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|  | BACHELOR OF SCIENCE (HONOURS) IN ARCHITECTURETHEORIES OF ARCHITECTURE AND URBANISM (ARC61303/ARC2224)SYNOPSIS: REACTION PAPER (APRIL 2016) [5 MARKS] |
| NAME: Tang Kar Jun | ID: 0314075 |
| LECTURER: Ms.Ida | TUTORIAL TIME: 4-6pm |
| SYNOPSIS NO: 2 | READER TITLE: Semiotics and Architecture |
| AUTHOR: Diana Agrest and Mano Gandelsonas |
|  In this reading title, the authors talked about semiotics and how theories and ideology are different from each other. They touched upon communication theory and semiotics. It lies behind the object of study as well as the semiotics which gives it reason. Semiotics is a network of linguistic signs and is heavily affected by the production of its meaning through its components: the signifier and the signified. Through the reading, I can tell that the theory is the production of knowledge while ideology represents a certain set of beliefs--religious, moral, political, aesthetic. Language is interpreted as a means of communication and is seen as a system of signs. These signs are understood not because it’s the “natural” thing to do but by the repeated attribute it served. According to Saussure, he mentioned that the signifiers to tell us about the signified signage and symbols project universal understanding but everyone would interpret it through their own experience. In my opinion, ideologies and theories can be identified in almost all of society and gives meaning to the context but they differ from one another. I don’t think they counter each other but rather ideologies shape the beliefs and thought process while theories provide explanations to support that very belief and make them convincing. However, there are times where theories are strict and at times the opposite. The consumption of theories can be considered tools of development of theory which we call theoretical blockade. I actually agree on Saussure’s opinion of semiotics. We have used many signs throughout our life and it brings convenience to us. By having these signs which were established since long ago, we were able to understand a lot of things. As a conclusion, I believe semiotics eases on many understanding of theories and ideologies in architecture. |
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