Semiotics Approach as a Method to Analyze the Visual Language of Architecture

(A Semiotics Analysis of the tomb of   Khety -One of Rock-Cut Tombs of Beni Hasan Minya)

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Abstract

Semiotics approach is one of the most modern analyzes and criticism approaches that moved from linguistics to other fields of knowledge, including the architectural products since 1960. This paper aims to shed light on the meaning of semiotics, its importance and its different applied fields that architecture has considered one of them. Discussing appropriateness and accessibility of the semiotics for reading and interpretation of visual texts of the architectural language ends introduce a model for architectural   reading based on the semiotic analysis tools to test how to employ and apply this analytical approach to interpret the hidden meaning behind the architectural forms, by applying it on the selected case study (the tomb of Khiti - one of the rock cut tombs of Beni Hassan in Minya).

Key Words: Semiotics, Semiotics Analysis, Semiotics Tools, Visual Text, Architectural Language.

Research objective

- The main objective: To formulate a model based on the elements or tools of semiotics to read the vocabulary and syntax of the visual texts of the architectural language hence test the appropriateness and flexibility of the semiotics approach to apply in architecture, and try to interpret and read whose meanings according to its social and cultural backgrounds.
- Secondary objectives: - recognize the meaning of semiotics, its significance, importance and applied fields. - identify the meaning of semiotics analysis and its tools, its main characteristics,   and   its   various   application   fields   (such   as   architecture).
- To identify the notion of signs according to the pioneers of modern semiotics.

Research Methodology

The research follows the descriptive analytical method and consists of the following: a framework included an introduction, the aims and the methodology, followed by the theoretical part that presents the definitions and the notions of the paper (the concept of semiotics, the concept of the semiotics analysis and its tools, notion of the signs according to the pioneers of modern semiotics (Ferdinand de Saussure, Charles Sander Peirce and

Ogden and Richards). Then moved to the analytical applied part that explore how the semiotics approach or the semiotic tools are employed to interpret the text in the building. And how to apply those tools to read and interpret the meaning of the forms, structures, and organization even the layout of the selected case study. The conclusions and results of the research are summarized in last Section.

Research Summary

Semiotics is an ancient science rooted in Plato and Aristotle, Ibn Sina and Ibn Khaldun (in and ending with the modern theories of the pioneers of modern semiotics such as the Swiss linguist Ferdinand de Saussure (1857–1913) in Europe and Charles Sander Peirce (1839-1914) in parallel time in the United States,

Semiotics approach moved from linguistics to other fields of knowledge, including the architectural products since 1960.

In this paper, we will attempt to shed light on the concept of semiotics, its significance, importance and different applied fields, with particular emphasis on the field of architecture, and discuss the appropriateness and flexibility of the application of semiotics analysis tools reading and interpretation of visual texts of the architectural language by formulating a model based on the elements of semiotics and employing it as a method to understand and interpreting the deep and hidden meanings behind the formal expression of the case study (the tomb of khety one of rock-cut tombs of beni hasan in south of al minya.

Results and conclusions

1. In general, semiotic or semiotic analysis is a tool to interpret and read the hidden meaning to which it is intended by the (sender), whether an architect or artist etc.) By his work and it is not the immediate or direct meaning or what is called the secondary meaning or the meaning of the meaning. Its importance as a scientific method is due to its ability to study the deep meaning of the texts, try to read them and try to explore the idea to be sent but indirectly.

2. Visual language for architecture consists of a vocabulary (alphabetic) symbolic nature carry meanings of her ability to communicate and the semiotic approach can thus be interpreted as a good entrance is to study the structure of architecture. application of semiotic entrance in simiaei system architecture can be considered analysis component of the architectural references Communicating with possible jobs through symbols .

3. Changes and transitions that occur in (architectural message) can be obscured or strengthen or cluttered meanings in architectural work but the Basic symbols that can be read through time and history are fixed and stable, however the meanings ,symbols and messages that are subject to historic buildings in a specific paradigm can vary according to different interpretations change from era to era and one can read and communicate with them through a profound understanding of the source of interpretation (dominant ideology) who ruled that the era.

Suggested results for future studies

To study and analyze any architectural text of any historical building that is belonging to any historical era by the suggested semiotic analytical model; it is suggested to apply the following steps:

The documentary phase: that is including the theoretical study of the building (the layout – its foundation date)

Apply the tools of the proposed semiotic analysis model on the selected bulging tht include:

- **The source of interpretation**: (which is often the dominant ideological thought prevailing during the historical era that the architectural model belongs)

- **Signifier**: includes the physical form of the whole architectural building or one of its components.

- **signified**: thoughts of mind or meanings that are generated in mind when reading seeing the building and one building may have an infinite number of (meanings) according to the **source of** interpretation.

-**Synchronic Studies** (descriptive): describe the architectural sign (form and meaning) according to a certain time, often at the present time regardless of the historical meaning or form of it.

-**Diachronic Studies:** the study of the evolution or change in the architectural signs (form and meaning) across the historical periods**.**

 Syntagmatic: the substitution relationship that connects an element of the building and elements that can be replaced and given the same meaning.

Paradigmatic: the relationship that connects an element of the building and the elements that can be replaced and given the same meaning.

Results: Results of the previous analysis are presented, with an attempt to evaluate them for deeper results, and to derive new guid tools for more deep analysis or readings, to be used in future studies.

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