

## SYMBOLIC SIGNS IN VISUAL ARTS

Mambetkadirova Durdana  
Student of the Nukus State  
Pedagogical Institute named after Ajiniyaz

ABSTRACT	KEY WORDS
This article also provides complete information about symbolic symbols in the visual arts, the history of its origin, logo, brand, icons	Sign, shape, gesture, symbolism, evoke emotion, artwork

### Introduction

In visual arts, symbolic signs are elements or images that represent abstract ideas, concepts, or emotions. These signs can include objects, colors, shapes, and gestures that carry deeper meanings beyond their literal interpretation. For example, a red rose can symbolize love or passion, while a dove can represent peace or freedom. Artists use symbolic signs to convey messages, evoke emotions, or communicate themes in their artwork, adding layers of complexity and depth to their compositions. Symbolism in art allows viewers to interpret and engage with the work on multiple levels, enriching their experience and understanding.

Symbolism in visual arts is a rich and diverse subject that spans across cultures and time periods. Here are some additional points:

- 1. Cultural Symbolism:** Many symbols in art are culturally specific, drawing on shared beliefs, myths, and traditions within a particular society. For example, in Western art, the color white often symbolizes purity or innocence, while in some Asian cultures, it can represent death or mourning.
- 2. Religious Symbolism:** Religious symbols have been prevalent in art for centuries, serving as visual representations of spiritual beliefs and narratives. For instance, the cross is a potent symbol in Christianity, representing the crucifixion and resurrection of Jesus Christ.
- 3. Archetypal Symbols:** Some symbols have universal meanings that resonate across different cultures and contexts. Carl Jung, a Swiss psychiatrist, introduced the concept of archetypes, which are innate symbols shared by humanity's collective unconscious. Examples include the circle (wholeness, eternity), the serpent (transformation, temptation), and the hero (courage, resilience).

**4. Political and Social Symbolism:** Artists often incorporate symbols to comment on political or social issues, expressing dissent, solidarity, or critique. For instance, the clenched fist is a symbol of resistance and unity, commonly associated with movements for social justice and empowerment.

**5. Nature and Animal Symbolism:** Artists frequently draw inspiration from nature, using elements such as animals, plants, and landscapes to convey symbolic meanings. Animals, in particular, carry symbolic significance in many cultures, representing qualities like strength, wisdom, or cunning.

**6. Surrealism and Dream Symbolism:** Surrealist artists, such as Salvador Dalí and René Magritte, explored the realm of dreams and the subconscious mind, incorporating bizarre and fantastical imagery rich in symbolic meaning. Surrealist art often challenges conventional interpretations, inviting viewers to delve into the depths of the unconscious.

These are just a few examples of the diverse range of symbolic signs found in visual arts. Artists employ symbolism in myriad ways to engage viewers, provoke thought, and evoke emotional responses.

The emergence and progress of signs and symbols in visual arts is a complex and dynamic process influenced by various factors, including cultural, historical, and technological developments. Here's an overview of how signs and symbols have evolved in visual arts over time:

**1. Prehistoric and Ancient Art:** Some of the earliest forms of visual art, such as cave paintings and petroglyphs, date back tens of thousands of years and often depict animals, humans, and abstract symbols. These artworks likely served ritual, religious, or communicative purposes, with symbols representing concepts like fertility, hunting success, or spiritual beliefs.

**2. Classical and Ancient Civilizations:** In ancient civilizations like Egypt, Mesopotamia, and Greece, visual art played a central role in religious rituals, storytelling, and political propaganda. Symbols such as the Egyptian ankh (symbolizing life) or the Greek laurel wreath (symbolizing victory) were common motifs in art and architecture, reflecting cultural values and beliefs.

**3. Medieval and Renaissance Art:** During the Middle Ages and the Renaissance, Christian symbolism dominated European art, with religious narratives and allegories depicted in paintings, sculptures, and illuminated manuscripts. Artists used symbols like the lamb (representing Christ), the Madonna and Child, and the crucifixion to convey theological concepts and moral messages.

**4. Symbolism Movement:** In the late 19th and early 20th centuries, the Symbolist movement emerged as a reaction against realism and naturalism. Symbolist artists, such as Gustav Klimt and Edvard Munch, sought to convey abstract ideas and emotions through suggestive imagery and metaphorical symbols. Dreams, myths, and the subconscious mind were recurring themes in Symbolist art.

**5. Modern and Contemporary Art:** In the 20th century and beyond, artists explored a wide range of styles and movements, each employing signs and symbols in unique ways. From the abstract forms of

Cubism and Surrealism to the pop culture references of Pop Art and the conceptual ideas of Contemporary Art, symbolism continues to play a vital role in visual expression.

**6. Globalization and Technological Advances:** With the advent of globalization and digital technology, visual artists have access to a vast array of symbols and imagery from diverse cultures and traditions. This has led to a blending of symbols and visual languages, as artists draw inspiration from multiple sources to create hybrid and multicultural artworks.

Overall, the emergence and progress of signs and symbols in visual arts reflect the evolving cultural, social, and artistic landscape of human civilization, continuously reshaping and redefining the language of visual expression.

Let's delve deeper into the emergence and progress of signs and symbols in visual arts:

**1. Ancient Civilizations and Symbolism:** In addition to religious symbolism, ancient civilizations such as the Sumerians, Egyptians, and Mayans developed complex systems of writing and iconography. Hieroglyphs, cuneiform script, and pictographic symbols served as both communication tools and artistic motifs, conveying historical events, social hierarchies, and cultural values.

**2. Renaissance Symbolism and Allegory:** During the Renaissance, artists like Sandro Botticelli and Leonardo da Vinci infused their works with symbolic meaning and allegorical narratives. Paintings such as Botticelli's "The Birth of Venus" and da Vinci's "The Last Supper" contain layers of symbolism, inviting viewers to decipher hidden meanings and interpret the artworks beyond their surface appearances.

**3. Symbolism in Eastern Art:** Eastern artistic traditions, such as Chinese ink painting and Japanese woodblock prints, also incorporate symbols and motifs with rich cultural significance. In Chinese art, symbols like the dragon (representing power and good fortune) and the lotus flower (symbolizing purity and enlightenment) recur throughout history, reflecting Taoist, Confucian, and Buddhist philosophies.

**4. Avant-Garde Movements:** In the early 20th century, avant-garde movements like Dadaism and Surrealism challenged traditional notions of art and meaning. Artists such as Marcel Duchamp and Salvador Dalí used everyday objects and dreamlike imagery to subvert conventions and explore the subconscious mind. Their works often contain enigmatic symbols and visual puns, inviting viewers to question established interpretations and embrace ambiguity.

**5. Semiotics and Structuralism:** The study of signs and symbols in art gained prominence with the rise of semiotics and structuralism in the mid-20th century. Scholars like Roland Barthes and Ferdinand de Saussure explored the ways in which signs function within cultural systems and linguistic structures, shedding light on the inherent symbolism embedded in visual communication.

**6. Postmodern Appropriation:** In the postmodern era, artists such as Barbara Kruger and Jeff Koons have appropriated and recontextualized existing symbols and imagery from mass media and consumer culture. Through techniques like collage, appropriation, and pastiche, they challenge notions of originality and authenticity while commenting on the pervasive influence of symbols in contemporary society.

**7. Digital Symbolism and Virtual Art:** With the advent of digital technology and the internet, artists have embraced new forms of symbolism and visual language in the realm of virtual art, digital installations, and multimedia projects. Symbols are now disseminated and interpreted in digital spaces, transcending geographical and cultural boundaries and expanding the possibilities of visual expression in the digital age.

These examples illustrate the diverse and evolving nature of signs and symbols in visual arts, demonstrating how they have been utilized, reinterpreted, and reinvented across different cultures and historical periods.

Let's speak about what is sign. A sign is a material, emotionally perceived in human consciousness and activity the subject, event or action is said. Characters are in the process of communication or translation buying, storing messages or any type of message components, created and used for modification and transmission. The concept of a sign is always in philosophy, logic, linguistics, psychology, sociology and the like, Of course will be analyzed. Signs in several disciplines: for example, philosophy, logic, linguistics, although studied in cultural studies, psychology, sociology and other disciplines, but they are widely and accurately studied in the special science of semiotics (semiotics)<sup>19</sup> — 20- in the centuries, a special science about signs — semiotics-arose. Semiotics — (Greek semeiotikos-doctrine of signs), semiology-1) information, characters and character systems that serve to store and transfer data means a field of science that studies its general properties. Semiotics, signs it is a science that appeared at the beginning of the 20th century. Creating character science the idea came almost simultaneously and independently from several scientists out. The founder of semiotics is the American logician who proposed its name, philosopher and naturalist Ch. Pierce (1839-1914). Ch. Peirce defines a sign as, gave the initial classification of signs (indices, icons, symbols) and thus together established the tasks and foundations of the new science. An overview of the character was given above. At the next stage let's divide the characters into types-that is, we classify the characters.

Characters are all human beings to express, to show a specific meaning is said to be a variable graphic representation that is generally accepted by. They included an example is the following: letters-these are to denote the sound created characters are counted, notes-these are to indicate the duration of the sound created characters as well as currency symbols. The characters are visually always understandable and it should have a clear appearance. For this, the characters are always simple and should be described intelligibly. Of course actually simple and understandable when one sees it is considered very complicated to create tastings. Because in a small graphic image the whole placement of a meaning is required.

Symbols are a multidimensional image that represents a certain concept, an idea or it is said to a generally accepted image to indicate an event. Simply in words, symbols are a sign that has many meanings. For example: religious and philosophical symbols; astronomical signs; signs of the Zodiac (zodiac) (usually called Signs, but they are not signs). Symbols are words, sounds, gestures, ideas or come in the form of visual images and convey other ideas and beliefs used in order. For example, a red octagon denotes a stop sign; on maps, however, blue stripes often indicate rivers; and the Red Rose symbolizes love and compassion.

**Pictogram** - (lat. pictus - "drawn" and Greek. gramma - "record", "written sign") is a picture-sign. In it, an event, object or action will be described. Effects of the pictogram: understanding the image to humans makes the text easier than to understand; fast-paced perception of information, in which the information there will be no need to spend time reading, that is, a graphic image will be seen and quickly understood; icons are used as a universal language that everyone understands.

**Ideogramma** - (from another Greek. εἶδος-idea and γράμμα-written sign, letter) - written character or conditional image, corresponding to a specific idea of the author the coming picture. Hieroglyphs consist of ideograms. An ideogram is a pictogram whose literal expression is not interpreted verbatim. For example, there are a lot of ideograms among road signs. So, a bicycle in a circle means "bicycle path", not "bicycle". An ideogram is used in writing to convey a particular idea or concept is a sign or a picture.

**Emblems** - (another Greek. ὑμ-βλημα - "insert; convex ornament) is either a conditional image of an idea in a picture with a different meaning. Emblems are a group of reception by people is told to a symbol that has a certain meaning. The main meaning is generally accepted as the basis of the symbol may differ from the concept.

**Icons** (icon). Iconography (icon and Inscription) is a medieval painting it is a type through which religious themes are promoted i.e. religion through icons is wide distributed. Mediation between the divine and the world in icons in a general sense the sacred images intended for drawing. This image was originally Christian appeared in his art. Imagination with the word icon in many immediately church gives icons. But today we give them everyday life we come across a lot of times in our style. In modern times, we see icons (English from the language. icon) - graphical interface element, application, file, directory, window, operating system we come across a small picture that shows the component, device, etc.

## References

1. "Dictionary of brand common language marketing" 2018.
2. Management of commodity capital. David Aaker (1991).
3. Arutyunova N.D. Linguisticheskie problem // N.V.L. Logic I Linguistics. - M., 1982.
4. Akhmanova O.S. "Slovar lingvisticheskix terminov". - M, 1969-607S.
5. Wheeler, Harold (1946). Human miracle: Dunedin, New Zealand: Longacre Press
6. Martino, T. Trademark dilution, Clarendon publishing, 1996.