protection. They also sent symbolic messages and teachings to members of Egyptian society.

2. Mythology and Egyptian Politics

Egyptian mythology was intimately connected with the daily lives and aspirations of ancient Egyptians. For example, the myth of Osiris, which tells the story of his death and resurrection, reflects Egyptian conceptions of the afterlife and divine justice. The Egyptians necessarily believed in the existence of a cosmic order that balanced and shaped the universe firm. Egyptian mythology was more than a collection of fantastical stories. It represented a complex and integrated belief system that played an important role in the religious, cultural and social life of ancient Egypt.

The symbols and attributes associated with Egyptian gods reinforced important concepts such as cosmic order, political power, fertility, the afterlife, and security, and reflected the values and ideals of this fascinating nation. The study of Egyptian mythology provides a deeper understanding of the worldview and beliefs of one of the world's oldest and most influential civilizations. The Egyptians viewed their gods and goddesses not only as divine beings, but as role models and guides in their own country. Take the example of Osiris, the revered king of the Egyptian gods. Osiris was regarded as a worthy king, who ruled with wisdom and justice. His reign symbolized the order and balance necessary for harmony in Egyptian society.

The Egyptians believed that the universe operated on principles of order and balance, and they tried to imitate these qualities in their daily lives. Another important

deity is Ma'at, the goddess of order, truth and justice. Ma'at represented the idea of universal unity and moral justice. The Egyptians saw the balance of Ma'at as necessary to maintain order in the universe and in their society. They believed that their actions and choices should be in accordance with the principles of Ma'at, in order to maintain balance and stability. Egyptian mythology thus reveals how the Egyptians saw the natural world around them. Nature was seen as an interconnected system in which each component played a specific role and contributed to the whole. Great importance was attached to the seasonal cycle of the Nile, which was believed to be an expression of order and rebirth. By studying Egyptian mythology, we can also understand how the Egyptians saw themselves and their place in the cosmos. They believed in a divine order that governed all aspects of life from birth to death.

The pharaoh was believed to be a divinely appointed ruler who mediated between gods and humans. In accordance with their religious beliefs and moral principles, the Egyptians sought happiness in this life and in the Hereafter. They believed that virtue and honesty were rewarded in the Hereafter, while moral disorder and evil deeds brought to hurt them. The study of Egyptian mythology allows us to examine the deep-rooted beliefs of one of the oldest civilizations in history. By understanding how the Egyptians saw the world, we can better appreciate their culture, values, and way of life. Egyptian mythology provides valuable insight into human history and the various beliefs and stories that shaped a rich and complex society. Egyptian mythology gives us a vision of a universe where gods, goddesses, and the forces of nature interact intimately with humans.

They discuss the creation of the universe, the origin of life, the relationship between gods and mortals, and the importance of rituals and ceremonies in daily life. The study of Egyptian mythology can also give us insight into the moral and ethical outlook of this ancient nation. Myths reflect values such as justice, balance, order, and truth, which were considered essential to maintaining harmony in the world. Egyptian mythology taught individuals to live according to these principles and showed the consequences of religious practices and moral transgression. In addition, Egyptian mythology contains many references to ancient Egyptian religious practices and

funeral rites. Mythological accounts of the worship of gods, temples built in their honor, sacrifices and offerings, and beliefs about the afterlife of Osiris, Isis, and Anubis reveal funeral rites, the idea of an afterlife, and the ancient Egyptian hope of everlasting life.

The study of Egyptian mythology allows us to appreciate the cultural and religious diversity that existed in ancient Egypt. Gods and goddesses were revered throughout the country, but their aspects and attributes varied from region to region. Therefore, Egyptian mythology offers us an insight into the different religious traditions and practices that coexisted in this civilization. In short, the study of Egyptian mythology is a fascinating window on an ancient civilization that has left a lasting mark on the history of humanity. It allows us to explore the beliefs, values, religious practices and stories that shaped the lives of ancient Egyptians.

By understanding their world view, we can gain a better understanding of the richness and complexity of this exceptional culture. Egyptian mythology is a fascinating work that provides valuable insight into the world of ancient Egypt. Over time, the legend has evolved to reflect cultural, political and religious changes in Egyptian society. The Egyptians maintained complex sets of gods and goddesses, each with their own unique roles and characteristics. These gods were often depicted in human and animal forms, and their mythological history was imbued with deep symbolic meanings. As Egyptian civilization developed and interacted with other cultures, they added new gods and goddesses to all their religions. For example, during the Ptolemaic period, which was the period of Greek domination in Egypt after the great conquest of Alexander, Greek gods such as Isis and Serapis were recognized and integrated into Egyptian mythology. This shows how Egyptian beliefs were flexible and adaptable to external influences.

In addition, ancient Egyptian gods and goddesses were often reinterpreted in response to changing cultural and political circumstances. For example, the sun god Ra was originally worshiped as the highest deity, but in the New Kingdom, Amon-Rade became the pantheon's chief god, symbolizing the pharaohs' growing political power.

This development shows the use of gods to consolidate power and the legitimacy of Egyptian rulers. The study of Egyptian mythology also provides valuable insights into ancient Egyptian thought. Their myths were often imbued with symbolism and deep meaning, dealing with the creation of the world, the afterlife, the struggle between the forces of good and evil, etc. These myths were the religion and ritual, and everyday of Egyptian life day behavior is closely related. When studying Egyptian mythology, it is important to understand the cultural and historical context in which these stories and beliefs evolved.

The Egyptian worldview was deeply rooted in their natural environment, and gods association with things like the blue, the sun, the sky etc. In addition, their society enjoyed an agricultural life and the importance of the annual blue flood, reflected in tales of their fertility and renewal. Egyptian mythology is a fascinating and rich area in which to explore the ancient world from the perspective of ancient Egypt. Its progression through time, numerous gods and goddesses, epic narratives and complex beliefs provide a fascinating window into ancient Egyptian culture and society. Studying Egyptian mythology gives us a better understanding of the values, traditions and aspirations of this ancient people. Moreover, Egyptian mythology is still influential and popular today. Its symbolism and shapes are frequently used in contemporary art, architecture and literature, testifying to its enduring influence in our society. Examining Egyptian myths and legends can also uncover interesting parallels with other ancient belief systems, as well as links to modern ideas and concepts that remind us that despite cultural and world differences, there are universal themes and number of topics that have fascinated and inspired people throughout the years.

In conclusion, Egyptian mythology is not a simple story of gods and goddesses. It is a window into the complexities of ancient civilizations, a source of artistic inspiration and a call to reflect on fundamental questions of human existence. By exploring these myths, we are invited to journey into the past and engage with the ancient Egyptians, and through them better understand ourselves.

2.1. Introduction to Egyptian Mythology

Egyptian mythology was an integral part of life in ancient Egypt, influencing all aspects of society from politics to religion to culture. The Egyptians believed in a complex set of gods and goddesses, each with different characteristics and powers. These gods were usually represented by humans or animals and were worshiped throughout the land. The Egyptians believed that gods and goddesses had a direct influence on earthly events, so they always tried to praise these gods especially through ceremonies, sacrifices and prayers, and regarded the pharaohs as divine agents on earth, who were often believing to be true gods. Egyptian religion has a lot to do with politics, because the pharaohs used religion to consolidate their power.

Temples were considered centers of power, and priests were often important officials in the Egyptian government. Gods and goddesses were also associated with political ideals such as justice, order and stability. Egyptian mythology also greatly influenced Egyptian culture, including art, architecture and literature. Gods and goddesses were depicted in paintings, statues, or jewelry, usually in art. Temples were often iconic examples of Egyptian architecture, incorporating religious motifs and symbolism into their design. Stories of gods and goddesses have inspired many stories in Egyptian literature as well, including the epic. Egyptian mythology was an integral part of life in ancient Egypt, influencing all segments of society. The gods and goddesses had a direct influence on earth's affairs, and religion was closely linked to politics and culture. Even today, the legacy of Egyptian mythology continues to influence our understanding of Egyptian history and culture.

The Pharaohs of ancient Egypt were considered representatives of the gods. The Egyptians worshiped the Pharaohs, offering sacrifices and praying to them to gain their divine favor. Pharaohs were also afraid because their anger could arouse the wrath of the gods and cause natural disasters such as floods, hurricanes, droughts, and so on. They built temples, palaces, roads and canals and regulated agricultural trade. Pharaohs also fought to expand their territory and protect their people. But because of their divine status, pharaohs were isolated from the rest of society, often surrounded by court and advisers and also kept great treasures and sacred objects from the pharaoh,

believed to be their afterlife, become as important as life on earth, and have absolute power in the realm of Egypt. The Egyptians worshiped and feared them, believing that their rule was necessary to maintain divine order in the world. In ancient Egyptian culture, pharaohs were considered living gods and their role was to maintain order and stability in the land. For this reason, they had to follow religious precepts and act wisely in order to maintain good relations with the gods. The Pharaohs were thus well aware of the importance of their role and the closeness of their relationship with the gods.

The pharaoh was regarded as the continuation of the divine order established by the gods, and was regarded as the representative of the gods on earth. The Egyptians believed that the gods chose the pharaoh to rule the nation and his legal authority depended on that divinity on this. Their responsibilities included temple management, religious ceremonies and communication with the gods. Because of their privileged position, priests often play an important role in Egyptian government. Pharaohs consulted them for spiritual and political advice and greatly influenced the king's decisions. Priests also played the role of financial advisers and helped manage the estates and land attached to churches. Temples were centers of economic and political power in ancient Egypt. They were often large landowners and economic enterprises, employing thousands of laborers to cultivate the land and produce items for religious ceremonies. The priests were responsible for these resources, which gave them considerable national power of the economy.

In addition, churches were places of learning, where priests taught religion, philosophy, and science. The knowledge gained in the temples was used to develop the kingdom, especially in agriculture, manufacturing, and medicine. In short, Egyptian religion played a central role in the political and social structure of ancient Egypt. Priests were custodians of the faith, spiritual and financial advisors to the pharaohs, and managers of temples and related facilities and temples were centers of economic and political power, as well as centers of learning, where knowledge gained was transmitted use for the development of the country. Indeed, religion and politics were closely linked in ancient Egypt, as political and social prosperity was believed to

depend on the relationship between Pharaoh and the gods and Pharaoh was regarded as the representative of the gods on earth and therefore religious of the essential responsibilities in their role as rulers.

2.2. Influence of Mythological Beliefs on the Egyptian Political System

Egyptian mythology was very complex and had many gods and goddesses that controlled aspects of life and the cosmos, such as the sun, moon, sky, earth, death, birth and welfare. Egyptians believed to be responsible for these gods prosperity and their welfare comes, in order to ensure their protection and support and respect and dignity, as a result of which the Egyptian government adopted a religious system for the stability and unity of the nation. The pharaoh was considered the ultimate religious leader, responsible for overseeing religious ceremonies and rituals and ensuring the proper respect and satisfaction of the gods, and the Temples in Egypt were places of religious importance and social life, whereas priests were highly respected authorities in charge of temple administration and religious activities.

The Egyptians believed that their nation was ordained by God, that Pharaoh was the representative of the gods on earth, and that the gods were Pharaoh's advisors and protectors. "The Egyptian political system was heavily influenced by mythological beliefs, with the Pharaoh being seen as a divine figure responsible for maintaining ma'at, or cosmic order" (Dodson & Ikram, 2008, p. 103). Religion in ancient Egypt was closely associated with the power of the pharaohs, they used religious imagery to reinforce their power and control over their people and propaganda was an important part of that strategy, as it spread messages in a big way, convincing people to follow any idea in the world.

They were everywhere in everyday life. Temples where people went to pray and offer sacrifices to the gods, these temples were often decorated with paintings, sculptures, pictures of gods and pharaohs in order to inspire reverent worship of gods and by extension, pharaohs as representatives of gods on earth also used religion iconography to promote their image and authority. They are often depicted offering

sacrifices to the gods, suggesting that they are intermediaries between the gods and the people. Images of pharaohs hunting or fighting their enemies were also common, emphasizing their power and strength as military leaders.

Propaganda was another important tool used by the pharaohs to consolidate their power. Pharaohs used writing and images to convey messages to their people. The purpose of these messages was usually to emphasize the importance of the pharaoh and his power and special relationship with the gods. Inscriptions on temples and monuments, for example, could celebrate the pharaoh's military victories, or emphasize his generosity to the gods and goddesses.

Through the use of religious iconography and propaganda, the ancient Egyptian pharaohs were able to consolidate their power and control over the Egyptian people. Surrounding themselves with a religious image reinforced their position as leaders, as well as inspired respect and support from their people. In ancient Egypt, religion was central to daily life, politics, and culture. The pharaohs were regarded as living gods, with a close relationship with the gods and the ability to intercede for them. For this reason, pharaohs were the spiritual and physical leaders of ancient Egypt, with unquestionable authority over all aspects of Egyptian life. To maintain their divine legitimacy, pharaohs resorted to propaganda and religious iconography role to strengthen their power and authority. Religious images and symbols were ubiquitous in ancient Egyptian art and architecture, with repetitive representations of gods and goddesses, religious rituals and basic beliefs.

Architecture was especially important for pharaonic propaganda, temples and monuments were built in scenic locations to show the power and importance of pharaohs and Temples were places to worship and celebrate pharaohs, the walls were scenes of pharaonic achievements and triumphs, depiction of religious rituals of art and sculpture was also an important way for the pharaohs to consolidate their power. Celestial symbols such as the sun disk, the wings of a raven, a snake, or a crocodile were often included in pharaoh statues to show their relationship with the gods who

also created the pharaoh in order to reflect their divine status, and were exaggerated to some extent in which their height and stature were strategic.

Religious images and symbols have been used in art and architecture to legitimize the relationship between the pharaoh and the gods and to reinforce their authority and religion which was central to Egyptian life, and the thing of the pharaohs that was served to maintain their power and control over the Egyptians. Religious iconography plays an important role in ancient Egyptian life, especially in portraying pharaohs. Pharaohs were regarded as representatives of the gods on earth, responsible for maintaining cosmic order through sacrifices and prayers to the gods and sacrificing or praying to images of Pharaohs was an expression of their piety and devotion to the gods. It also reinforced the belief that the pharaohs were divine or semi-divine beings with spiritual powers. By showing that pharaohs were devout individuals, religious images also reinforced the connection between pharaoh and god. This allowed the pharaohs to assert their power and authority as representatives of the gods on earth, which helped establish their legitimacy as rulers.

In addition, images of pharaohs sacrificing or praying also served as models for other members of Egyptian society. Through the example of the piety of the pharaohs, religious iconography has encouraged people to follow their example and offer prayers and pray to maintain cosmic order themselves. In short, religious iconography forced the relationship between pharaoh and god in ancient Egyptian society; it was strongly an important place of worship in Ancient Egypt not only to honor the gods, but to reinforce the pharaohs authority through the use of religious iconography. The walls of the temples were decorated with images of pharaohs, often reflecting their piety and close relationship with the gods. These images helped strengthen the power of the pharaohs as spiritual leaders and legitimized their rule.

Pharaohs used temples for religious ceremonies and to demonstrate their power as spiritual leaders. Religious ceremony was often associated with important events such as the founding of a temple or the celebration of a festival for a particular deity. Pharaohs themselves could participate, offer sacrifices, or give speeches to

demonstrate piety and their role as mediators between the peoples of the gods. In addition, the temples also housed treasure offerings, usually gifts from the pharaohs themselves or wealthy elites.

It reflected their generosity and devotion to religion and the clergy. In short, temples were important sites for pharaohs in their quest for legitimacy and authority. Through religious ceremonies with active use of religious icons they were able to demonstrate their piety and intimate relationship with the gods, thus reinforcing their authority as the spiritual leaders of ancient Egypt. Propaganda was indeed a common way for Egyptian pharaohs to consolidate their power and legitimacy in society. Pharaohs used a variety of key messages to communicate their power and importance. One of the ways pharaohs often consolidated their power was by building monuments and temples. These impressive structures were often associated with religious statues and symbols, reinforcing the idea that pharaohs were chosen by the gods to rule over the Pharaohs and use their statues to convey ideas that is, their size and the strength of their superiors. Pharaohs also used their statues to assert them as protectors and supporters of their people.

Inscriptions on the construction of temples and monuments often referred to practical actions by the pharaoh such as the construction of irrigation systems, the organization of religious meals, or the distribution of food to the poor. The purpose of these actions is to reinforce the image of the pharaoh just as a benevolent ruler. In short, the pharaohs used propaganda to present themselves as powerful and invincible warriors. The inscriptions on the walls of the temple, the military service of the Pharaoh among the military enemies of the temple, almost the military service of the foreign enemies in the palace Samadhi sites and military enemies. It was an important consolidation tool. Pharaohs used a variety of key messages to convey their authority and importance to their people, such as building monuments, statues of a protector, and enhancing their military power.

2.3. **Egyptian Nationalism:**

Egyptian nationalism is a complex and multifaceted phenomenon influenced by various historical, cultural and social factors. Among these factors, ancient Egyptian culture and historical heritage played a key role in shaping Egyptian national identity. Egyptian mythology in particular provided the Egyptians with a source of pride and symbolism.

Egyptian mythology is a complex set of religious beliefs and practices that evolved over time in ancient Egypt. "Egyptian nationalism emerged in the late 19th century and was based on a resurgence of interest in ancient Egypt, as well as a desire to resist foreign domination and assert Egyptian cultural identity" (Cuno & Habbab, 2010, p. 77).

Egyptian gods and goddesses were worshiped in everyday Egyptian life for their influence on such things as the sun, fertility and protection. Egyptian pharaohs were seen as incarnations of the gods and were supposed to maintain order and stability in the land. Egyptian mythology also provided inspiration for modern Egyptians who wanted to create a strong and distinct national identity.

Symbols and motifs from Egyptian mythology such as the Sphinx, the eagle, and the Eye of Horus are widely used in Egyptian art, architecture, and popular culture. Ancient Egypt, rediscovered during the Renaissance, also experienced Egyptian nationalism and influenced the formation. European scholars began to study the history and culture of ancient Egypt and spread this knowledge around the world. This rediscovery gave contemporary Egyptians an interest in their own cultural heritage, helping to create a strong and proud Egyptian national identity.

In conclusion, Egyptian mythology plays an important role in shaping Egyptian national identity by providing Egyptians with a source of pride and symbolism. Symbols and motifs from Egyptian mythology have been widely used in Egyptian art, architecture, and adopted culture. The discovery also influenced the formation of Egyptian nationalism by appealing to modern Egyptian interest in their own cultural heritage.

Ancestor worship was an important part of the daily life of the ancient Egyptians, along with their religion and the idea of an afterlife in which the Egyptians believed that the souls of the dead lived on after death and could help their ancestors if properly worshipped their daily lives, are intimately connected, and their role was to promote the prosperity and security of their people.

As such, they were worshiped as gods, and their worship was an integral part of Egyptian religion. Temples were built in their honor and regular sacrifices were offered to them. But the worship of the ancestors was not limited to the pharaohs. Egyptians also worshiped their family ancestors, as well as national heroes such as Imhotep, the great architect who designed the Djoser pyramid at Saqqara, King Narmer, the founder of the first Egyptian dynasty. Modern Egyptians sought to associate with these pharaohs and national heroes, glorifying their heritage and using their imagery to reinforce a sense of national pride. Modern Egypt has a rich and complex history dating back thousands of years, and Egyptians are proud of their cultural and historical heritage. Pharaohs are often used as symbols of Egyptian identity, their images are widely used in art, architecture, advertising and popular culture. In summary, ancestor worship was an important part of life in ancient Egypt and played a role especially in modern Egyptian culture and used as symbols.

Egyptian monuments and temples have historically played an important role as Egyptian national symbols. They represent the unique cultural heritage of ancient Egypt and testify to the wisdom and grandeur of this advanced civilization. The main pyramid of Giza is one of the most emblematic examples of ancient Egyptian architecture. Built over 4,500 years ago, they continue to fascinate people around the world. These mansions became a lasting symbol of Egypt and its rich history. In addition to architectural wonders, the pyramids and other Egyptian monuments were also used by modern Egyptians to reinforce their national identity. Reflecting on these great achievements, Egyptians were often proud in their country and cultural heritage they give.

These monuments are powerful reminders of ancient Egyptian civilization, which led to extraordinary developments in architecture, technology, writing, art, etc. They are a source of inspiration for modern Egyptians, encouraging them to take their history as a religion value and continue to innovate. In addition, Egyptian monuments also play an important role in the development of Egyptian tourism. Millions of tourists from all over the world come every year to see these amazing structures and learn more about the rich history of ancient Egypt. Tourism plays an important economic role for the country and contributes to the promotion of Egyptian culture worldwide.

Beyond historical and cultural significance, Egyptian monuments and temples have become symbols of national unity and pride. They are part of the stability and durability of the Egyptian state, which has existed for centuries and resisted the ravages of time. In short, Egyptian monuments and temples, such as the pyramids at Giza, are symbolic representations of Egyptian national identity. They represent an incredible cultural heritage of ancient Egypt, inspiring modern Egyptians and attracting visitors from around the world. These magnificent buildings are living testimony to the genius and wisdom of the ancient Egyptian civilization and will become important cultural and historical landmarks for six generations to come.

Indeed, Egyptian history has played an important role in strengthening national pride and unity in Egypt. Egypt has a long history dating back thousands of years, with great achievements in architecture, art, science and politics. This rich history is used to remind the Egyptians of their glorious heritage and their role in building their modern nation. One of the most famous periods in Egyptian history is the Pharaonic Period, where great civilizations flourished along the Nile. Giza's pyramids, impressive temples and elaborate tombs testify to this era of genius and grandeur. Ancient Egypt produced legendary kings and queens like Ramesses II and Cleopatra whose exploits are still celebrated today.

Egyptian history also includes periods of foreign conquest and domination, including the Roman occupation and European colonization, but Egypt was one of the

first countries in Africa and the Middle East to gain independence from European colonial rule. This struggle for independence has been led by national heroes, the most symbolic being Gamal Abdel Nasser, president of Egypt from 1956 to 1970 who is considered one of the founding fathers of modern Egypt. He led the Egyptian revolution in 1952, overthrowing the monarchy and establishing a republican government. Nasser was a charming leader who backed Egyptian pan-Arabism and independence from Western and colonial powers. Nasser also played a key role in the nationalization of the Suez Canal in 1956, which strengthened Egyptian national pride and sense of independence. This act of courage was a turning point in the history of the country, for it showed the world that Egypt was determined to defend itself and its national interests.

The achievements of Gamal Abdel Nasser and other national heroes are often celebrated in Egypt. Memorials, festivals and activities are held to commemorate their role in the country's history and inspire future generations. Nasser's speech and political ideas continue to resonate in the collective Egyptian consciousness, symbolizing the struggle for independence, national sovereignty and dignity.

The use of Egyptian history to reinforce national pride and cohesion has been a real asset in unifying the Egyptian people around a common goal. Egypt has an ancient and rich history dating back thousands of years. It is marked by monumental achievements such as the construction of pyramids, the emergence of powerful kingdoms such as the Old and New Empires, as well as significant contributions in the fields of science, architecture, writing and art. By showcasing this historic heritage, Egyptian leaders have succeeded in instilling a sense of pride and belonging among Egyptians by connecting them to a strong and lasting collective identity. This helped to create a sense of unity and national solidarity that transcended social, political and religious divisions.

In addition, the use of Egyptian history as a tool for national cohesion has also served to mobilize the people around common objectives, such as the preservation of cultural heritage, economic development and the affirmation of national sovereignty.

By referencing the glorious achievements of the past, leaders were able to inspire Egyptians to work together to build a better and more prosperous future.

However, it is important to note that the use of history for political purposes may also be a subject to manipulation and instrumentalization. In some cases, this can lead to a selective or exaggerated view of history, neglecting more complex or problematic aspects. It is therefore essential to adopt a balanced and objective approach to history in order to preserve its use as a tool of cohesion and national pride. In short, Egyptian mythology, ancestor worship, national monuments and heroes all played an important role in shaping Egyptian national identity. These elements were used to reinforce national pride and cohesion, and to remind Egyptians of their role in the history of their country.

2.4. Influence of Mythology on Tourism and Branding in Egypt

Tourism in Egypt has undoubtedly played an important role in the country's economy, and the discovery of Tutankhamen's tomb in 1922 was a major event in the region's development. "Mythology plays a significant role in the branding and marketing of tourism in Egypt, with iconic figures such as Cleopatra and King Tutankhamun being used to promote the country's ancient heritage" (Lubna & El-Bassiouny, 2020, p. 66). This spectacular archaeological monument sparked worldwide interest in ancient Egyptian civilization and the unique cultural and historical treasures that Egypt has to offer drew attention when British archaeologist Howard Carter discovered the nearly intact tomb of the young pharaoh Tutankhamen, with valuable artifacts and full antiquities. The news of this discovery spread rapidly around the world, creating an unprecedented level of excitement and interest in ancient Egypt. International media coverage of the event attracted the attention of many audiences and the trip to Egypt was in high demand.

This discovery attracted Egyptian tourists from all over the world who wanted to explore the country's pyramid spectacular variety, magnificent temples and other amazing archaeological sites they enjoyed seeing. The Egyptian government

immediately recognized the importance of tourism and actively worked to develop the tourism sector in the country. Archaeological sites have been rehabilitated, museums and tourist attractions had been built to welcome tourists. Luxury hotels, Nile cruise companies and travel agencies have sprung up to cater to the growing tourist demand. Tourism in Egypt has grown steadily over the past decades, attracting millions of tourists every year.

Tourism revenue plays an important role in the Egyptian economy, contributing to job creation, infrastructure and export earnings. However, it is important to note that Egypt's tourism industry has also faced challenges over the years. Political unrest, unstable seasons and security concerns sometimes prevent tourists from visiting the country. Terrorist attacks and political upheaval have severely affected the tourism industry, resulting in fewer visitors. Despite these challenges, Egypt has continued its efforts to promote tourism and strengthen tourist security.

Strengthened security measures were mess in place, and authorities worked in cooperation with travel agencies and peacekeepers to improve the situation. Egypt recognizes that the importance of tourism to its economy and prices of considerable measures put to attract travelers and assure their safety. For the first time, the Egyptian government has intensified its policies in the most popular tourist destinations in the country. Additional teams have been deployed to patrol the sites and assure tourist protection. Strict measures have been put in place at airports, ports and borders to prevent unwanted entry.

In addition, the Egyptian authorities have traveled in cooperation with travel agencies and foreign countries to share information and meters in place of security protocols. Campaigns have been undertaken to inform passengers about the precautions to be taken and the safety measures in place. Tourism professionals were trained to help them better manage emergency situations and meet the needs of tourists. Egypt equally sought to diversify its tourist offer to attract a larger number of tourists.

Development projects have been initiated to improve tourism infrastructure, especially the construction of new hotels, restoration of historic sites and new attractions. Policies have been developed to promote cultural tourism, ecotourism and adventure travel, thus offering a wide range of experiences for travellers. Despite facing numerous challenges, Egypt has successfully rebuilt its reputation as an appealing and secure tourist destination. Over the years, tourism figures have displayed a consistent increase, highlighting the restored trust of visitors. Egypt has dedicated substantial efforts to uphold and reinforce this recovery, with a primary focus on ensuring the safety and positive experiences of travelers.

In conclusion, Egypt has demonstrated its unwavering dedication to promoting tourism and prioritizing visitor safety. By implementing enhanced security measures, fostering close collaboration with travel agencies and foreign countries, and diversifying its tourism offerings, Egypt has effectively attracted a growing number of travelers. This remarkable recovery not only signifies Egypt's renewed confidence in its destination but also showcases its enduring commitment to the tourism industry. Egypt is a country that holds an extraordinary amount of cultural and historical significance. Its magnificent monuments stand as prominent attractions for tourists, showcasing the country's rich heritage.

One of the most renowned sites is the Pyramids of Giza, which are counted among the Seven Wonders of the Ancient World. These grand structures were constructed more than 4,500 years ago as tombs for pharaohs and their entourage. Another must-visit destination in Egypt is Luxor, situated on the east bank of the Nile in the historic city of Thebes. Luxor is home to a vast complex of temples, including a magnificent cathedral dedicated to the god Amon Re. The site encompasses structures from various periods of Egyptian history, comprising temples, hypostyle buildings, and other architectural marvels. Visiting Egypt allows travelers to immerse themselves in the awe-inspiring beauty and historical significance of these remarkable sites. The Pyramids of Giza and Luxor's temples serve as testaments to Egypt's ancient civilization and continue to captivate visitors from around the world.

The Valley of the Kings is also a fascinating place for tourists who want to experience the ancient history of Egypt. The valley was located on the west bank of the Nile at Luxor and was the burial place of the 18th to 20th pharaohs. More than 60 tombs have been discovered in the valley, including the tomb of the most famous pharaoh, Tutankhamen. Apart from these sights, Egypt has many other historical and cultural attractions, such as the mosques of Abu Simbel, Cairo museums and cities with busy market. The beauty of Egyptian history and culture attracts millions of visitors each year, and the tourism industry is an important source of income for the country.

However, too many tourists, pollution and time are ruining these historical sites. It is therefore important to ensure their preservation for future generations. Despite these challenges, Egypt's iconic landmarks continue to inspire and amaze visitors from around the world. There is no doubt that the influx of tourists into Egypt has had a significant impact on the country's economy. Revenue from tourism accounts for a significant portion of Egypt's gross domestic product, contributing to job creation, economic growth, and the priority of tourism policy, tourism revenue plays an important role in creating jobs in the Egyptian.

The tourism industry is a labor-intensive industry, offering employment opportunities in a variety of skills. Hotels, restaurants, travel agencies, tour guides and many other tourism related businesses are actively recruiting to meet the growing demand from tourists. This helps in reducing unemployment and improving the economic status of locals. In addition, tourism revenue contributes to the growth of the Egyptian economy. The money spent by domestic tourists circulates in the local economy, stimulating businesses. Tourism spending on hotels, restaurants and shops benefits local businesses and small businesses, contributing to local and national economic growth. In addition, tourism revenues are used to invest in other key sectors such as infrastructure, transportation and public services, which contribute to the strength of the overall economy and increase the demand for tourist products when tourists arrive. The hotels, resorts, historical, cultural sites, and recreational facilities are developed and improved to meet the needs of tourists. This stimulates investment

in the construction and maintenance of tourism infrastructure, creates opportunities for new business development.

The tourism sector has a positive impact on other related sectors. Transportation companies such as airlines and shipping lines benefit from the increasing number of tourists seeking travel packages. Travel agencies and tour operators are seeing their operations grow, providing additional revenue streams for these businesses. However, it is important to recognize that over-reliance on tourism can also lead to complications. Changes in the tourism industry, such as political crises, security concerns, or epidemics, can negatively affect the Egyptian economy by reducing the number of tourists and that is why it is important for Egypt to diversify its economy and build jobs encourage others to reduce the excess - relying on tourism.

The influx of tourists to Egypt has had a significant impact on the economy of the country. Tourism earnings contribute to employment, economic development and viable tourism policy. Moreover, the tourism industry plays a valuable role in the promotion of Egyptian culture around the world. However, the influx of tourists presents some challenges and problems.

Egypt is a country with unique cultural and historical heritage, including pyramids, temples and archaeological sites. Over the years, the number of tourists attracted by this ancient treasure and its beautiful landscape has been increasing. The economic impact of tourism in Egypt is undeniable. Tourist earnings have created jobs in various sectors such as hotels, restaurants, travel and tourism sectors. Revenue from tourism has also been used to finance infrastructure projects, such as the construction of new hotels, roads and airports, thus boosting the country's economy. In addition, the tourism industry plays an important role in the promotion of Egyptian culture. Visitors from around the world have the opportunity to experience thousands of years of Egyptian history, visit famous museums and participate in traditional games. This helps to spread and preserve the country's cultural richness, while strengthening its reputation as a major tourist destination. But the influx of tourists can also pose challenges. For example, it can put pressure on natural resources and historic sites,

jeopardizing their long-term preservation. Furthermore, over-reliance on tourism can make the economy vulnerable to changes in the global tourism market, political crises or natural disasters, which can have negative consequences for the country; hence the importance of Egypt finds a balance between promoting tourism and preserving natural and cultural heritage.

This can be done through effective policies and programs, such as limiting the number of visitors to certain areas, promoting sustainable and responsible tourism, and diversifying the economy to isolate is attributed to excessive tourism. Although the influx of tourists has had a significant impact on the Egyptian economy by contributing to employment, economic growth and tourism infrastructure development, it is important to ensure that this is done in a sustainable manner permanent and balanced. The Egyptian government understands the importance of tourism to the country's economy.

Egypt has a wealth of incredible cultural and historical heritage, making it a popular destination for travelers from all over the world. Tourist attractions such as the Pyramids of Giza, the Temples of Karnak, the Valley of the Kings and the Egyptian Museum in Cairo attract millions of visitors every year. The Pyramids of Giza, near Cairo, are widely recognized as iconic landmarks of Egypt. Dating back more than 4,500 years, these impressive structures are among the oldest and largest man-made structures in history. A glory of ancient Egyptian civilization, they attract visitors with stunning architecture and mysterious historical significance.

The Karnak Temples at Luxor are a unique part of Egypt's cultural heritage. They are considered one of the best-preserved cathedrals in the world. The complex houses many temples and shrines were built in honor of Egyptian gods. The majestic columns, obelisks and impressive carved inscriptions are all testimony to the advanced artistic and technological prowess of the period. Besides Karnak, Luxor also has the Valley of the Kings. The valley was the resting place of many Egyptian pharaohs, including the famous Tutankhamun. Decorated with intricate ornaments and

containing ancient treasures, these tombs provide a fascinating glimpse into ancient Egyptian life and religious beliefs.

The Egyptian Museum in Cairo is one of the largest museums in the world and houses an impressive collection of Egyptian artifacts. Treasures such as Tutankhamen's funeral mask and royal remains attract visitors from all over the world. The museum plays an important role in the preservation and presentation of Egyptian heritage. Apart from these highlights, Egypt is full of other cultural and historical treasures. The temples of Abu Simbel, the oases of the Western Desert, ancient cities like Luxor and Aswan, and Nile ferries are all unique experiences that attract history, archeology and culture enthusiasts. The Egyptian government has taken steps to promote tourism and has attracted many visitors. They invested in tourism infrastructure, hotel businesses and archaeological sites. Marketing campaigns have been launched to promote Egypt as a safe and tourist destination.

Tourism in Egypt contributes significantly to the country's economy by creating jobs, earning income and promoting infrastructure development. Egypt is famous for its rich culture, ancient history, famous archaeological sites like the Giza Tower, the Valley of the Kings and the Pyramids. These tourist destinations attract millions of visitors from all over the world every year. The Egyptian tourism industry covers a wide range of sectors including accommodation, food, travel, leisure and handicrafts. Tourism demand encourages job creation in these areas, creating employment opportunities for local communities.

The tourism industry includes hotels, restaurants, travel agencies, airlines, tour guides and travel companies. In addition to creating jobs, tourism also generates significant revenue for the Egyptian economy. Tourism costs, such as accommodation, food, souvenirs and guided tours also contribute to the growth of the service. In addition to using tourism revenues to promote other economic sectors such as infrastructure, education and health, which contribute to the overall development of the country, tourism in Egypt plays an important role in infrastructure development. The influx of tourists leads to investments in the construction of new hotels,

restaurants, resorts and other tourism facilities. These developments help improve the quality of tourist services and strengthen the country's attractiveness as a tourist destination.

In addition to creating jobs, tourism also generates significant revenue for the Egyptian economy. When visitors spend money on accommodation, food, souvenirs and guided tours, they contribute to the growth of the service. These tourism expenditures are valuable because they can be invested in other sectors of the economy, such as infrastructure, education and health, which ultimately boost the country's overall growth.

Moreover, it plays an important role in the development of Egyptian tourism infrastructure. The influx of tourists leads to investments in the construction of new hotels, restaurants, resorts and other tourism facilities. These developments not only improve the efficiency of the tourist industry but also enhance the country's appeal as a tourist destination. The government has implemented several major marketing initiatives and campaigns to promote Egyptian treasures and attract tourists from around the world. These efforts aim to promote Egypt as a cultural and historical destination of choice through its archaeological sites, highlighting museums, traditions and rich culture. Investments made in the restoration and preservation of major archaeological sites such as the Pyramids of Giza, the Temples of Karnak and the Valley of the Kings.

Considerable efforts have also been made to improve the surrounding tourist infrastructure, such as roads, hotels and sanitation facilities to provide a pleasant tourist experience. In addition, Egypt has organized international tourist exhibitions, showcasing its cultural and historical treasures from renowned Egyptian museums such as the Egyptian Museum in Cairo enabled international visitors to appreciate some of the rich history of Egypt in their country. This exhibition these types featured lectures and presentations by Egyptologists, providing comprehensive insights into Egyptian culture. At the same time, the Egyptian government joined forces with travel agencies and airlines to promote attractive travel deals to Egypt.

Advertisements went viral, highlighting Egyptian attractions such as Nile cruises, Red Sea swimming and desert oasis tours. These marketing campaigns have been rolled out on television, social media and travel sites around the world to reach a wider audience.

Moreover, Egypt has also promoted its rich culture by highlighting its musical traditions, food and festivals. Cultural events were held in different parts of the country, where visitors could enjoy traditional Egyptian music, sample local food and participate in festive celebrations. These events provided tourists with an exposure to Egyptian culture in a great way and made lasting memories. In recent years, Egypt has invested significant efforts in positioning itself as a preferred cultural and historical destination. Through extensive marketing initiatives and campaigns, the country has successfully captured the attention of travelers worldwide and bolstered its tourism industry. These endeavors have focused on restoring and preserving archaeological sites, promoting cultural treasures, and enhancing tourism infrastructure. As a result, Egypt has emerged as a compelling choice for travelers seeking rich cultural experiences and historical exploration.

A key feature of this program has been the restoration and preservation of archaeological sites. Egypt is known for its impressive monuments and pyramids such as the Pyramids of Giza, the Sphinx and the Valley of the Kings. These fascinating historical sites have been restored to preserve their beauty and integrity, providing visitors with an authentic and immersive experience. In addition to restored sites, Egypt has also showcased its cultural treasures. The country is filled with renowned museums, such as the Egyptian Museum in Cairo, which has an extensive collection of ancient Egyptian artifacts including treasures from Tutankhamun's tomb. These museums and their unique collection has created a world of interest for history buffs and cultural enthusiasts around.

Along with preserving cultural heritage, Egypt has invested in improving tourism infrastructure. Generally, construction and renovation projects have been

undertaken to upgrade hotels, roads, airports and tourist attractions. This made passengers feel welcome and comfortable, promoting a positive travel experience.

In addition, Egypt has worked to promote its cultural richness through large-scale marketing campaigns. Advertisements, online campaigns and special events were organized to highlight the country's tourist destinations. These efforts have brought the wonders of Egypt to travelers around the world, inspiring them to choose this place for their adventures. Egypt continues to participate in these initiatives to maintain its status as a cultural and historical center. The Egyptian authorities work closely with heritage experts, cultural institutions and tourism officials to ensure the preservation and promotion of the country's heritage. Through these collective efforts, Egypt is able to accommodate an increasing number of tourists each year, and contributes to economic growth and global recognition of the country's culture wealth. To reinforce its image as a safe and enjoyable destination for travelers from all over the world, Egypt has organized several tourism fairs, exhibitions and seminars. These events provided a good platform to showcase Egyptian tourists that they are different.

Exhibitors had the opportunity to present the country's historical and cultural wonders such as the Pyramids at Giza, the Temples of Luxor, the Valley of the Kings, archaeological sites in Alexandria and many famous coastal residences as Sharm El Sheikh and Hurghada, whose striking whiteness indicated sandy beaches and coral reefs. These meetings also served as a platform for collaboration with the international tourism industry.

The Egyptian authorities worked closely with travel agencies, airlines and travel agents to develop attractive deals and comprehensive itineraries. These partnerships can offer travelers from all over the world a unique tourism experience in Egypt, making it easier to book flights, accommodation and guided tours. If the country's tourist attractions are promoted, that meeting these types emphasized Egypt's security policies for peaceful visitors.

Presentations and discussions were held to inform the participants about the security measures in place at tourist attractions, hotels, travel centers and other tourist

attractions. The goal was to ease travelers' concerns and reassure them about the safety of their stay in Egypt. These efforts have succeeded in building Egypt's reputation as a safe and attractive destination for tourists. The events received a great deal of attention from the international media, resulting in favorable coverage of Egyptian tourist destinations and measures taken to ensure tourist safety led to a significant increase in international tourism to Egypt. They gave new life sen. Trade shows, exhibitions and events play an important role in promoting Egypt as a safe and attractive tourist destination. Through these initiatives, Egypt has been able to attract more tourists from around the world, as well as cooperate with key players in the tourism industry and cement its position as a must-see tourism gem.

In addition, the Egyptian government has taken steps to enhance tourist safety. Considerable efforts have been made to increase policing in tourist areas and implement modern security measures. Measures have also been taken to raise local awareness of the importance of tourism and its positive impact on the national economy. By promoting tourism, the Egyptian government aims to stimulate the country's economy by creating jobs, attracting foreign investment, and generating revenue from tourism expenditures. The tourism industry plays an important role in Egypt's economic growth in and helps diversify its economy.

The COVID-19 pandemic has greatly affected the tourism industry worldwide, including Egypt. Due to travel restrictions, closures of popular tourist spots, and concerns about safety, there has been a significant decline in the number of tourists visiting the country. However, despite these difficulties, the Egyptian government is determined to focus on sustainable tourism and continue promoting Egypt's remarkable attractions to travelers globally. Egypt boasts a wealth of historical treasures and a unique cultural heritage, including iconic sites like the pyramids of Giza, the Valley of the Kings, the temple of Abu Simbel, and numerous others.

To attract tourists, Egypt implements measures to ensure their safety and well-being. According to international guidelines, hotels, tourist attractions and tours are

equipped with strict health and safety measures. This is to reassure travelers and ensure a safe and enjoyable experience during their stay in Egypt.

In addition, the Egyptian government promotes sustainable tourism, encourages environmentally friendly practices and preserves historic and natural sites. Some initiatives are also undertaken to promote rural and local tourism, and enables visitors to witness the daily lives of local people and contribute to local economic development. Egypt is also being actively promoted as a tourist destination. World-class marketing campaigns are launched in Canadian tourist destinations in order to attract potential travelers. They use social networks, tourist fairs and other communication channels to showcase the wonders of Egypt and engage travelers. Despite the challenges of the current pandemic, Egypt remains optimistic about the future of its tourism industry. Visitor numbers are expected to slowly recover as international travel resumes and health conditions improve. Egypt is set to establish itself as one of the top tourist destinations in the world, offering travelers a unique and unforgettable cultural experience.

Despite the COVID-19 pandemic severely affecting Egypt's tourism industry, the Egyptian government is determined to prioritize sustainable tourism development and showcase the country's exceptional treasures. They are implementing security measures, launching sustainable development initiatives, and maintaining promotional efforts to encourage travelers from across the globe to visit Egypt and rejuvenate its tourism sector.

Additionally, tourism has been used as a promotional tool to promote Egypt's image abroad. Egyptian authorities have carefully preserved and restored tourist attractions that have highlighted cultural and historical aspects of the country to attract tourists and strengthen Egypt's influence on the world stage, building on the rich and diverse heritage of ancient Egypt emphasize. However, it is important to note that the Egyptian tourism industry has also faced challenges and ups and downs. Security concerns, political unrest and safety concerns sometimes discourage tourists from

visiting the country. For example, the 2011 Egyptian revolution and subsequent terrorist attacks negatively impacted tourism.

However, despite these challenges, Egypt has also managed to attract tourists again with its promotions and enhanced security. Tourism in Egypt has played a crucial role in boosting the country's economy. It has been a major source of revenue, job creation, and has spurred the development of tourism infrastructure. Egypt's remarkable monuments, including the pyramids of Giza, the Sphinx, and the temples of Luxor and Abu Simbel, have been significant attractions for travelers from all over the world. These iconic sites of ancient Egypt have fascinated and captivated the imaginations of history enthusiasts, archaeologists, and adventure-seekers alike.

Apart from these famous landmarks, Egypt offers a diverse range of historical sites, such as the tombs in the Valley of Kings, the temples of Karnak and Hatshepsut, and numerous museums that house invaluable ancient treasures. River cruises, which allow tourists to explore the picturesque landscapes and ancient remains along the river, are also extremely popular. Tourism in Egypt has ebbed and flowed over the years, but there is no denying that the industry has brought significant economic benefits to the country.

Tourism earnings have contributed significantly to the growth of the Egyptian economy by building industries as hotels, restaurants, tours and by supporting local crafts. Many Egyptians are directly or indirectly involved in the tourism industry, working as tour guides, drivers, hotel staff, or souvenir vendors. The neighborhood provided local jobs and income, helping to lower unemployment and improves quality of life. To support the tourism industry, Egypt has also invested in infrastructure needed to welcome tourists. New hotels, resorts and developments were built in historic areas to ensure a quality travel experience and meet tourist expectations.

However, it should be noted that political unrest and periods of regional turmoil have affected tourism in Egypt, resulting in a drop in tourist numbers but the Egyptian government took measures to promote tourism and ensure the safety of travelers, and contributed to the gradual recovery of the region. A major economic driver that created

jobs and encouraged the development of tourism infrastructure Egyptian monuments, symbols of the country's history and culture, continue to attract and contribute to tourists from around the world. Egypt gains an international reputation as a must-see tourist destination.

2 Mythological Themes in Egyptian Economic Development

Economically speaking, ancient Egypt was intimately connected with mythology and religion. Egyptian life was intensely religious, and mythology was an integral part of everyday Egyptian life. These religious beliefs greatly influenced economic activities at the time. One of the ways in which myth influenced the Egyptian economy was through agriculture. Egypt was a great agricultural society, the Egyptians relied on the annual flooding of the Nile River to fertilize the soil and ensure abundant crops. The Egyptians believed that these floods were the result of the work of the Nile god Joy. So sacrifices and rituals were performed to satisfy the god and bless the flood.

This close relationship between myth and agriculture shows how the Egyptians used their religious beliefs to control and manage their agricultural economy. Egyptian mythology also influenced commercial and economic activities related to natural resources. The Egyptians believed in many gods and goddesses associated with specific elements of nature, such as earth, water, minerals, etc. For example, the god Ptah was regarded as the god of craftsmen and industry, while the goddess Hathor was the gold mining associated with metallurgy.

The Egyptians offered sacrifices and prayed to these gods for blessings and prosperity in economic activities involving natural resources. Furthermore, Egyptian mythology had a significant impact on the monetary system during that period. The Egyptians employed coins known as "debens" for their trading activities. The worth of these coins was frequently connected to religious and mythological symbols. For instance, certain coins may have contained inscriptions or depictions of Egyptian deities, thus imbuing the coin with religious significance and reinforcing the connection between economic matters and mythology.

In short, Egyptian temples played an important economic role in the life of the period. Temples were religious places where the Egyptians worshiped their gods and goddesses. Gifts and offerings were made to the temples, including agricultural crops, livestock and valuables. These donations enriched the temples, which later played an economic role as centers for the redistribution of these resources. These resources were administered by priests and clerics and were used to support economic activities such as the construction of monuments, the subsidy of agricultural projects and the holding of festivals. In Egyptian mythology, gods and goddesses were closely associated with nature and played an important role as dispensers of this wealth. Each god had distinctive attributes and was revered for his ability to influence and control aspects of nature, with direct influence in the economic activities of the time. Take the example of Osiris, one of the most important figures in Egyptian mythology. He was believed to be the supreme god of birth and death caused by plants.

Osiris was closely associated with the fertile agricultural land and played an important role in the growth of crops. His death and resurrection symbolized the growth cycle of plants, his death represented the harvest, his resurrection symbolized the rebirth of plant life. The Egyptians attached great importance to agriculture, which was and believed in the basis of their economy that Osiris plays an important role in the prosperity of their land. Hathor was a significant deity in Egyptian mythology, and she was often associated with love, beauty, music, dance, and alcohol. These characteristics were closely tied to the economic activities of that time. Hathor was considered the guardian of music and dance, which played prominent roles in religious celebrations and festivities. Music and dance were also connected to agricultural rituals, during which the Egyptians celebrated bountiful harvests.

Additionally, Hathor was commonly depicted as the goddess of alcohol. The production of alcoholic beverages, including beer, held great value in Egyptian society, and it was consumed by the population on a daily basis. The manufacturing and distribution of alcohol were vital economic activities, and Hathor was regarded as the protector of these industries. In Egyptian mythology, the gods and goddesses were believed to have control over and provide the natural resources. They had the power to

influence the elements of nature and regulate its cycles, which directly affected economic activities during that time.

These activities mainly revolved around agriculture, music, dance, and alcohol production. The Egyptians worshipped these deities and offered prayers and offerings to them, hoping to receive their blessings and support for the overall economic prosperity and well-being of society. In ancient Egypt, agriculture was of the utmost importance because of its close association with the blue wheel. It was considered a divine gift from the god Happy, who fertilized the land around the Nile and ruled it with annual floods. The Egyptians believed that the gods controlled the Nile floods, so in order to get a bountiful harvest; they had to appease the gods with rituals and sacrifices. Every year when the Nile flooded their beds, they poured fertile pools pour the soil of the surrounding areas. This enabled farmers to plant their fields and produce more crops. The Egyptians depended on the constant flooding of the Nile River for their livelihood. To honor the gods, the Egyptians held rituals and religious ceremonies to ensure the Nile's predictable behavior. They built temples and altars dedicated to Happy and other blue gods like Osiris and Isis.

Priests played an important role in these ceremonies, and it was the pharaoh who often participated in these ceremonies as representatives of the gods on earth, sacrifices to the gods varied, from agriculture, animal sacrifices and valuables. The Egyptians believed that these sacrifices expressed gratitude to the gods and encouraged them to continue the beneficial floods. Priests and farmers also prayed to the gods to show favor during the impending flood. The ancient Egyptians had a strong connection between agriculture and religion, which demonstrated the significant role agriculture played in their society. They recognized that their survival relied on the predictable flooding of the Nile River and made efforts to please the gods responsible for these floods.

By understanding their natural surroundings and implementing advanced farming techniques, the ancient Egyptians successfully built a thriving civilization that

has endured for thousands of years. Trade was central to the ancient Egyptian economy and played a key role in trade with other parts of the eastern Mediterranean.

The Egyptians were known for trading various commodities such as wheat, barley, flax, gold and jewelery in exchange for imported goods and luxury goods. The main trade routes of ancient Egypt were the Nile and the Mediterranean Sea. The Nile was a major transport route, allowing goods to be transported from the fertile agricultural regions of the country to coastal ports such as Alexandria and then by sea to other parts of the eastern Mediterranean such as Crete , Greece, Syria and Anatolia.

The Egyptians developed trade relations with the region's diverse cultures and peoples, fostering trade and economic growth. They brought such things as precious timber, metals, precious stones, spices, frankincense, and exotic textiles. In return, many agricultural commodities such as wheat and barley, as well as gold and flax natural resources were exported to nearby areas. The goddess Hathor enjoyed a prominent position in the Egyptian temple as protector of traveling merchants. It was often associated with trade, exchange and abundance. The Egyptians trusted his kindness in trade and sought his protection to ensure the success of their businesses. Temples dedicated to Hathor were often financial centers, where merchants met to make deals and negotiate. Trade caravans were common in ancient Egypt as well, connecting the country with such distant places as Arabia, Nubia, and the Red Sea, thereby facilitating international trade Caravans carried incense, perfumes, and goods. The Egyptians traded with other parts of the eastern Mediterranean in various forms, which led to cultural and economic exchanges.

The goddess Hathor was worshiped as a traveler and merchant with a guardian who symbolized the importance of trade and exchange in ancient Egyptian society. Priests played an important role in the economy of ancient Egypt and had great influence. As trustees of the temple, they were responsible for the vast wealth accumulated in faithful and charitable donations of land and property. Egyptian temples were more than places of worship. They were also thriving economic centres. The priests used the land of the temples to grow crops and raise livestock. These

agricultural activities produced large surpluses which were then stored in church vaults. The clergy exercised some control over trade and economic exchange. Temples were often placed in scenic locations, such as river ports or commercial centers, allowing them to take advantage of the flow of goods. They could levy taxes on commercial transactions and have their own commercial fleet to engage in international trade.

Moreover, temples were places of learning and knowledge. Often the only scholars in Egyptian society were the priests who specialized in sophisticated calligraphy. This gave them new power in that were able to keep accurate records of financial transactions, gifts and assets accumulated by the temples. In short, in the ancient Egyptian economy, priests played an important role as stewards of temples and accumulated wealth. Temples served as both religious and economic centers, where priests maintained agricultural surpluses, conserved resources and redistributed them when needed. The priests also controlled trade, were involved in economic reforms and possessed written knowledge, which gave them considerable power in Egyptian society. In ancient Egypt, mythology played an important role in everyday life, including in the economic aspects of society. The Egyptians believed that gods and goddesses were powerful beings who controlled all aspects of life, including the economy.

2.1 Business ventures centered around Egyptian mythological narratives

Agriculture was an important part of the Egyptian economy, as the Nile River was an important source of water and crops for the surrounding agricultural lands. The Egyptians believed that the god Happy was responsible for the annual flooding of the Nile, which brought enough nutrients to the soil and favored abundant crops so farmers worshiped Happy and prayed and performed rituals to ensure the Nile continued to feed them. This belief reinforced the connection between folklore and agriculture, emphasizing the importance of worshiping gods to ensure economic prosperity. Trade in ancient Egypt was greatly influenced by their mythology.

The goddess Hathor held a special place as the patron deity of commerce and prosperity. Merchants and traders paid tribute to Hathor by offering prayers and gifts, seeking her blessings for successful journeys and fruitful exchanges. This reverence for Hathor reflected the belief that the gods played a role in commercial affairs, and that their favor could positively impact economic activities. Furthermore, Egyptian mythology also influenced resource management.

The god Ptah, regarded as the creator of all things, including wealth and natural resources, held significance in this context. The Egyptians believed that Ptah had granted humans access to these resources, emphasizing the importance of responsible usage to maintain balance and prosperity. Rituals and prayers dedicated to Ptah aimed to ensure sustainable management of natural resources, ensuring their continued abundance. In summary, Egyptian mythology not only shaped the religious and spiritual beliefs of the people but also had practical implications in their economic activities.

The veneration of Hathor demonstrated the recognition of divine influence in trade, while the worship of Ptah emphasized the necessity of responsible resource management for ongoing prosperity. In summary, Egyptian mythology had a profound economic impact on the period. The beliefs and rituals associated with Egyptian gods and goddesses were incorporated into activities of agriculture, commerce, and consumption. Egyptians worshiped these gods in hopes of bringing prosperity and wealth to their daily lives, and they were recognized as influential forces in economic activities.

In Egyptian mythology, commerce as we know it today did not really exist. However, there were elements of communication and propaganda used to influence society and shape religious beliefs. One of the main ways the Egyptians promoted their gods and goddesses was through temples. Temples were important religious places where rituals were performed and people came to offer sacrifices to the gods.

Churches were also social, political and economic meeting places, making them centers of influence. Priests and priestesses performed a key position within the

promotion of divinities. They had been guardians of non-secular understanding and acted as intermediaries among gods and people. They used their religious authority to spotlight divinities, inform mythological memories and give an explanation for the importance of worship. Their role becomes to convince human beings of the significance of worshipping the gods and taking part in rituals. Pharaohs had been also central figures within the promoting of spiritual beliefs. As political and religious leaders, they have been considered representatives of the gods on the planet. Their actions have been often presented as being supported or stimulated via the gods, for the reason of reinforcing their fame and Legitimacy.

Pharaohs extensively utilized non secular symbols and public rituals to assert their authority and sell adherence to Egyptian ideals. Hieroglyphs, pictorial writing used throughout the Egyptians, were another important form of communication. Inscriptions on temples, tombs and stelae furnished information about gods, rituals and mythological stories. These texts were often accompanied by symbolic that reinforced the message and made it more memorable. Although modern leisure marketing often focuses on marketing strategies aimed at promoting products or services, in ancient Egyptian society the promotion of gods and religious beliefs was profitable on the political legitimacy, social cohesion and conservation of the universal order. In short, though the ancient Egyptians had no formal education devoted to trade, they used various methods of communication and propaganda to influence society and shape religious beliefs. They saw the importance of temples, priests, pharaohs, and religious texts are necessary to achieve this end. These factors played an important role in spreading messages, establishing authority, and influencing the beliefs and practices of the Egyptian people.

In ancient Egyptian mythology, pharaohs and gods employed various means of communication and marketing to consolidate their power and shape society. The pharaohs, who were regarded as living gods, cleverly leveraged this belief to reinforce their authority and establish their legitimacy as rulers. They employed monumental images and sculptures that prominently showcased their divine stature and immense power. These depictions served to reinforce the notion of the pharaoh as a divine

being, evoking reverence and loyalty from the Egyptian people. The ancient Egyptian pharaohs used inscriptions and memorials to celebrate their military victories and territorial conquests.

These accounts of their triumphs were designed to inspire the pride and loyalty of the Egyptian people towards their leaders. The pharaohs wanted to create the impression that they were invincible and always successful in order to maintain balance and social unity in Egyptian society. These praised stories were closely tied to the religion and politics of the time. They were employed to support social order, reinforce the authority of the pharaoh, and strengthen faithfulness to the Egyptian religion. However, it is worth noting that ancient Egyptian society was diverse and included individuals with different religious beliefs and practices, even though the power and influence of the pharaohs were predominant.

The gods and goddesses worshiped by the ancient Egyptians were numerous in Egyptian mythology. Each god had a unique role and characteristics, and the Egyptians believed that interactions with these gods and goddesses affected their daily lives. The most important god in Egyptian mythology was the god of sun, Re or Re-Atum- who is considered the creator of the universe and the king of the gods. The sun was believed to be his eye and he rose every morning and slept every night. The solar cycle was very important to the Egyptians, as it marked the seasons and influenced agriculture. Another major deity is Osiris, the god of death and rebirth. He was the judge of souls and presided over the divine court in which the souls of the dead were weighed and their fate determined in the afterlife. Osiris was often depicted as a murdered man wearing the white crown of Upper Egypt, symbolizing his role as ruler of the dead. The goddess Isis also played an important role in Egyptian mythology.

She was the wife of Osiris and the mother of Horus, the god of the vultures. Isis was believed to be in charge of motherhood, magic and childbirth. Her wings were often extended, symbolizing her protective power. Egyptian mythology also includes other important gods and goddesses such as Hathor, the goddess of love and beauty;

Thot the god of wisdom and writing; Bastet, the protective wolf goddess; And Anubis, is the god of oil, and the judgment of the soul. The Egyptians believed that they were descendants of the pharaonic gods and played an important role for the divine order that remained on earth as mediators between the pharaonic gods and Egypt. They participated in religious rituals and were obliged to satisfy the gods through ceremonies and sacrifices. Egyptian religion has also influenced other aspects of the life of ancient Egyptians, such as architecture, art and literature. Egyptian temples were determined to specific pantheon and served as places of worship and ceremony.

Egyptian hieroglyphs, a form of depictive writing, were used to record religious texts and hymns to the gods. Egyptian mythology was deeply embedded in ancient Egyptian life. Gods also played an important role in the daily lives of the Egyptians, worship and honor were necessary to maintain cosmic order and ensure the prosperity of the nation. The Egyptians believed their gods to be powerful and benevolent able beings affect all aspects of life from abundant harvests to creating protection against evil forces. Complicated and regular rituals are performed to obtain them. Priests and priestesses played an important role in imparting religious teachings and performing these sacred rituals.

In addition, Egyptian mythology provided a comprehensive cosmological view of the world, including accounts of the creation of the world, the eternal cycle of life and death, and the intimate relationships between gods and mortals. Ancient Egyptian society was indeed hierarchically organized, with the pharaoh at the top of the social pyramid. Pharaoh was considered a living god and was worshiped as such. He was in direct contact with God and man, acting as divine mediator. Pharaoh's main role was to maintain the cosmic order of Matt who represented the harmony and balance of the universe, and the pharaoh was responsible for protecting this divine order. He was regarded as a promise of justice, truth and social security. As the representative of the gods on earth, the pharaoh also looked after the welfare of his people. He was regarded as the father of the nation, responsible for the safety, security and welfare of his citizens. To maximize yields, he had to keep the land fertile and well irrigated, thus providing a livelihood for the people. Pharaoh was surrounded by a court of officials,

priests, military leaders, and other influential people. These court officials held positions of power and authority in Egyptian society and served as advisors to the pharaoh. They helped him make political, administrative and religious decisions for the benefit of Egypt.

2.2 Unveiling Ancient Egypt's Society, Rituals, and Beliefs

The social classes of Egypt were subordinate to the royal court. Nobles held a prominent position in society and enjoyed great privileges and wealth. Then came the priests, who played a central role in religious rituals and were responsible for maintaining good relations with the gods. Scientists were also an important social group. They were responsible for Egyptian bureaucracy, administration, record keeping, and the writing of religious and government documents. They had perfect writing skills and were highly respected in Egyptian society. At the bottom of the social pyramid was the majority of the population, consisting mainly of peasants and workers. They worked in agriculture, manufacturing and other economic sectors vital to Egyptian society. Overall, Egyptian society was highly hierarchical, with pharaohs playing an important role as political, religious and social leaders. His primary responsibility was to maintain universal order and ensure the welfare of his people.

This complex social structure has contributed to the stability and prosperity of ancient Egypt for thousands of years. Priests played a central role in ancient Egyptian life. They were responsible for ensuring religious observances and keeping the temples in order. Temples, known as the Halls of Heaven, were places of devotion where Egyptians went to commune with the gods and seek their favor, and priests were responsible for organizing and performing religious ceremonies. They knew the rituals, songs, dances and sacrifices appropriate to each god. They had to ensure that the ceremonies were performed properly and according to sacred orders. In addition to their ritual duties, priests had administrative responsibilities. They looked after the grounds and property of the temple, as well as the gifts and offerings of the faithful. They kept records of transactions and reviewed financial matters relating to the temple.

Priests formed a distinct class in Egyptian society. They were arranged in order, led by the high priest in charge of the religious affairs of the temple. Some temples were more prestigious than others because of their religious and political importance. The priests of these temples were considered to have special power and influence. In addition to their religious and administrative roles, priests were regarded as scholars and custodians of knowledge. Their responsibility was to preserve the Holy Scriptures and religious teachings. They alone had access to mystical knowledge and the secrets of religious rituals, giving them a position of knowledge and power in society. The position of priests in Egyptian society gave them great respect and power. They were often consulted for spiritual advice, interpretation of dreams and prophecies, and to appease the wrath of the gods through prayer. Because of their proximity to the gods, priests played an important role in seeking divine protection and prosperity in Egyptian society as a summary.

In short, Egyptian priests were prominent figures in ancient life. They were responsible for performing religious ceremonies, maintaining temples, managing property and administrative matters of worship. They were also believed to be the guardians of religion and knowledge and the mediators between gods and humans. Their position gave them great respect and power in Egyptian society. The religious beliefs of ancient Egyptian were intimately connected in the belief that the afterlife is a continuation of life on earth.

The Egyptians viewed life on earth is temporary which led to eternal life in the life after death. Their understanding about the afterlife was central to their religious belief system. According to Egyptian mythology, every human being had a varied soul. One of these is part "A", which represents the individual life force and was associated with the physical body. The Egyptians thought that when a person died, "debts" left the body, but needed care and feeding in order to survive in the afterlife. Besides "Ka," the ancient Egyptians believed in "Ba" in another dimension of the soul. "Ba" was considered part of the spirit capable of traveling between the world of the living and the realm of the dead. It was believed to represent a person's personality and

was often depicted as a bird with a human head. The Egyptians believed that the "Come" must be restored to the "Say" in order to obtain eternal life in the afterlife.

3. Relationship between ancient Egyptian Mythological religion and culture

The Egyptians followed elaborate funeral rites to ensure a smooth transition to the afterlife. One of the most important rituals was mummification, a process aimed at preserving the body in order to protect the well-being of the "Ka". Embalming was a careful and time-consuming process carried out by high priests. The Egyptians also believed in judgment after death, where the soul of the deceased was weighed on a scale by the pen of the mother goddess, representing order and justice. If the soul is judged as pure and light as a pillar, it is then accepted into the realm of the dead. But if the spirit is found to be impure, Ammit could be blamed for being devoured by a monster. To accompany the dead on their journey to the afterlife, the Egyptians also placed statues called "Aushabti" in the tombs. These images were supposed to survive the afterlife and serve the deceased by performing important tasks and duties.

In summary, Egyptian religious beliefs were closely linked to the afterlife. The Egyptians believed in an immortal soul and performed rigorous funeral rites to ensure successful access to the Dale. Ancient Egypt is known for its rich mythological heritage and distinctive visual culture. Images and symbols from Egyptian mythology were ubiquitous in art, architecture and everyday objects. Among the most striking elements of this iconography are hieroglyphics, complex writing systems using pictorial symbols. Hieroglyphics were often used to represent mythological and religious texts on the walls of churches and tombs. These symbols were carved or painted, creating frescoes and narrative bas-reliefs telling stories of gods and goddesses and mythological events. Each hieroglyph was itself a symbol representing those sons, an object or an idea. Throughout the model, the eye alphabet was associated with the eye of Horus, a symbol of protection and healing.

The alphabet also represented deities such as the sun god Rê, the funeral god Anubis or the fertility goddess Isis. The complexity of hieroglyphs as a system of

writing required specialized knowledge to be deciphered. The scribes and Egyptian priests were trained in these sacred texts and could pass down the myths and religious recipes from generation to generation. Therefore, the church and the tombs are all places of worship and education centers where legends are preserved and passed on.

The use of hieroglyphs in Egyptian art and architecture allowed to give a symbolic and sacred dimension to monuments and objects of everyday life. Whether on temple walls, funeral doors, mud or even domestic furniture, alphabets were used to invoke the gods there, to honor ancestors or to protect against evil forces. The symbolic power of hieroglyphs equally influenced the aesthetics of Egyptian art. The figures devins are represented by specific features that clearly identify them, while the mythological figures were depicted in such a way as to tell a comprehensible visual story.

Today, the mythology and culture of ancient Egypt can be better understood through the study of hieroglyphics and Egyptian painting. "Ancient Egyptian mythological religion was integral to the culture of Egypt, influencing everything from art and architecture to social hierarchies and political structures" (Wilkinson, 2003, p. 12). In addition to mythological symbols and legends depicted in hieroglyphics that give us insights into ancient Egyptian beliefs, values and worldview, the influence of Egyptian painting can be seen in contemporary art and architecture. Some modern architects are inspired by ancient Egyptian architecture and create structures reminiscent of ancient Egyptian pyramids, temples and other impressive structures.

3 Mythological elements in modern Egyptian religious and cultural practices

Egyptian mythology held immense richness and complexity, playing a foundational role in the lives of ancient Egyptians. It provided them with a narrative framework to comprehend the origins of the universe, the essence of divinity, cosmic forces, and natural phenomena. Within this belief system, gods and goddesses governed every facet of their existence, ranging from elemental occurrences like the sun, moon, and Nile floods to the social and political dynamics of their society. The

Egyptian pantheon encompassed a multitude of deities, each possessing distinct roles and characteristics. Some gods enjoyed nationwide worship, while others were venerated locally in specific regions of Egypt.

For instance, Ra, the sun god, ranked among the most significant deities and received reverence across the entire country. Recognized as the creator of the universe and the sustainer of life on Earth, Ra was often depicted with the head of a falcon or adorned with a solar disk, symbolizing the profound connection between the deity and the sun. Egyptian mythology also provided a detailed explanation of the cycle of life and death. The Egyptians believed in the afterlife and an underworld kingdom called the Kingdom of the Dead or the Kingdom of Osiris. According to legend, after death the human soul was judged by Osiris, the god of death and rebirth. If the soul was considered pure, it could enjoy eternal life in the kingdom of Osiris. This belief influenced Egyptian funerary practices like preservation and the construction of tomb pyramids.

In addition to gods and goddesses, Egyptian mythology included mythological heroes as Horus, Isis, Seth, and Thoth, and many epics. These words were often used to teach Egyptian moral lessons and cultural values. It was communicated through hieroglyphs, inscriptions and papyri, thus helping to preserve and transmit Egyptian mythology. Egyptian mythology served as both a religion and a means of comprehending the world for the ancient Egyptians. It influenced their perception of the cosmos, beliefs about the afterlife, and their roles within society. The mythology was intricately woven into their culture, rituals, and customs, and its impact on the history of ancient Egypt has endured over time. The story of Osiris, Isis, and Seth is one of the most well-known tales of Egyptian mythology. It depicts the complex dynamics within a family, power struggles, and themes of life, death, and rebirth. According to the story, Osiris was the beloved and revered king of Egypt, admired by all who knew him.

However, his brother Seth was consumed with envy over Osiris' power and popularity. In his pursuit of power, Seth schemed against Osiris and ultimately killed

him. He dismembered Osiris' body, scattering the pieces across the land. Despite the tragic event, the story is also about hope and the power of love. Osiris' wife, Isis, went on a journey to retrieve all of the scattered pieces of her husband's body. With her magic and determination, she was able to collect and reassemble his body, bringing Osiris back to life.

This story has endured for centuries and remains a significant part of Egyptian mythology. It explores themes that are universal and still relevant today, such as the dangers of envy and the power of love to conquer even death. "Mythological elements continue to play a role in modern Egyptian religious and cultural practices, with festivals and rituals still celebrating the ancient gods and goddesses" (Pinch, 2009, p. 226).

Thanks to the magical powers of Osiris and the help of some gods, he managed to put all the pieces together, except the spine of Osiris. Using her knowledge in magic, Isis temporarily awakened Osiris and conceived a son with him. Thus was born Horus, the wolf god who has become the symbol of legitimate royalty and the leader of justice, destined to reward the father of a son and to restore order. Horus grew up and prepared to meet Seth in revenge for the death of Osiris. These battles lasted a long time. Eventually, Horus was able to defeat and dethrone Set, thus restoring divine order. Osiris became the god of the dead and the kingdom of hell, and Horus became the rightful ruler of Egypt.

This story of Osiris, Isis and Seth illustrates many of the central themes of Egyptian mythology. It focuses on sibling rivalry, power, magic, resurrection and the struggle for justice. It also reflects the concept of continuity after death and the eternal cycle of rebirth. These themes were deeply embedded in Egyptian culture and played an important role in the religious beliefs and social order of the time. The ancient Egyptians used myths to explain natural phenomena, changing seasons, religious practices, and the foundations of their society. For example, the Nile floods were believed to be caused by Ahapi, the god who caused the Nile to flood each year.

The Egyptians believed that the gods were involved in all aspects of their lives from birth to death. To show respect and ensure their own welfare and prosperity, they performed rituals and sacrifices in honor of the gods. Egyptian mythology greatly influenced Egyptian culture, including art, architecture, and literature. Egyptian art often depicted gods and goddesses and appeared in temples, tombs, and everyday objects. Legends were told on the walls of temples and tombs, and songs and poems were composed to pay tribute to the gods. In short, Egyptian mythology was an important part of religious and cultural life in ancient Egypt. It effected all aspects of Egyptian society, from their worldview to their art and literature.

4 The Egyptian Mystique: Trademarks, Architecture, Conspiracy, and Cultural Impact

In fact, ancient Egypt is a fascinating source of inspiration for many Multinational Corporations when it comes to choosing a brand name or creating a unique logo. The iconic gods, symbols and legends of Egyptian mythology carry mystery, power and meaning that attract customers and their attention. Brand names inspired by ancient Egypt often evoke ideas such as wisdom, strength, eternity, mystery and beauty. These attributes have a lot to do with the image that companies want to present to their target audience. By adapting elements of Egyptian mythology, these companies try to differentiate themselves and increase the appeal of their products or services. A notable example is the luxury car brand "Lexus", whose name is taken from the crossing of the words "luxury" (luxury) and "Egypt" (Egypt in Latin). This choice of name evokes elegance and sophistication it meant that it was an exclusive camp. In addition, the Lexus logo represents the shape of a bird inspired by the Egyptian god of protection, Horus, thus reinforcing the association with power and quality.

Similarly, the famous cosmetics company "Nefertiti" chose her name as a tribute to Nefertiti, symbolically the queen of ancient Egypt. By using this name, the company evokes the idea of sustainable beauty and opulence associated with the image of this legendary princess. This gives the impression of quality and sophistication. Ancient Egyptian symbols such as the Eye of Horus, the Ankh (Key of Life) or the

Sacred Scarab are also used in many corporate logos for deep meaning and beauty. These symbols often evoke ideas such as protection, prosperity, rebirth and death immortal, good values companies offer their products or services.

Prospective applicants should note that the use of brand names inspired by Egyptian mythology may have been controversial in some cases, because it is considered as a cultural appropriation or a cultural heritage of an ancient civilization for commercial purposes. The term "Prospective Applicants" in this context refers to individuals who are considering or intending to apply for something, such as a job, program, grant, or any opportunity that might involve the use of brand names inspired by Egyptian Mythology. The popular sporting goods brand "Nike" gets its name from the Greek goddess of victory, but its logo comes from the symbol of the wings of the Egyptian goddess Isis. Osiris" is a pair of skateboard shoes named after the Egyptian god Osiris, who was associated with rebirth and resurrection. Horus" is the ancient Egyptian dog god, and his name has been used for many paintball equipment and accessories that they are used for visual inspection.

"Ramesses" is one of the most famous ancient Egyptian pharaohs, and his name was used for food and drink Brands. "Anubis" is a brand that specializes in smoking accessories, and got its name from the Egyptians to the dog-headed god, with whom he was associated death and drainage. These examples are only a small part of the symbolism inspired by Egyptian mythology. Propaganda about ancient Egypt can attract companies because of its association with power, wisdom, rich mythology and the unique beauty of this ancient civilization. In short, brand names inspired by ancient Egypt are a common strategy for multinationals that want to establish a distinctive identity and capture the imagination of consumers. These names and symbols evoke such ideas as wisdom, strength, eternity, and beauty.

The construction of the Egyptian pyramids is an interesting and symbolic theme of Egyptian mythology. Pyramids were monumental structures built like tombs for the ancient Egyptian pharaohs, believed to lead them to the afterlife. These impressive structures are characterized by their rectangular pyramid-like shapes. Architecturally, the pyramids of Egypt represent the remarkable achievements of their time. The ancient Egyptians used sophisticated techniques to build these monuments made primarily of limestone. The pyramids are built on a series of floors, the

innermost of which is usually a basement burial chamber. These massive structures were constructed using elevated roads, pulleys and smooth communication between workers.

As for the influence of pyramids and Egyptian buildings on the word "architect," there is no direct connection. The term "architect" is another term that combines the words "art" and "science" to refer to a person or firm who designs and discovers buildings. This does not specifically refer to Egyptian pyramids, although ancient Egyptian architecture may have been a source inspired many architects throughout history. There are various conspiracy theories who claimed that the Egyptian pyramids were built by aliens or with their help. These assumptions are largely based on the idea that the ancient Egyptians lacked the technical skills to build such structures. Some say the pyramids were so perfect and impressive so as to have been built by humans alone. However, these assumptions are not based on any concrete evidence and are generally regarded as unfounded speculation. Egyptologists and archaeologists have conclusively demonstrated that the ancient Egyptians built the pyramids with their technical skills and sophisticated techniques and archaeological evidence, textual and historical evidence supports this claim.

The term "marketing" refers to the activities that aimed at promoting a product, service, or idea. Its origin can be traced back to the Latin word "mercatus," which means market. In ancient Egypt, the concept of market and commerce played an important role, and the Egyptians were renowned for their expertise in trade and advertising. In Egyptian mythology, the god Thoth held a special place as the patron of commerce, writing, and wisdom. He was considered the scribe of the gods, responsible for recording and promoting their activities. Thus, we can establish a connection between the god Thoth, who was associated with writing and commerce, and the modern concept of marketing. The term "culture" refers to everything related to the culture, arts, customs and values of a country. Egyptian mythology plays an important role in ancient Egyptian culture, permeating every aspect of daily life from art to religious ritual. Mythology, symbolism and celestial motifs inspire many art forms, from architecture to sculpture, painting and calligraphy as they are written on the

scriptures. Today, the cultural heritage of ancient Egypt, including mythology, continues to influence art, literature, film and other artistic creations around the world. It is greatly important to mention that the words "Marketing" and "cultural" have been around for a long moment of time and have been influenced by different

cultures and languages. While Egyptian mythology may give the origins of these terms, their current meanings are the result of complex linguistic and cultural development.

5 Conclusion

In conclusion, Egyptian mythology plays an important role in all aspects of Egyptian society, be it political, economic, social, religious, or cultural. It is the main pillar of the Egyptian nation and a major factor in the development of tourism in the country. Commerce has cleverly used brands and symbols from Egyptian mythology to attract tourists and promote multinational companies. Inspired by ancient Egypt, the brands have created a connection between consumers and the country's cultural riches, as well as raising awareness of its historic sites.

The Egyptian pyramids and other ancient structures have indeed had a profound influence on the world of architecture. Their innovative designs and ingenious architectural techniques have been studied and used by architects around the world, resulting in new architectural styles that incorporate these ancient influences and the Egyptian pyramids in particular have captivated architects for thousands of years. Their impressive size, precision and incredible engineering have been admired and studied by many architects. Modern architects have used these elements to create structures that reflect the sense of grandeur and permanence that characterized the pyramids.

The architectural styles of the ancient Egyptians influenced the architectural world too. For example, the use of large blocks of stone as the main element led modern architects to search for new ways to incorporate natural and sustainable features into their designs. Jory, archways and cantilever buildings used. Modern architects have developed adapting these techniques to create bold and innovative

buildings that push the boundaries of engineering and architectural design. In addition, the patterns and symbols in Egyptian art and architecture influenced the visual language of modern buildings.

The use of intricate geometric shapes, hieroglyphics and decorative motifs in the Egyptian pyramids inspired architects to incorporate similar elements into their contemporary designs. These elements bring a cultural and historical element to modern architecture, and also pays homage to Egyptian heritage. Overall, the Egyptian pyramids and other ancient architectural structures continue to inspire creativity and innovation in architecture with their grand scales, elaborate architectural techniques, and symbolic depths that transcend time has influenced and inspired architects around the world.

Incorporating these ancient influences, contemporary architects create buildings that are functionally elegant and elevated, while paying homage to rich architectural history. Egyptian elements Conspiracy theories and fantastical fantasies about ancient Egypt are often told and of their monuments, but without conclusive evidence. But this hasn't stopped these ideas from capturing the imagination of many and adding a touch of mystery to the allure of Egyptian culture. Egyptian mythology continues to have a profound influence on commerce and culture.

Ancient Egyptian symbols, deities, and slogans are used in advertising, corporate logos, and products, creating a connection to the grandeur, wisdom, and sophistication of ancient Egyptian civilization that Egyptian mythology has influenced Egyptian politics, economic, social, religion, and culture. It plays an important role in tourism development and is used creatively in marketing and advertising. The influence of ancient Egyptian architecture continues in the realm of architecture, while conspiracy theories and supernatural fantasies add a touch of mystery to Egyptian culture. Overall, Egyptian mythology has a lasting impact on business and on cultural issues.

General Conclusion

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In conclusion, the sophisticated influence of Egyptian mythology on various aspects of society, including politics, economics, architecture, marketing, and culture, is undeniable. Through a comprehensive exploration of the definitions, types, and significance of myth and mythology, as well as a specific focus on Egyptian mythology, this research has shed light on the lasting legacy and widespread impact of ancient Egyptian beliefs. The research thesis aimed to examine the complicated nature of Egyptian mythology and explore its meanings, forms, and its impact on politics, economics, society, architecture, multinational corporations, conspiracy theories, and cultural practices.

By delving into the rich collection of stories, rituals, and religious practices in Egyptian mythology, we have uncovered its profound influence on various aspects of human civilization. The findings reveal that ancient Egyptian society was deeply shaped by religious beliefs, with mythology playing a pivotal role in shaping moral codes, social hierarchies, and rituals.

The concept of Ma'at, representing truth, justice, and harmony, provided the ethical framework for societal norms, while the divine lineage of the pharaohs legitimized their authority. Moreover, economic prosperity was attributed to deities, and mythological motifs adorned trade goods, reflecting the cultural significance attached to commerce. The research also addressed the concern of the appropriation of Egyptian cultural heritage by multinational corporations and the potential distortion of mythological narratives for commercial gains. It highlighted the need for these companies to respect the cultural significance and authenticity of Egyptian symbols when using them as trademarks.

Additionally, the influence of Egyptian mythology on architecture and its association with conspiracy and alien theories were explored, complicating the understanding of its impact on marketing and cultural practices. The research findings demonstrate that Egyptian mythology continues to exert a substantial influence on modern-day society. Its narratives and symbols remain deeply ingrained in various domains, captivating and inspiring popular culture. The enduring appeal of Egyptian

General Conclusion

mythology is evident in literature, films, fashion, and art, where its iconic deities and symbols continue to resonate with audiences worldwide. Furthermore, the research highlights the significance of mythology in shaping societal norms, political systems, and economic practices, extending beyond the ancient world into contemporary society.

The research has disclosed the profound impact of Egyptian mythology on different aspects of human life, in both past and present. The intersection of mythology with politics, economics, society, architecture, conspiracy theories, marketing, and culture provides a comprehensive understanding of its far-reaching influences. It reinforces the need for preserving cultural heritage and respecting the authenticity of mythological narratives when using in commercial and cultural practices.

To sum up, Egyptian mythology remains a powerful force that shapes our understanding of the world and our place in it. By delving into its complexities and exploring its multifaceted influence, gives a deeper appreciation for the enduring relevance and universal fascination with Egyptian mythology. It serves as a testament to the timeless power of storytelling and the profound impact of ancient beliefs on contemporary society. As we continue to navigate the complexities of a globalized world, it is essential to recognize and respect the cultural significance of mythological narratives, ensuring the preservation of cultural heritage and the promotion of authentic interpretation

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Achaean: Referring to the ancient Greek people who participated in the Trojan War.

Aeneas: A legendary hero in Greek mythology, known for his role in the Trojan War and as the founder of Rome.

Alemene: No specific definition found. Please provide additional context or clarification.

Ammit: In ancient Egyptian mythology, a creature with the head of a crocodile, the front legs of a lion or leopard, and the hind legs of a hippopotamus. It was believed to devour the hearts of the wicked after death.

Ammon: An ancient Egyptian deity associated with fertility, often depicted with ram horns.

Andromeda: A princess in Greek mythology who was rescued from a sea monster by the hero Perseus.

Anubis: An ancient Egyptian god associated with mummification and the afterlife, often depicted with the head of a jackal.

Apollo: A prominent deity in Greek mythology, associated with music, healing, and prophecy.

Aphrodite: The Greek goddess of love, beauty, and desire.

Ariadne: In Greek mythology, the daughter of King Minos of Crete, known for helping the hero Theseus navigate the labyrinth.

Arachné: A figure in Greek mythology who was transformed into a spider by the goddess Athena.

Argonauts: It refers to a group of legendary Greek heroes who sailed with Jason on the ship Argo in search of the Golden Fleece. The story of the Argonauts is a popular myth in Greek mythology.

Artemis: The Greek goddess of the hunt, wilderness, and childbirth.

Asgard: In Norse mythology, the realm inhabited by the gods, including Odin, Thor, and Loki.

Athena: The Greek goddess of wisdom, courage, and warfare.

Auspices: In ancient Rome, divination or the interpretation of omens, often done by observing the flight of birds.

Balder: A Norse god associated with light, beauty, and peace.

Banks of the Tiber: Referring to the area along the Tiber River, which flows through Rome, Italy.

Banshees: In Irish mythology, female spirits or fairies believed to wail or scream to foretell a death.

Benben: In ancient Egyptian mythology, a mound of earth believed to be the first piece of

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land to emerge from the primordial waters.

Big Bang: The cosmological theory that explains the origin of the universe as a rapid expansion from a singularity.

Brahma: In Hinduism, the creator god, often depicted with four faces.

Brahman: The ultimate reality or cosmic principle in Hindu philosophy.

Brahmins: The highest social class in the traditional caste system of Hinduism, consisting of priests and scholars.

Buddha: The title given to Siddhartha Gautama, the spiritual teacher and founder of Buddhism.

Celibacy: The state of abstaining from sexual relations, often associated with religious or philosophical practices.

Cernunnos: A Celtic god associated with fertility, nature, and the hunt, often depicted with antlers.

Caishen: In Chinese mythology, the god of wealth and prosperity.

Capricious Powers: Referring to unpredictable or whimsical divine forces.

Champollion: Jean-François Champollion was a French scholar who deciphered the Rosetta Stone, leading to the modern understanding of ancient Egyptian hieroglyphs.

Chromatophores: These are specialized cells found in the skin or integument of certain animals, particularly invertebrates like cephalopods (e.g., octopuses, squids, and cuttlefish) and some fish. These cells contain pigments that can change color or pattern rapidly, allowing the animals to camouflage themselves, communicate, or display visual signals.

Confucianism: A philosophical and ethical system originating from the teachings of Confucius, emphasizing moral values, social harmony, and filial piety.

Crete: An island in the Mediterranean Sea, associated with the Minoan civilization and various Greek myths and legends.

Cretan bull: A mythical creature from Greek mythology, a bull that was tamed and ridden by the hero Theseus.

Cretan king: Refers to the various kings who ruled over the island of Crete in ancient times, including Minos and his descendants.

Cronos: In Greek mythology, Cronos (or Kronos) is a titan and the father of the Olympian gods. He is often associated with time.

Cú Chulainn: A legendary hero from Irish mythology, known for his exceptional strength and combat skills.

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Cyclops: A race of one-eyed giants in Greek mythology, known for their role in various myths and encounters with heroes.

Cymbals: Percussion instruments made of metal plates that are clashed together to produce a ringing sound.

Daedalus: A skilled craftsman and inventor from Greek mythology, known for constructing the Labyrinth and wings for his son Icarus.

Danae: In Greek mythology, Danae is the mother of the hero Perseus, who was impregnated by Zeus in the form of a golden shower.

Demeter: In Greek mythology, Demeter is the goddess of agriculture and fertility. She is associated with the harvest and the cycle of seasons.

Durga: A Hindu goddess known for her fierce and protective nature. She is often depicted riding a tiger or lion and combating evil forces.

Duat: In Egyptian mythology, Duat is the realm of the dead or the underworld.

Dwarfs: Mythical creatures found in various mythologies and folklore, often depicted as short and skilled miners or craftsmen.

Echolocation: A sensory ability used by some animals, such as bats and dolphins, to navigate and locate objects by emitting sound waves and analyzing their echoes.

Edda: A collection of Old Norse poems and mythological tales from medieval Iceland.

Epimethea: In Greek mythology, Epimethea is the wife of Prometheus and one of the Titans.

Erich Von Wolf: I couldn't find any specific mythological reference to "Erich Von Wolf." It's possible that it refers to a fictional character or an individual outside of mythology.

Etrha: I couldn't find any specific reference to "Etrha." It may be a misspelling or an obscure term.

Elves: Mythical creatures known for their beauty and magical abilities, often found in Germanic and Scandinavian folklore.

Enée: Refers to Aeneas, a Trojan hero in Roman mythology who played a significant role in the events leading up to the founding of Rome.

Firmament: Refers to the sky or heavens, particularly in ancient cosmological beliefs.

Folkloric traditions: Refers to the customs, beliefs, and stories passed down through generations in a particular culture or community.

Fraternal rivalry: Refers to competition or conflicts between brothers.

Freyja: In Norse mythology, Freyja is a goddess associated with love, beauty, and fertility.

Gaia: In Greek mythology, Gaia is the personification of the Earth and the mother of all the

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Titans and many other deities.

Ganesh: A Hindu deity with an elephant head, known as the remover of obstacles and the god of beginnings.

Geryon: In Greek mythology, Geryon is a three-headed giant and the owner of a herd of red cattle, which were eventually stolen by Hercules.

Geb: In Egyptian mythology, Geb is the god of the Earth and one of the oldest Egyptian deities.

Gorgon Medusa: In Greek mythology, Medusa is one of the three Gorgon sisters, known for her snake-like hair and the ability to turn people into stone with her gaze.

Griffins: Mythical creatures with the body of a lion and the head and wings of an eagle, often depicted as guardians of treasures.

Guanyin: A bodhisattva associated with compassion and mercy in East Asian Buddhism.

Hades: In Greek mythology, Hades is the god of the underworld, ruling over the realm of the dead.

Hanuman: A Hindu deity and a central character in the Indian epic, the Ramayana. Hanuman is known for his strength, devotion, and loyalty.

Hathor: In Egyptian mythology, Hathor is a goddess associated with joy, love, beauty, and motherhood.

Heliopolis: An ancient Egyptian city known as "City of the Sun," dedicated to the worship of the sun god Ra.

Hephaestus: In Greek mythology, the god of fire, metalworking, and craftsmanship.

Hera: In Greek mythology, the queen of the gods and goddess of marriage, women, and childbirth.

Heracles: Also known as Hercules, a legendary hero in Greek mythology known for his incredible strength and twelve labors.

Hieroglyphs: Ancient Egyptian writing system consisting of pictorial symbols.

Hinduism: A major religion originating from the Indian subcontinent, encompassing a wide range of beliefs and practices.

Horus: In ancient Egyptian mythology, the god of the sky, often depicted as a falcon or a falcon-headed man.

Homo sapiens: The scientific name for modern humans, referring to the species to which humans belong.

Iroquois cosmology: The belief system and cosmology of the Iroquois Confederacy, a Native

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American group in northeastern North America.

Isis: An ancient Egyptian goddess associated with motherhood, magic, and fertility, often depicted as a woman with a throne-shaped headdress.

Island of Crete: The largest Greek island located in the eastern Mediterranean Sea, known for its rich history and the Minoan civilization.

Jason: A hero in Greek mythology, leader of the Argonauts and seeker of the Golden Fleece.

Judeo-Christian tradition: A combined term referring to the religious traditions, beliefs, and practices shared by Judaism and Christianity.

Juno: In Roman mythology, the queen of the gods, equivalent to the Greek goddess Hera.

Jupiter: In Roman mythology, the king of the gods and the god of the sky and thunder, equivalent to the Greek god Zeus.

Kali: A Hindu goddess associated with time, destruction, and transformation, often depicted as a fierce and powerful figure.

Kelpies: In Scottish folklore, water spirits or shape-shifting creatures often appearing as horses, known to lure and drown humans.

King Arthur: A legendary British king and central figure in Arthurian legends, associated with knights, the Round Table, and the quest for the Holy Grail.

Kshatriyas: In Hindu society, the warrior caste or varna, traditionally responsible for protection and defense.

Lao Tzu: The legendary Chinese philosopher and writer believed to be the author of the Tao Te Ching, foundational text of Taoism.

Lenore Jacobson: Notable information about Lenore Jacobson could not be found. It is possible that this name refers to an individual outside the scope of general knowledge or mythology.

Leprechauns: In Irish folklore, mischievous fairy-like creatures often depicted as small old men who guard pots of gold at the end of rainbows.

Loki: In Norse mythology, a trickster god associated with mischief, cunning, and chaos.

Lotus: A type of flowering aquatic plant with cultural and symbolic significance in various traditions, including ancient Egypt, Hinduism, and Buddhism.

Lotus-born Brahman: A reference to the birth of the Hindu deity Brahma, who is said to have emerged from a lotus flower.

Maat: In ancient Egyptian mythology, the goddess of truth, justice, and cosmic order.

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Mjöllnir: In Norse mythology, the hammer of the god Thor, known for its power to create thunder and lightning.

Maat weighing: The belief in ancient Egyptian mythology that the heart of the deceased would be weighed against the feather of Maat to determine their worthiness for the afterlife.

Mars: In Roman mythology, the god of war and a celestial body often associated with the red planet.

Metis: In Greek mythology, a titaness and the first wife of Zeus, known for her wisdom and counsel.

Mercury: In Roman mythology, the messenger of the gods and god of commerce, travel, and communication, equivalent to the Greek god Hermes.

Minotaur: A mythical creature with the head of a bull and the body of a man, associated with the labyrinth of Knossos in Greek mythology.

Minoan civilization: An ancient Bronze Age civilization that flourished on the island of Crete, known for its advanced culture, art, and architecture.

Morrigan: In Irish mythology, a goddess associated with battle, sovereignty, and prophecy, often depicted as a crow or a raven.

Mortal: A term referring to a being that is subject to death and has a limited lifespan, as opposed to immortals or deities.

Mount Olympus: In Greek mythology, the legendary mountain where the gods and goddesses resided. It is often considered the home of the twelve Olympian gods.

Nat: Short for "natural," often used to describe something that occurs or exists in a natural state.

Navajo: A Native American tribe primarily residing in the southwestern United States. They have a rich cultural heritage and are known for their distinctive language, art, and traditions.

Nephtys: In Egyptian mythology, Nephtys was a goddess associated with mourning, protection, and the afterlife. She was also a sister and wife of the god Set.

Neptune: In Roman mythology, Neptune is the god of the sea and freshwater. He is often depicted with a trident and is considered one of the twelve major deities in Roman religion.

Neuroscience research: The study of the nervous system, including the brain, spinal cord, and peripheral nerves. Neuroscience research aims to understand the structure and function of the nervous system and its relationship to behavior and cognition.

Nemean lion: In Greek mythology, the Nemean lion was a gigantic and ferocious creature that could not be killed by conventional weapons. It was eventually slain by the hero Hercules as

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one of his twelve labors.

Nile floods: Refers to the annual flooding of the Nile River in ancient Egypt, which was crucial for agriculture and the fertility of the land. The floods brought nutrient-rich silt that helped sustain agricultural practices.

Odin: In Norse mythology, Odin is the chief god, associated with wisdom, war, magic, and poetry. He is the ruler of Asgard and is often depicted as a one-eyed figure.

Odyssey: Refers to the epic poem "The Odyssey" attributed to the ancient Greek poet Homer. It tells the story of the hero Odysseus' journey home after the Trojan War and is one of the foundational works of Western literature.

Ostraca: Plural of "ostrakon," which refers to a piece of pottery or stone used in ancient times for writing or drawing. Ostraca have been valuable sources of information about daily life, events, and communication in ancient civilizations.

Osiris: In Egyptian mythology, Osiris is an important god associated with the afterlife, resurrection, and fertility. He is often depicted as a mummified figure and was considered the judge of the dead.

Opet Festival: A major religious festival celebrated in ancient Egypt honoring the god Amun-Ra and the royal line of pharaohs. The festival involved processions, rituals, and feasting and lasted for several weeks.

Panoply: Refers to a complete or impressive collection or display of things, often associated with armor or weapons. It can also refer to a wide range of skills, abilities, or qualities possessed by a person.

Pandora: In Greek mythology, Pandora was the first woman created by the gods. She was given a box (or jar) containing all the evils of the world and was warned not to open it. However, her curiosity led her to open it, releasing the evils into the world but also leaving hope inside.

Pangu: In Chinese mythology, Pangu is a primordial being who created the world by separating Yin and Yang and forming the universe from their opposing forces. Pangu is often depicted as a giant or cosmic deity.

Perseus: In Greek mythology, Perseus is a hero known for slaying the Gorgon Medusa. He is also famous for his rescue of Andromeda from a sea monster. Perseus is often depicted with winged sandals and a reflective shield.

Pharaoh: The title used for ancient Egyptian rulers who held both political and religious authority. Pharaohs were considered divine and were central figures in the religion and

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governance of ancient Egypt.

Pillars of Hercules: Refers to the ancient geographical term for the promontories at the western entrance to the Mediterranean Sea, now known as the Strait of Gibraltar. The pillars were significant in ancient mythology and served as a symbolic boundary.

Polydectes: In Greek mythology, Polydectes was the king of Seriphos and a character in the story of Perseus. He desired Perseus' mother and attempted to get rid of Perseus by sending him on a perilous quest to slay Medusa.

Poseidon: In Greek mythology, Poseidon is the god of the sea, earthquakes, and horses. He is often depicted with a trident and is one of the twelve Olympian gods.

Prometheus: In Greek mythology, Prometheus was a Titan who stole fire from the gods and gave it to humanity. He is often depicted as a benefactor to mankind and a symbol of human knowledge and progress.

Ptah: In ancient Egyptian mythology, Ptah is a creator god associated with craftsmanship, fertility, and rebirth. He was often depicted as a mummiform figure wearing a skullcap and holding a staff.

Pygmalion: In Greek mythology, Pygmalion was a sculptor who fell in love with a statue he had created. The statue, named Galatea, was brought to life by the goddess Aphrodite, fulfilling Pygmalion's desire.

Puja rituals and festivals: Refers to the Hindu practice of performing worship, offerings, and prayers to deities or spiritual entities. Puja rituals and festivals are an integral part of Hindu religious and cultural traditions.

Ragnarök: In Norse mythology, Ragnarök is a series of catastrophic events that result in the end of the world. It involves a great battle between gods and monsters, leading to the destruction and subsequent rebirth of the cosmos.

Ramayana: An ancient Indian epic attributed to the sage Valmiki. The Ramayana tells the story of Prince Rama and his adventures, including his quest to rescue his wife, Sita, from the demon king Ravana. It is one of the two major Sanskrit epics of Hindu literature.

Re: In ancient Egyptian mythology, Re (also known as Ra) is the sun god and a major deity. He is often depicted as a falcon-headed man and was considered the creator and ruler of the cosmos.

Rémus: In Roman mythology, Rémus (or Remus) is one of the twin brothers who founded the city of Rome. He, along with his brother Romulus, were raised by a she-wolf and went on to establish the Roman civilization.

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Rhea: In Greek mythology, Rhea is a Titaness and the mother of the gods Zeus, Poseidon, Hades, Hera, Demeter, and Hestia. She is often associated with motherhood, fertility, and generation.

Robert Rosenthal: Robert Rosenthal is an American psychologist known for his research on the self-fulfilling prophecy and the influence of teachers' expectations on students' academic performance. His work has contributed to understanding the role of expectations in social interactions and educational settings.

Romulus: In Roman mythology, Romulus is the twin brother of Rémus (Remus) and the co-founder of the city of Rome. After a dispute, Romulus killed Rémus and became the first king of Rome, giving the city its name.

Rosetta Stone: A granodiorite stele discovered in 1799 that contains a decree issued at Memphis, Egypt, in 196 BC. It was instrumental in deciphering ancient Egyptian hieroglyphs.

Sabbath of God: A day of rest and worship observed in Judaism and Christianity, typically on Saturday for Jews and on Sunday for most Christians.

Saraswati: In Hinduism, the goddess of knowledge, music, arts, and learning.

Sekhmet: An ancient Egyptian goddess associated with war, destruction, and healing.

Seriphos Set: It is unclear what you mean by "Seriphos Set." Seriphos is an island in Greece, while Set is an Egyptian god associated with chaos, storms, and desert.

Seth: An Egyptian god associated with chaos, disorder, storms, and violence.

Shiva: A major deity in Hinduism, known as the destroyer and transformer of the universe.

Shu: In Egyptian mythology, the god of air and sunlight, often depicted holding up the sky.

Sphinxes: Mythological creatures with the body of a lion and the head of a human or animal. In ancient Egypt, they often had the head of a pharaoh or a god.

Stele: An upright stone slab or pillar, often inscribed with writing or artwork, used as a monument or marker.

Stymphalian birds: In Greek mythology, man-eating birds with metallic feathers that terrorized the region of Stymphalus.

Styx: In Greek mythology, a river that formed the boundary between Earth and the Underworld.

Sudras: The lowest caste in the traditional Hindu caste system, traditionally assigned to tasks involving physical labor.

Tartarus: In Greek mythology, a deep abyss used as a dungeon of torment and punishment for the wicked.

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Tefnut: In ancient Egyptian mythology, the goddess of moisture and a member of the Ennead, the nine deities of Heliopolis.

Temple of Vesta: An ancient Roman temple dedicated to Vesta, the goddess of the hearth and home.

Tiber River: A river in central Italy, flowing through Rome. It was of great importance in Roman history and mythology.

Tiber – Palatine hill: It seems there might be a confusion in this entry. The Tiber is the river mentioned above, and the Palatine Hill is one of the seven hills of Rome, traditionally considered the founding site of the city.

Tuccia: Tuccia was a Roman maiden known for her chastity and purity.

Tumultuous: Referring to a state of chaos, disorder, or great commotion.

Turnus: A character in Virgil's epic poem "Aeneid," who was the main antagonist to Aeneas.

Theseus: A legendary hero in Greek mythology known for slaying the Minotaur and leading Athens.

Thor: A Norse god associated with thunder, strength, and protection. He is often depicted wielding a hammer called Mjölfnir.

Thot: Also spelled Thoth, an ancient Egyptian god of wisdom, writing, and magic. He was often depicted with the head of an ibis or as a baboon.

Titans: In Greek mythology, a race of powerful deities who ruled during the Golden Age, preceding the Olympian gods.

Timaeus: A philosophical work by Plato, presenting an account of the creation of the universe.

Upanishads: Sacred texts in Hinduism that explore metaphysical and philosophical concepts, forming the basis of Vedanta.

Urano: It seems there might be a confusion in this entry. Uranus (sometimes spelled "Urano") is the Greek personification of the sky and father of the Titans.

Urns: Containers used to hold the ashes of cremated individuals or other precious items.

Valhalla: In Norse mythology, a majestic hall ruled by Odin, where brave warriors slain in battle are taken after death.

Vedas: The oldest scriptures of Hinduism, consisting of hymns, prayers, rituals, and philosophical teachings.

Venus: In Roman mythology, the goddess of love, beauty, and fertility, identified with the Greek goddess Aphrodite.

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Vé: It is unclear what you mean by "Vé." In Norse mythology, Vé is one of the three brothers who helped create the world, along with Odin and Vili.

Vestale: Italian for "Vestal," referring to the Vestal Virgins, priestesses of Vesta in ancient Rome.

Vesta: In Roman mythology, the goddess of the hearth, home, and family.

Valkyries: Female figures in Norse mythology who choose which warriors live and die in battle and then bring the slain to Valhalla.

Appendix

Appendix



Zeus: He is the god of sky in Ancient Greek Mythology. He is considered the ruler, protector and father of all gods and humans.

<https://images.app.goo.gl/UGNjyZOaotdfZCUMA>



Chronos: or Cronus, is the king of the Titanes and the god of time.

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Artemis: She is the goddess of chastity, hunting and moon of Ancient Greek. She is the daughter of Zeus.

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Demeter: She is the Ancient Greek goddess of the harvest. She is very important in Ancient Greek people who farmed a lot of their food.

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Gaia: She is the greek goddess of earth and mother of all life. Her name essentially means earth or land and shows that she is the human version of the earth.

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The underworld of Hades: is split into four sections: Tartarus, Asphodel, Elysium, and the Temple of Styx. It is a kingdom where Hades, Zeus's brother, ruled as a king.

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The twelve Olympians of Ancient Greek mythology are: Zeus, Poseidon, Hera, Demeter, Aphrodite, Athena, Artemis, Apollo, Ares, Hephaestus, Hermes, and either Hestia or Dionysus.

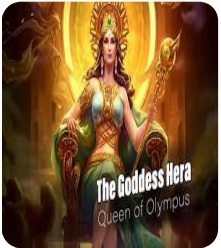
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Appendix



Isis: She is the goddess of healing and magic. Her Ancient Egyptian name was “Aset”.

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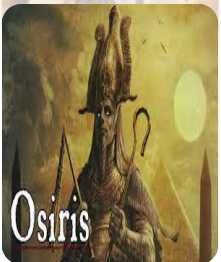
Hera: She is the Olympian queen of gods, the goddess of marriage, women, the sky, and the stars of heaven.

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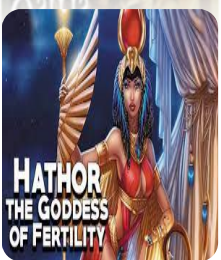
Geb: He is the Ancient Egyptian god of the earth, the physical support of the world.

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Osiris: He is the god of fertility, agriculture, the afterlife, the dead, resurrection, life, and vegetation.

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Hathor: She is the Ancient Egyptian goddess of the sky, women, fertility and love.

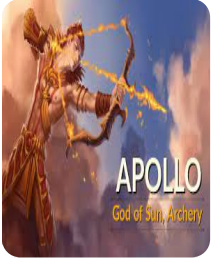
<https://images.app.goo.gl/ump2Caoj375yZ2E86>



Anubis: He is the Ancient Egyptian god of funerary rites, protector of graves, and the guider of the underworld.

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Appendix



Apollo: He is the god of archery, music and dance, truth and prophecy, healing and diseases, the sun and light, poetry and more.

<https://images.app.goo.gl/YehW1vx9DNiBFxsG6>



Seth: He is the Ancient Egyptian god of chaos, destruction, confusion, evil, anger, and storms.

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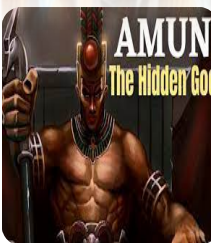
Nut: She is the goddess of the sky, stars, cosmos, mothers, astronomy, and the universe of Ancient Egyptian religion.

<https://images.app.goo.gl/khxHar6Eb3GHwKzcA>



Hermes: He is an Olympian deity in Ancient Greek Mythology. He is considered as the herald of gods and much more.

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Amun: He is the god of sun. He is considered as the creator of the entire universe.

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Three headed monster: It is called “Cerberus”, stands guard at the entrance of the underworld.

<https://images.app.goo.gl/T73wP7x5KVCHtURJ6>

Appendix



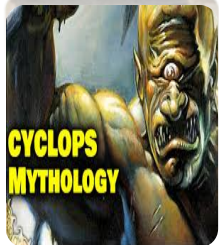
The Labyrinth: It is an ingenious maze commissioned by King Minos and designed by the architect Daedalus.

<https://images.app.goo.gl/fkzrtkfnKTeyTVmZ8>



Egyptian deities: The most stronger Egyptian gods are: Amun, Ra, Osiris, horus, and Anubis.

<https://images.app.goo.gl/22VWzNNZ1j7azBmSA>



The Cyclops: They were strong with round eyes who were able to defeat the Titans.

<https://images.app.goo.gl/EfSUec2MTB8uNEBj9>



Daedalus: He was a greek mythical inventor, architect, and sculptor. He built the paradigmatic Labyrinth for King Minos of crete.

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Opet festival: It's an annual Ancient Egyptian festival in Luxor for celebrating the sacred marriage of Amun.

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Durga: She is the powerful indian goddess and mother of the universe

<https://images.app.goo.gl/yJvC4vKVxcJTSygR7>