Application of Semiotics and its Concept in Architecture

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Abstract

Attention to the signs in the city and architecture has assumed as one of the preoccupations of artists and urban theorists. Through the application of semiotics as a tool to analyze and evaluate the identity, recreational and implicit metaphors and implications on the city, the city is a representation of the application of semiotics. Semiotics city tries to explain the city based on the system of signs. In other words, semiotics wants to explain how the Cloud environment will sign systems by acting as a social sense. Therefore, it can be concluded that the sign is a tool to express reality in architecture.

Keywords: Semiotics, Urbanization, Ferdinand, de Saussure, Anthropology

Introduction

Since the last century, semiotics, as one of the new sciences, has become the key in many fields into the realm of research and knowledge. This knowledge can be established through the lessons of Ferdinand de Saussure, as the father of modern semiotics in such entity. Although such knowledge review in the life of signs within social life, this is not possible if there is knowledge still and because it explained, but this knowledge is right there and his position is a predetermined one (Barrett, 1999, p. 5).

Cities are born of human social needs and the need for additional forms and methods to make their representations. Thus, for the representation of urban reality, the methods are used in linguistics and semantics. In linguistics, architecture is a language formed in its text. In semantics, the urban form is a text being interpreted.

Target significant systematic study of the symptoms manifested in form and content of the city. The research method is analytical instruments. Peirce's famous sentence: the right content to the right of the sign says: No one will ever be everything, including mathematics, ethics, metaphysics, attractions, thermodynamic, optics, psychology, economics, sociology, history and Psychology is the study, but with the help of signs (Peirce, 1908). This study examines the different types and multiple branches of science and its application in architecture and urban planning, which deals with the final product of this work will be the way in the application of semiotics.

Definition of variables

Saussure in linguistics Theory (1968) marks the correlation is the result of the casual and modules. Pierce stated that the way for a broader definition of sign is more outside the sign of linguistic monopoly. Sign is an item instead of the other, with respect and defines specific abilities. Charles William Morris in defining the sign says everything can be interpreted as a sign of the interpretation of the sign.

While Ambermoucre accepting this definition says that it is based on a social contract may be replaced by another sign (Jamalipour). The important point is that the expansion of urban semiotics of Peirce and Saussure expressly to sign no linguistic identifier also acknowledge the issue of semiotics (Barrett, 1899, pp: 9-10). Symptoms usually appear in the form of words, images, sounds, smells, tastes, gestures and objects, but these things are not significant nature and meaning only...
when they are appointed into sign anything symptoms except that the "indication of the “referral, or a pointer to something other than itself to be considered. In this case, it can be found. Understanding the symptoms completely unconscious by linking them familiar with the system of social norms and conventions and the study of the meaningful use of signs are regarded as at the center of semiotics (Chandler, 2007, p. 45).

**Types of Semiotics**

Up to now, Ameratakou has been recorded as the most popular categories in semiotics. In his book "The study of Theories" (1986), contemporary research areas reveal as being associated with semiotics (Part, 1899, p. 6).

*Animal Semiotics:* It is considered as to be the new science that involves the study of collective behavior in nonhuman communities (Barrett, 1899, p. 6). Symptoms of generalized animal to human behavior are significant mainly in the medium instincts.

*Anthropology and Structural Anthropology:* Claude Louis was established by Strauss. He believes that what makes human nature is not natural but cultural dimensions in which language plays a dominant role. Such issue is the structure of signs that can help to understand the culture and the minds that created them to understand anthropology.

*Pseudo Languages:* Sign languages (Barrett, 1999, p. 7) can be technology or techniques body Foucault and Marcel Mauss compared the body. Although these two concepts are used to the concept that defines the closest mouse but not unrelated to these gestures as well. This is where we can study the habits of the city, in what was going on in their minds.

*Medical Semiotics:* They are the medical diagnosis. (Barrett, 1999, p. 9)

*Formal Languages:* In the fields of algebra, chemistry and mathematical structures and finding these interplanetary and cosmic structure, as well as languages and computer languages emerges as Morse code. (Barrett, 1999, p. 9) has no relation to urban development.

*Decoding Unknown Alphabet and Symbols Series:* According to Eco, "the archaeologists and security forces" (Barrett, 1999, p. 11) will not be the recognized in urban areas.

*Iconic Signs:* What emerged Pierce visual communication systems are defined as the video systems, and color systems. According to Peirce, "iconic sign is a sign of one or more aspects of the same subject module" (Luchet, 1999, pp.203-206), however, it seems for Pierce as more physical aspects of physical symptoms busy to sign as part of the dialogue.

*Collective Communication:* The semiotics is the collection of pseudo-used signs that has increased in science communication including psychology, sociology and science, and ethic (Barrett, 1899, p. 12). The field of semiotics is the most applicable one in the urbanization context. Somehow, it was a medical diagnosis and medical semiotics, as psychologists, sociologists and experts recognized it in educational sciences as well as social recognition of their disease.

*Writing Story:* It has obtained its most important in Louis Claude Strauss's the study of primitive mythology, as well as its application in the works of Dandez and Bozhou on the playing field and local legends.

*Theory of Text:* Semiotic text divides the text into speech and language among which semiotics and linguistics provides many different arguments.

*Contact by Touching:* It is similar to pseudo-languages.

*Kinematics:* It is similar to pseudo-languages and is suitable methods of identifying people and their culture.

*Musical Codes:* It will be discussed in Jacobson's work, as well as the relationship between music and linguistics by Louis Strauss and between music and anthropological research has been focused on culture (Barrett, 1999, p. 14).
Literal meaning of the city is as follow: utopia, urban, and huge collection of houses and communities where people have settled. A habitat on which many houses and fields and markets are located including the administrative and the police offices (Dehkhoda, 1999).

Intellectual development of human society always develops new science and theory, and cultural importance of addressing the qualitative dimension has more than ever. One of the issues is the attitudes to living things, which actually represents the physical manifestation of the spirit of community in urban spaces and adjust the interface between them (Naghizadeh, 2006, pp. 58-56).

In accordance with the needs, the activities and behaviors shaped its inhabitants. Any behavior that is fundamentally shaped by man is dependent on culture. To understand the semiotics of the city, understanding the rules of signs is necessary. City is an indicative structure that applies to the particular attention constructs the implications of any existing semiotics of the city's foundation. When we talk of town beyond it to see, live and surf understand, in the time and in multiple layers, the properties of each generation will emerge. In semiotic analysis, detection means is done through the recognition of sign systems. This markup is interpreted of metaphor and allegory to explain. This is the same rhetoric that has spread unthinkable, will help us in the field of semiotics (Majed and Zar Abadi, 2010).

Conclusion

Dividing the semiotics into six categories mentioned in the above discussion, with any semiotic titles as social, cultural and visual, it has been found as a knowledge for recognition of the place and its habitants, or in other words "it spent his time reading and alphabet city involves a range of indications covers various semiotics. In this study, the signs and symptoms of various semiotics laid off. In this research, we can conclude based on two considerations: the first species Semiotics are different, each in proportion to their scope and main units can be useful and where it was tied to the second part, the relationship between the signifier and modules in any of semiotics or binaries compared Saussure.

References