ITLAAT-E-AAM

ABDUR RAFEH RIZWAN

ABSTRACT

In The relentlessness of the human mind to truly understand each other's identity and language is the main the drive to a path of knowledge that has no success, Understanding identities has been an ongoing quest for human beings ever since of the inception of our very society but thereare times when certain identities gain precedence over others and neglect starts to develop, To counter this neglect and reigniting ones language it requires to form an interaction again and sweep aside all preconceived notions and develop a true comprehension of what it truly stands for.

My thesis is set upon this very prologue in which I try to discove the true identity and language of a lost process I have developed my thesis primarily on the basis of understanding a visual language that is lost and shares neglect within the society

The history of linguistics is bound up with various theories which have been proposed in the attempt at explaining the nature of the human language faculty. These theories can be grouped into three broad categories which correspond roughly to historical epochs.

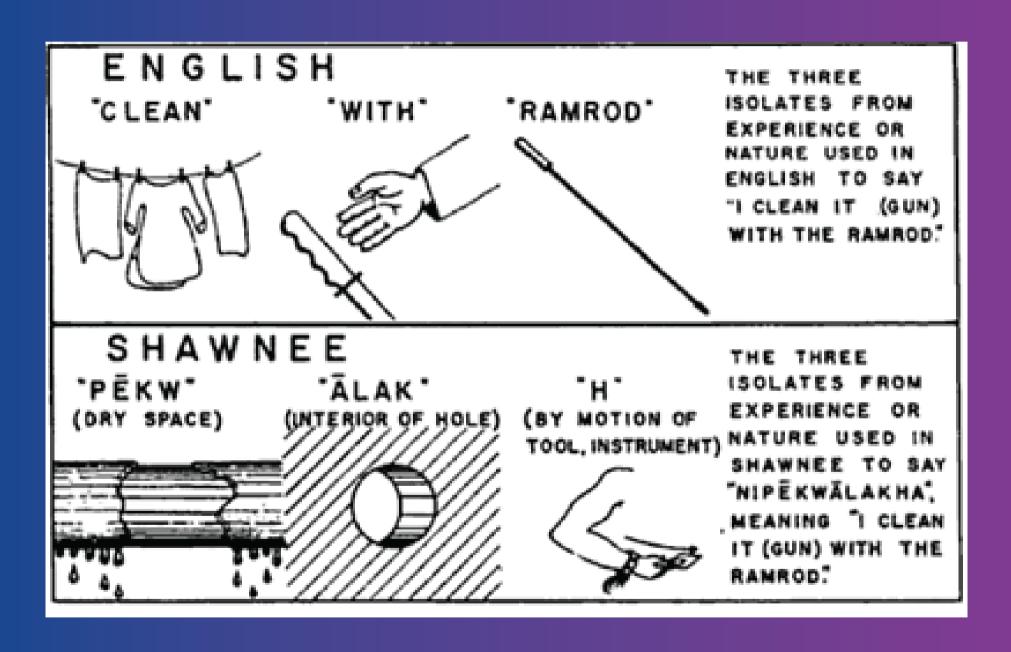| Orientation	Period
-) non-theoretical studies	before the 19th century
-) historical linguistics	19th century
-) structuralism	first half of 20th century
-) generative grammar	second half of 20th century

STRUCTURALISM

Structuralists view society and its rules as expressions of deep structures, often binary codes, that express our primary natures. A systematic study of such codes is semiotics, which was later hijacked by Poststructuralists as evidence that language alone provides a true reality. Structuralism originated in the work of Claude Lévi-Strauss on pre-literate peoples. Lévi-Strauss was a contemporary of Sartre and French existentialism
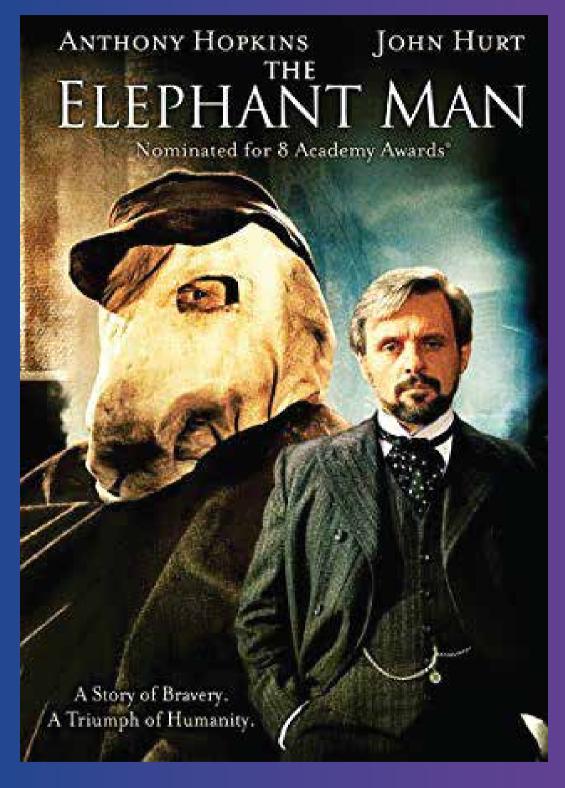

Ceci n'est pas une pipe.

THE TREACHERY OF IMAGES
RENE MAGRITTE

SAPIR-WHORF HYPOTHESIS

One exception was an hypothesis of Edward Sapir and Benjamin Lee Whorf . Man's language, they argued, moulds his perception of reality. The Hopi Indians of Arizona pluralize clouds as though they were animate objects, do not use spatial metaphors for time, and have no past tense as such. primitive societies were not aware of logical contradictions. Modern Europeans have words for the seven basic colours of the rainbow, whereas other societies have from two to eleven.

ENGLISH
"CLEAN"   "WITH"   "RAMROD"

THE THREE ISOLATES FROM EXPERIENCE OR NATURE USED IN ENGLISH TO SAY "I CLEAN IT (GUN) WITH THE RAMROD."

SHAWNEE
"PĒKW" (DRY SPACE)   "ĀLAK" (INTERIOR OF HOLE)   "H" (BY MOTION OF TOOL, INSTRUMENT)

THE THREE ISOLATES FROM EXPERIENCE OR NATURE USED IN SHAWNEE TO SAY "NIPĒKWĀLAKHA", MEANING "I CLEAN IT (GUN) WITH THE RAMROD."

THE ELEPHANTMAN CASE STUDY

ANTHONY HOPKINS   JOHN HURT
THE
ELEPHANT MAN
Nominated for 8 Academy Awards

A Story of Bravery.
A Triumph of Humanity.

→

SAPIR-WHORF HYPOTHESIS
CONNECTION

Elephant Man is a play about a young man named Merrick who suffers from severe physical deformities. A medical doctor, Dr. Traves, first stumbles upon Merrick on an advert poster outside a shop. He pays twelve pence to see Merrick but is devastated by his deformities. In his many years of practice as a doctor he has never seen such a deformed face. In fact, he looks nothing close to a human being

Graffiti Making: Another form of Language

Modern graffiti seems to have appeared in Philadelphia in the early 1960s, and by the late sixties it had reached New York. The new art form really took off in the 1970s, when people began writing their names, or 'tags'

In the early days, the 'taggers' were part of street gangs who were concerned with marking their territory. They worked in groups called 'crews', and called what they did 'writing' – the term 'graffiti' was first used by The New York Times the novelist Norman Mailer.

Graffiti in local context
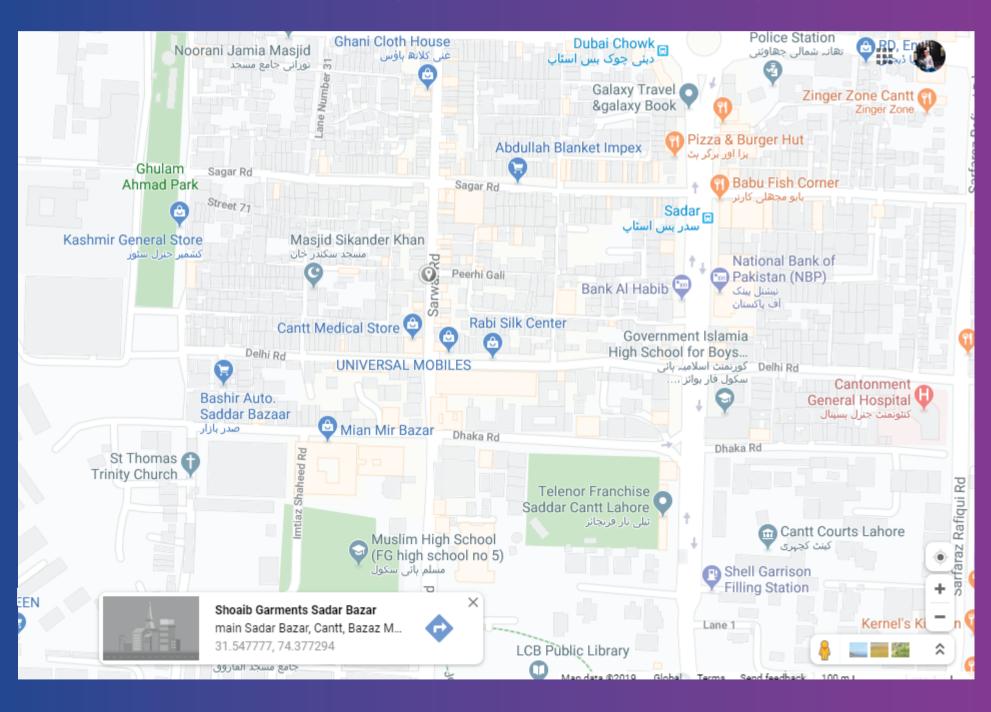
My understanding of it

Further Research

Further Reseach about graffitis in general required me to go beyond the screen and see the very graffiti-esque islamic events poster in real life and depict how the people tend to see them around, This required me to go to a heavily populated area with an overall general influence towards such events and appreaction of such posters so i decided to go to Saddar Bazar, A busy market place where i have been going since i opened my eyes, why i decided to chose this place was how initially i tend to ignore these panels or posters and now i will be able to see how much people care about them and also does design truly matter to these people who design them.
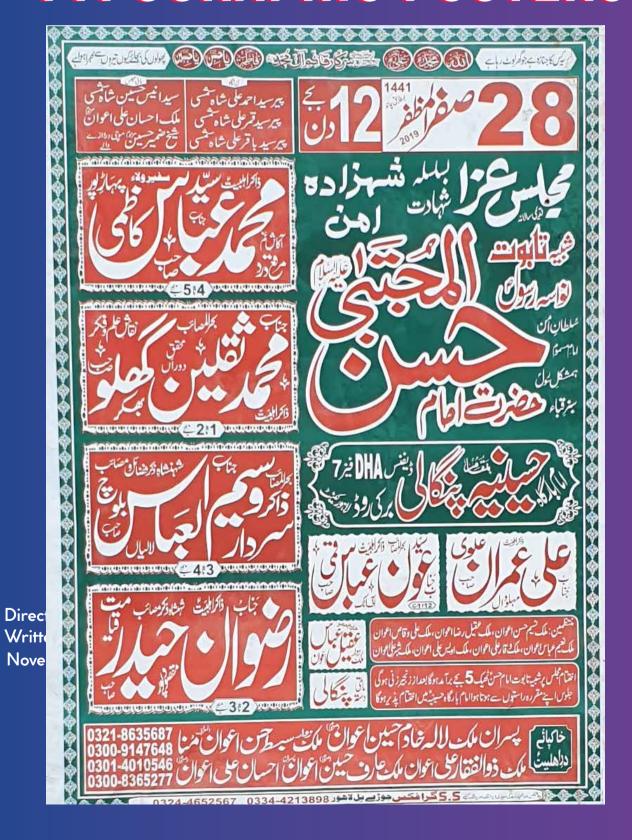
Questioning

Breaking down the posters

There are two kinds of poster
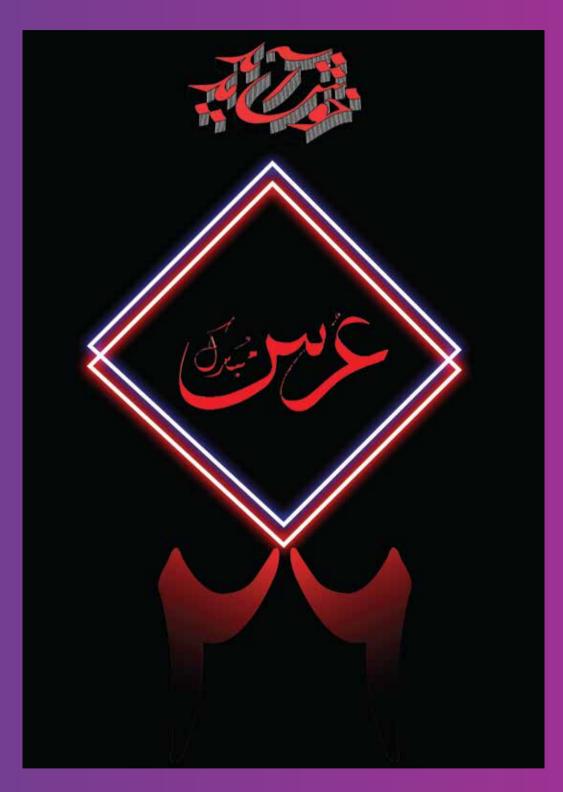
TYPOGRAPHIC POSTERS
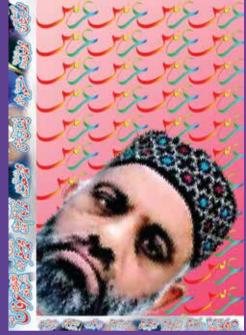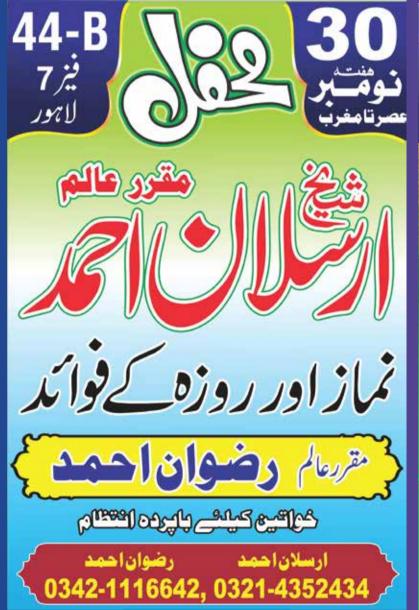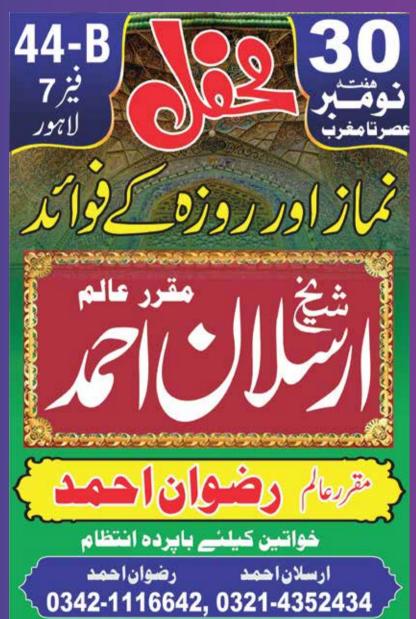

IMAGE POSTERS

Designing First Set of Visuals

The basic idea here was study the individual elements of religious Marketing posters and they were higlighted in a very hyperactive sort of way

Getting Fake Posters Designed

Royal Park Adventures

Again, I was tasked with going on a roadtrip and getting these posters designed by using the similar aesthetic, This happened to be a daunting task as i had to draw up an appearance and lie my way through
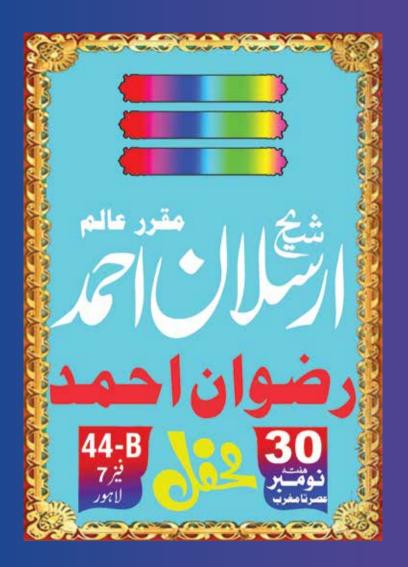
Second Set of posters

In these set of posters, My directon slightly changed however where i decided to go towards a more consumerist sort fo approach, where could apply and mix this aesthetic to pop culture aesthetic as in that point in time i was seeing it in this light
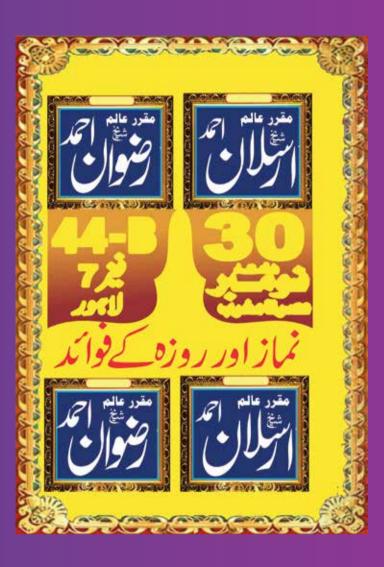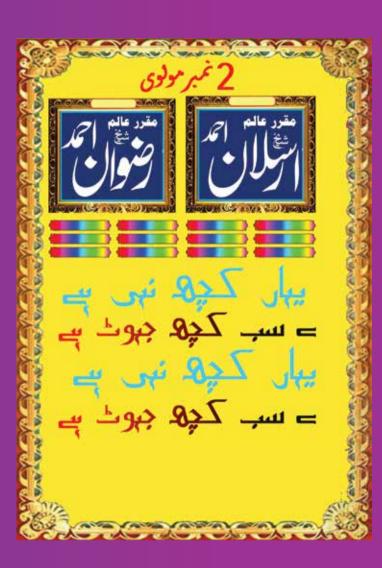
More Experimental Posters

These Posters were entirely developed to see how changing the context would impact this imagery and what kond of reaction it will bring out

Emulating The Aesthetic

I decided to perfectly emulate their design aesthtic and their sense of design so what i tried to did was that design Western popular media onsets into this very aesthetic to see what kind of contextual change they would bring

Finding My Ownself
Within the aesthtic

As of right now, i was emulating and designing a visual directory that had already been designed so finding how i precieved it was important to discover, here it was important to understand what i wanted to develop form this imagery
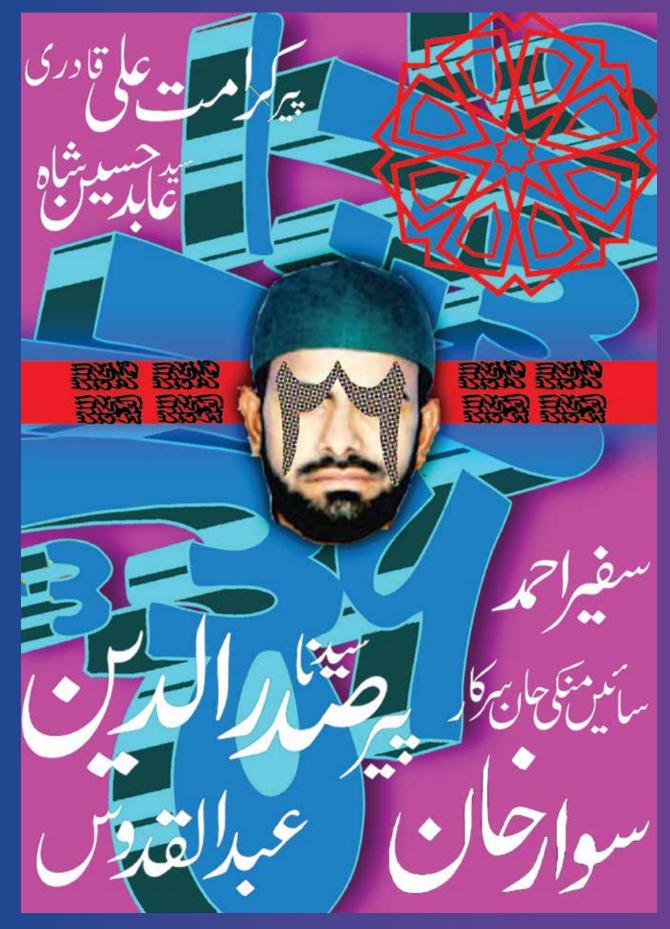
Exaggeration

One of the key insights that i developed when researching religious islamic posters is that how sometimes exaggeration within this imagery is being done and how it tends to create another sort of dimension that could be brought to this in terms of development of the project

Designing Further Visuals

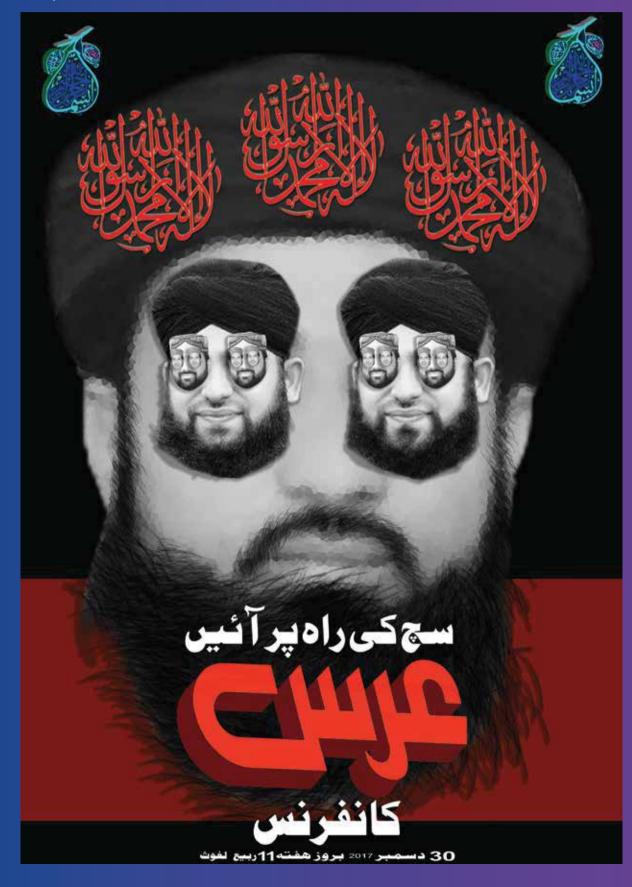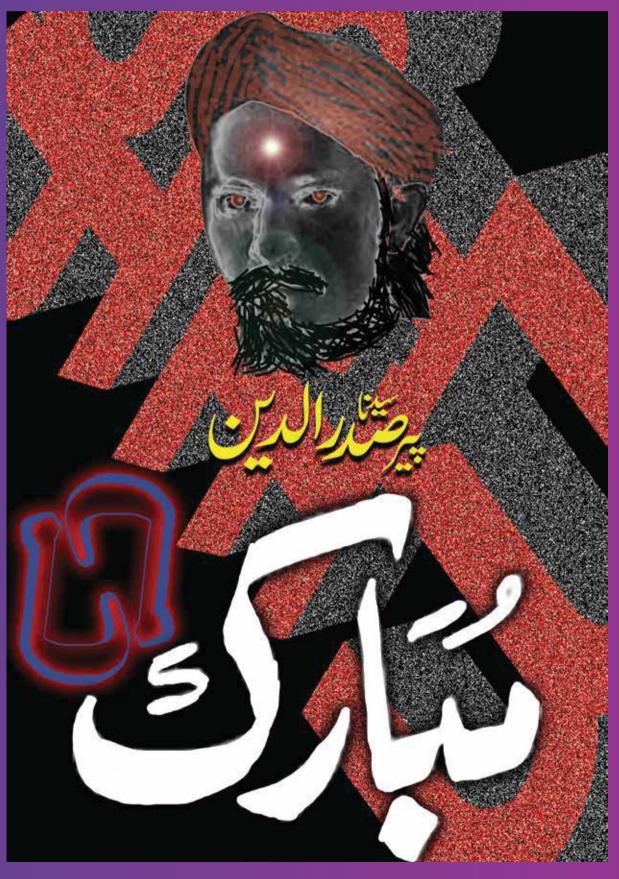More Exaggeration
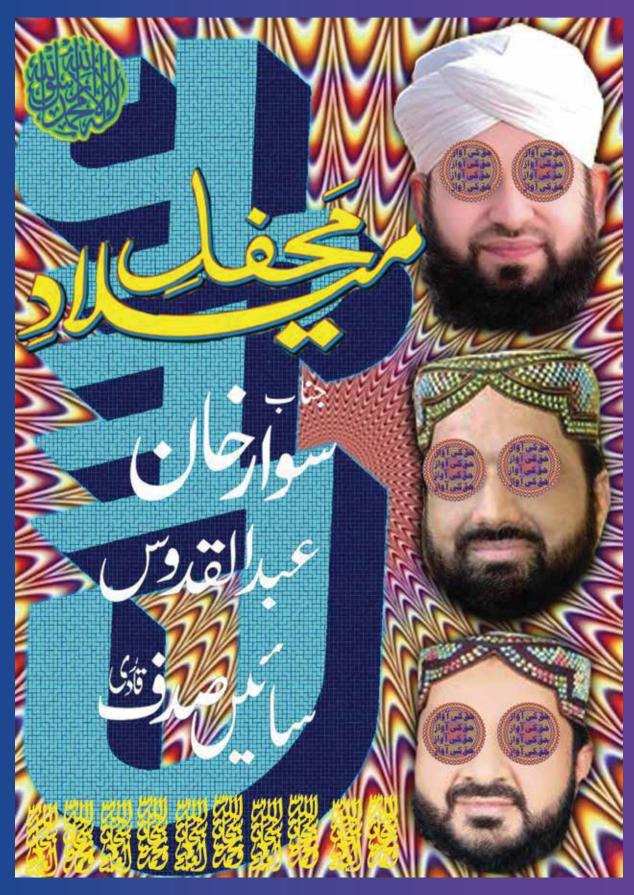
Using Imagery as Main context

I decided to use imagery of different Maulana's and Maulvis to create another underlying tone within my work this practice was initiated to showcase as in how i tend to see the effect hypnosis through these imagery, By censoring their own faces, I was able to create that effect however this work was deemed to be controversial hence it had to be scraped off

Bringing it under a format

The Idea here was to bring my work under a proper format since it wasnt making alot of sense, so i decided to create posters with proper formatting but yet encapsulating the elements of the religious marketing visual culture and adding my own identity within it, the Hypnosis effect however was to be created in a different fashion where i used certain imagery in background that could give a tripping psychedelic effect

Working Towards Final

My final developmental phase of work took another direction where i had inject less imagery and create the hypnosis effect without it so creating another set of Visuals was on the Horizon