

Musalsalat

TV series in the Middle East draw their scenarios in real-life contexts and stories, and construct representations that infiltrate the collective imagination: the series, whether produced in Lebanon, Syria, Egypt or Jordan, Viewed throughout the Arab world, and constitute an important part of the popular pan-Arab culture. The idea is to explore the construction of this imagination through the film sets of "Musalsalat" (soap-opera in English or telenovelas in Spanish)

The "Musalsalat" is the distorting mirror of local realities, present or past, filtered both by the merchant interests of producers and television channels, by the social models of screenwriters and directors, or by censorship and political propaganda. The images provided by the film boards of the "musalsalat" allow us to question the construction of representations and cultural models in the Middle East.

The "Musalsalat" market has long been dominated by the Egyptian style, with expensive studios, featuring rich backgrounds in unrealistic settings. The growing success of the Syrian series, made with little means and featuring more realistic stories and including popular figures, nevertheless has a growing influence on production in the region.

Since the beginning of the war in Syria, the influx of Syrian actors, directors, producers and technicians has enabled Lebanese productions to benefit from their professionalism, recognized throughout the Arab world. Lebanese productions began to adopt the realism of the Syrian style, while keeping the typical Lebanese glamor, with heroines with the pulpy and standard features of cosmetic surgery, almost systematic for Lebanese actresses.

A new genre is born of the commercial strategy of production houses: pan-Arab series mix Egyptian, Syrian, Lebanese or Gulf countries, creating scenarios that take these characters to different countries: 'Hiring stars from these respective countries, and therefore aiming for a very wide regional market guaranteeing a success to the series thanks to the popularity of the actors. In addition, satellite broadcasting allows channels from different countries to approach the entire Arabic-speaking population as potential audiences.