

Globalization and its Impact on the Interior Design of Arabic Television Scene (Palestine as a sample)

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Abstract

The general concept of the term globalization forms the challenge of this term as the most important support of the dominant culture in the world, and Arabic and Islamic world at the present time.

That is for the mastership of this culture (globalization) in the different fields of life (economical, political, social and cultural,... etc). on the other hand, the life we lived confirms "we like it or not" that we are a part of the new world order, where as the world has been a small village by the modern and advanced communication means. So, the communication between its parts happens in amazing speed, that lead to the rapped translation of information's and exchange of experiences between communities in the world.

The inevitable result of that reflection of direct and indirect of these cultures and experiences from one community to another, Of course, it includes what is appropriate and compatible with our Arabic and Islamic environment and civilization, some of it is opposite of that, but in fact we can not in any way stand in the face of a torrent of information renewed and isolate our community from the vulnerability of different civilizations. The reason is due to the growth and sophistication of stunning, particularly in communication media and information

superhighway, where we can't determine the latest technology and communications, because we are witnessing a development almost instantaneously in this great amount of information, we must have an effective role as an Islamic and Arabic civilization has its identity and past and cultural civilization so as our identity and civilization fuse between deferent civilizations and cultures.

Based on this concept and vision of what we see on Arabic televisions, We notice that most of the visual image of the scenes and decorations programs are the methods of Western design run away from our heritage of civilization, culture and artistic, that requires from us to try to search and seek to provide what is appropriate and compatible with our civilization and confirm the identity and culture at the same time connects us with the latest scientific developments in the world of television design and decoration, It combines elements of aesthetic, visual and technical characteristics in many respects, and see the reality of many of the Arab and international media, especially those depend on the visual image, particularly decorative television through the submission of designs for a range of television programs as cases of study and adapt with the artistic Palestinian traditional heritage by using the latest world materials and techniques, and according to the principles and rules of academic and fine art decor for television.

This study concluded a set of conclusions and recommendations, with emphasis on the design of decorative scenery in television to achieve the Palestinian Arab identity by employing the elements of the Palestinian cultural heritage, in television interior design , so it was emphasized on the following:

1. The occurrence of any imbalance in the composition of staff would lead to weakness in the televised spectacle. so we can not separate the television scene and the composition of the technical staff (plastic) in all of its elements (decorative objects, technical solutions, lighting, colors, photo angles).
2. The inclusion of decorative elements of a cultural heritage of the Palestinian identity lead to stress the Palestinian Arab television decor.
3. A Palestinian dialect, music and dance scenes in the Palestinian popular

television programs of factors help to confirm the identity of the Palestinian Arab.

4. What applies to the fixed optical image (Still) of the elements of art, applies to the moving image, which have an interior decoration on TV that deals with the image as pallets Fine Art, by applying the principles and technical rules that govern the work of fine art in general.

The study confirmed the need for use of the latest global decorative materials and techniques, and Employs it in the development and adaptation of elements of popular Arab tradition of the decorations of television scenes and replace them instead of the Western influences on our Arab nation that will confirm the Arab cultural identity and up to the desired. The study also confirms the adoption of privacy of civilization to the Arab homeland in several axes, one of the most its important cultural heritage, which includes Folklore, which preserves its identity and distinguishes it from other cultures.

Finally, the study highlighted that the difference between globalization and modernity, is very precise, which Requires a slice of Arab intellectuals and scientists dealing with torrent technology And the enormous progress of civilization in which we live a great deal of wisdom and objectivity And awareness of the seriousness of the stage at which we live.