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Emerging factors shaping the identity of local urban districts the case of Doha

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Forms, Designs and symbols are components of the built environment that communicate information about the place and its identity to users. Users discern information from their environmental settings, combined with their personal interests and perceptions. The premise of the study states that the identity of traditional architecture undergoes two paradoxical process dynamic transformation and resistance to changes caused by global culture and societal modern needs. The examination of traditional architecture and its aspects (physical and nonphysical) that have already merged into contemporary architecture demonstrates that the traditional aspects contain static and dynamic elements. To test the proposed premise, the study prolonging into human geography using two theories: the identity crisis and innovation diffusion theories. The sections of the paper are structured according to Torsten Hagerstrand's diffusion models which include: mean information field, information flows and interaction matrix, barriers and resistances, innovative waves, and adoption surface. Under these sections, the research study contains: field data of three chosen sites, field survey, drawings, and design principle analysis (proportion in particular). Consequently, various data will be presented such as Qatari's different built environment styles. Results show a summary of the field survey and photo analysis of the dynamic and static architectural elements, where dynamic means energetic, capable of action and/or change, or forceful, while static means stationary or fixed. Findings, and discussion illustrate tables and diagrams, that are anticipated to show that resistance of the local identity and the acceptance of new architectural styles lead to a new semiotic presentation of Doha region. The study ends up with a set of recommendations for the

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application of static and dynamic transformation of Qatari architecture in order to strengthen the local identity while taking part of the global culture.