

Professional scientific sessions for art, architecture and urban planning Thursday evenings

Held in: Conference hall of Herampey Consulting Engineers

Date: 15.11.2018

Title: Acquaintance with communication key elements, in order to reflect its relationship with architecture.

Speakers and panel members: Mr. Mehdi Mohsenian Rad.

The speaker of 111th session was Mr. Mohsenian. He began his speech that what is more related to architecture is the field of communication, that like other spheres, sometimes it's formed so naturally, like the soundtrack of a movie, that is ignored by the addressee. In other cases, the field has a so strong role and position that plays a limiting role or the opposite effect of stimulus factor in the communication. To better understand the case he brought the example of our presence and conversation duration in a lift, restaurant or stadium that affect directly the content, nature, duration... of the conversation.

Nowadays the element of the field is more considered and the scientists have more carefully focused on to study its characteristics and the role that it can play.

Talking about the classification of the field of communication, Mr. Mohsenian Rad said that we can identify different approaches and points of view. The first one can be classified as material (like the case of the lift as a field) and the second one as immaterial.

Talking about one of the most ancient material cases in architecture in Iran, he mentioned the case of Choghazanbil ziggurat built 3200 years ago with an initial height of 53 meters and the actual 25 meters. The question that the archeologists must answer to, after the archeological researches, is how and why most of cylindrical stamps were all stored in a small room in front of the sole stairway of the ziggurat, because in the rest of the entire area they discovered few other stamps. The most reasonable answer to this question is that the pilgrims to the ziggurat used the stamps in a specific place to address their desires and needs to a divine entity, like in many other religions similar tools and manners are still practiced, also in our days.

Regarding the immaterial field, Mr. Mohsenian Rad mentioned, as an example, the reception in a living room, where the externalization of the sentiment differ, in relation of the ceremony that is taking place in (a mourning or a feast ceremony). Another dimension of the immaterial field is the psychological aspect, when the mental condition of the persons affect the nature of the communication. Continuing his speech Mr. Mohsenian Rad reported the dimension of the time that is acting in relation with the communication, like the optimal time of doing something differ from a person to another.

A very interesting assertion is the argument related to the relationship that exists between the meaning and the words and the message that they communicate. He presented the example of the word "democracy", that having almost the same pronunciation in many languages, it doesn't contain the same meaning and message.

Mentioning the Iranian poet Hakim Sanaei Qaznavi, Mr. Mohsenian Rad showed how about 800 years the Iranian poet wrote about the same argument, asserting that the words and meanings are two different categories, each of them with a specific function and role.

Continuing his speech Mr. Mohsenian Rad about the messages as a way, manner or tool of communication. Each message is a unique phenomenon, even though it is recreated and repeated for many times, because even though the content can be the same, the route that it pass through is different. The signs in the messages are one of the oldest structures in the message, that can be iconic or not, that can be divided in two different categories. The first one can create a relation between the content and the form (presented as icons). Talking about the second group, he said that in the signs of alphabet, musical notes and the Morse signs, there are no similarities between the signs and the messages that are transmitted, so they are classified as non-iconic.

Mr. Mohsenian Rad said that there are different classifications for the signs and one of them are the symbols. In a proposed classification that considers the view to the future and the technological achievements, three separate groups have been defined that are:

Written and spoken conventional signs, showing conventional signs and showing non-conventional signs.

All the signs that don't have similarities between the sign and the content are classified in the above mentioned first group. In the words contained in the vocabularies of 6800 existing languages of the contemporary world, some signs have an international character like ?, %, \$. Conventional showing signs are like whistling, painting or making photographs.

Mr. Mohsenian Rad explained that actually the capabilities of mankind to show are growing, so the extent of the signs is experiencing a growing trend. For example in the future the advanced technologies will permit to have 3D images and at the same time to better comprehend them other senses like touching, hearing, seeing etc., will be introduced in this context. The last category is the non-conventional signs that are similar to what they represent, so they are comprehensible without having a previous preparation for the comprehension.

To better present the theories that Mr. Mohsenian Rad gave some practical examples. Talking about the printed signs, he showed the cover of a famous magazine, where to communicate different type and categories of signs were used on the same page to obtain the best possible result.

The speaker explained that there is a slight difference between the meaning and the content and we can define it in a new concept referring the communication field that is the framework. The same sign and transmitted concept can have and contain different type of message, in relation with the framework where it is presented. This circle is formed by an action that communicates in an interaction through a transaction. The same phenomenon can be observed in the nature where for example water can be seen under its different physical aspects.

Mr. Mohsenian Rad concluded his speech explaining that the world that we are living in is based on the communication manners that we use to facilitate our relationship with others. Of course the more technologies and capabilities advance, the more our live depend on the ways and tools that make possible the continuation of a process of communication and comprehension

The last part of the session was dedicated to the question time, when the presents in base of the information that they received during the presentation, addressed their questions to the speaker, creating an atmosphere of bilateral exchange of knowledge and information.