APPENDIX

1- This is your chance to get late to work as your manager will not, in the first place, be focused on when you arrived; that is even if he (manager) arrives before you! (In Ramadan everyone stays out late for *sahur*, socialization and late prayers thus many people fail to arrive to work on time, ns).

2- As for school and university students, your days are short and if your teachers mention examinations or homework, tell them: ‘Sir, we are in Ramadan, and this is the spiritual month and so we are invited for *iftar* and plan to go out for *sahur* everyday’.

(Most people focus their attention on spiritual and profane activities during the holy month which negatively affects their work performance, ns).

3- Try to avoid taxis and microbuses to insure you return home safely, looking civilized among your families.

(Public transportation is disfavoured among affluent Egyptians. They are viewed as unclean, over-crowded, unsafe and accessed by the ‘uncivilized’ and ‘ignorant’ poor population. Particularly during rush hours in Ramadan, taxi and bus drivers drive unsafely and speed up trying to get their passengers home in time for *iftar* or *sahur*. All of these negative qualities are frowned upon by the rich as they define them as acts of the uneducated and ignorant, by which they choose to disassociate from, ns).

4- Beware of smokers, as they become very nervous and aggressive just like Cairo Streets before the *iftar*.

(Before *iftar* Cairo streets are over-crowed with people, tensed to arrive home in time to break fast with their families, especially after working all day. However, an image of an aggressive and nervous city or citizens does not match the modernist project of the nation-state, ns).

5- Quickly memorize your family tree before Ramadan starts as family invitations (*iftar* and *sahur*) include familiar members and those you’ve never seen in your life, so
that when *Tant* (title Egyptians use when they address an older person) Fifi asks you about your school or university or work, you would answer and ask her about her daughter that has been engaged for a month and her son who is struggling in his *Thannawiya Amma* (Egyptian Higher Education degree).

(Due to changes in social mobility in Egyptian society triggered by Sadat’s *Infitah* policies, social-economic gap between extended family members has increased. This in turn has undermined family unity and cohesion. Nonetheless, in Ramadan, families regardless of social class, get together more often to share meals and engage in other leisure activities, ns).

6- After first day *iftar* with the family make sure you watch all the soap operas so that you know which ones are the most popular and thus you won’t look ignorant in front of your friends while they are discussing Ramadan soap operas. And don’t you dare watch an American show like ‘Friends’, but rather watch the Egyptian ‘Hussein at the corner’ and candidate camera.

(Special Ramadan soap operas are widely covered by the Egyptian media and attract a large audience during the holy month. Egyptians also prefer to lead an ‘authentic’ lifestyle during the sacred month, thus they prefer to watch Arabic programs instead of foreign ones, ns).

7- Try to enjoy and get all your energy out at all the new *Kheyam Ramadan* and the trendy-popular places in the beginning of Ramadan, so that by the end of the month you can put all your focus on prayers and worship.

(Many people can not resist the temptations of enjoying the festive atmosphere at the kheyam Ramadan. Accordingly, many youngsters divide the holy month into two parts: the earlier phase they go to kheyam Ramadan and participate in profane activities and the final 10 days they dedicate their time to religious duties where laylat al-qadr is expected to occur, ns).
8- And for those who own businesses, this is your opportunity to advertise on Egyptian channels that no one watches except in Ramadan. Try to also include models that dance and sing on catching music melody that would attract the audience. (Ramadan is the peak season for advertising on Arabic channels as most Egyptians tune to local and Arabic channels instead of Western ones, ns).

9- And for those who own pubs, instead of losing money during Ramadan, transform your venues into a Ramadan ambience with water-pipes and all, and with discretion you can try serving liquor in tea cups! (Alcohol consumption is forbidden during the holy month, thus many bar-owners transform their pubs into sahur restaurants. The paradox whereby a profane and ‘haram’ place transforms into a sacred venue during Ramadan is strong, ns).

10- Special advice to the girls: Minimize your intake of konafa and basbusa so that in the Feast (Eid) you can wear bikinis and mini-skirts in Sharm el-Sheikh. (Many Egyptian girls abide to the hijab and more modest dress-styles during the holy month or fasting hours, only to revert back to their sinful acts or non-conservative dressstyles soon afterwards, ns).