Moscow State University named after M.V. Lomonosov

Faculty of Journalism

abstract

Semiotic Approach to intercultural communication (Otto Neurath & ISOTYPE)

Completed:
Pyzhyanov A.I., 522 gr.

Teacher:

Ph.D., associate professor,

Zasursky I.I.

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Table of contents

The problem of intercultural communication 4

The theory of creolized text 8

Neurath's plan .... nine

ISOTYPE as a sign system .... eleven

Distribution in the world 16

ISOTYPE in CCCP .... eighteen

ISOTYPE Communication Strategy 21

ISOTYPE experience in modern communication 25

Conclusions 29

Sources .... thirty

This work describes one of the little-known, but very unusual attempts to unite the world with a single language, and not by labor one enthusiastic linguist, and an organized team led by was an Austrian socialist and philosopher who stood at the origins of logical positivism.

Otto Neurath expressed a revolutionary idea for his time: the source of most social problems is information inequality. He saw that the people around him were illiterate, had poor understanding of modern scientific knowledge, cannot use, do not know what processes are going on in the state, do not see connections the present with the past, their personal life with the life of the country and the world.

The solution to this problem according to Neurath was the creation of a unified scientific and a communication foundation that would enable people around the world to

from childhood, explore the world with a single source information - an encyclopedia or a series of textbooks written from using a new type of sign system, accessible to everyone and making the very way of human perception of information is more effective. By Neurath's opinion, this would lead to world science and social relationship to a whole new level.

In the mid-1920s, he and a team of like-minded people began to the development of a sign system that will be known in the first years mainly as the "Viennese method of graphic statistics", and 1934 year will be named ISOTYPE (International System of TYpographic Picture Education).

The problem of intercultural communication

The world needs about a thousand more dead languages and one living [1]

- Ogden CK, “The System of Basic English”

If we understand communication as a collection of all possible forms interactions between individuals, many of its manifestations are unknown cultural barriers. The languages of love and war are understandable anyway most of the inhabitants of the Earth without translation.

But if we consider the aspect of communication that is associated with transmission of an informational message of any kind, here arises the problem that we used to call the "language barrier". All because humanity has not yet invented a way to transmit information between people, which would take place without the participation of sign systems.

“A sign is a materially expressed replacement of objects, phenomena, concepts in the process of information exchange in a team " [2] .

“The generalizing theory of signs is semiotics, which can be called the "scientific partner" of communication theory or its direct component " [3] .

Natural languages, "language of mathematics", musical notation, languages gestures, subject language - all these are sign systems. Transmitting the message encodes information using one of many existing sign systems and through a communication channel broadcasts it to the recipient. If at decoding the message, the interlocutor is guided by the same rules,

which were applied during encryption, the message is decoded correct and communication can be considered successful.

[1] "What the World needs most is about 1,000 more dead languages - and one more alive"
[2] Lotman Yu. Semiotics of cinema and problems of cinema aesthetics. - Tallinn. : Eesti Raamat, 1973.
[3] Gavra D.P. Basics of communication theory. - SPb. : Peter, 2011 .-- 285 p.

However, if the recipient is not familiar with this sign system (German trying to communicate with a Frenchman who does not know German), or a person the recipient of the message interprets the sign in the context of his own, different system (a gesture that has a positive coloration for a resident of America, offensive to the South) [4] transmission of information ends in failure. Out of a desire to end this problem forever and the idea of an international language of communication arose.

Picture 1 *http://thisispointless.com/guidetoinsults/*

She became especially popular at the end of the 19th century with active development transport, technologies for transmitting information over long distances, and along with them and international relations.

The first approach to the problem was an attempt to create a new verbal language is a full-fledged analogue of natural ones. Such languages were usually *a priori a posteriori* [5] , i.e. inherited something from existing languages, brought something of their own, for example, grammar (in other

[4] The comprehensive guide to international insults URL:http://thisispointless.com/guidetoinsults/
[5] Garshin I. Planned semilanguages URL:http://www.garshin.ru/linguistics/model/semi-languages/

classifications they are called simply a posteriori [6]). The most famous of them - Esperanto, created by the Warsaw ophthalmologist Lazar Zamenhof in 1887 year.

Each creator of such a language strove to make his own rational, free from the disadvantages of others that he personally hates sign systems and, as a rule, relatively simpler to study and use.

However, it turned out that it is impossible to make a verbal language so easy to learn in order to convince the world community to implement him in the process of international communication. Therefore Esperanto remained hobby of enthusiasts and today is not much different from dozens half-dead languages.

In another way, this problem was solved in 1925 by Charles Ogden, whose the quote is given in this chapter as an epigraph. He decided not to contribute anything new and create an *exclusively a* posteriori language.

Ogden removed the subtleties of Grammar [7] and shortened the vocabulary up to 850 words in order to simplify it while functionality. The idea seems brilliant, because people already knowing the language, it is not at all required to master a new sign for them system, and for others it will be easier than learning a full English. But the disadvantages associated with the still too primitive

dictionary, outweighed. Basic English has been criticized by many experts [8] and rejected by the rest of the world.

However, Ogden's idea still lives on in some teaching programs for foreigners, technical documentation [9] and, for example, became the impetus for the creation of a special section of Wikipedia for those who only

[6] Okrent A. In the land of invented languages URL: http://inthelandofinventedlanguages.com/index.php
[7] Ogden's Basic English Rules of Grammar URL: http://ogden.basic-english.org/rules.html
[8] Flesch, R. How Basic Is Basic English? // Harper's Magazine. 1944, March. Url: http://emilkirkegaard.dk/en/wp-content/uploads/How-Basic-Is-Basic-English.pdf
[9] ASD Simplified Technical English URL:http: //www.asd-ste100.org/

speaks English at a basic level - “Simple English” [10] . On "Simplified English" at the time of this writing was translated almost 120 thousand articles. Experiments in creating such languages even deserve to be immortalized in the image of "narrowing the horizons of thought" [11] Newspeak [12] c novel by George Orwell "1984".

Despite the fact that attempts to semiotically solve the problem there was much more intercultural communication, we will stop only on these, because they gradually lead us to the third approach: the creation of an auxiliary visual language. A priori and

a posteriori at the same time, since the "vocabulary" and grammar of each such a language is unique, but the images used to convey information are largely archetypal and understandable to people from different cultures.

Oddly enough, with all the obvious complexity of such work (it may require the work of not only a linguist, but also a talented designer, as well as competent in the perception of visual images of a psychologist), among the attempts in this area there are many successful ones. AND We actively use at least two or three of these languages! I I mean, of course, road signs and international information pictograms (if you have ever been to the airport, train station, or at least went down the subway, you definitely saw them).

The initially assigned role of the second plan, it would seem, at all was supposed to negate the importance of such languages, but the narrow specialization did not become an obstacle to development, but, on the contrary, helped

[10] Many popular articles have been translated into “Simple English” and use a dictionary of approximately two thousand words of English https://en.wikipedia.org/wiki/Simple_English_Wikipedia

[11] Quotes from "1984" URL:http://www.livelib.ru/quote/207008

[12] Linguistic relativity hypothesis // Encyclopedia "Krugosvet" URL: http://www.krugosvet.ru/enc/gumanitarnye_nauki/lingvistika/LINGVISTICHESKO_OTNOSITELNOST I_GIPOTEZA.html

many of them will gain a foothold in their [13] niche : navigation, cartography, science and technique [14] .

Creolized text theory

Before we analyze the sign system of Otto Neurath and the role, in which the creator saw his language in the new world, we will briefly consider how in the context of modern text theory, the interaction of different sign systems, in other words, why auxiliary visual languages could find their place in our life.

“If something can be explained with pictures, there is no need use words. On the other hand, it is often difficult to portray simple [for common language] statements. In the interest of learning, you need use both, the education system must decide which language better suited for what purpose. " [15]

In other words, Otto Neurath stated that if natural language is not copes with the set goal, it can be strengthened with other significant systems (today this approach is used in posters, advertising, infographics, etc.)

In modern Russian linguistics, “text, in structuring which, along with verbal, iconic means are used, and means of other semiotic codes (color, font, etc.) " [16] is called "Creolized".

[13] Pictographic sign systems that did not choose specialization, but tried gain a foothold as a full-fledged language of international communication, have failed and represent today I'm just a toy for enthusiasts, like this http://www.pictopen.com/

[14] Hazard pictograms GHS (Globally Harmonized System of Classification and Labeling of Chemicals) URL: http://www.unece.org/ru/trans/danger/publi/ghs/pictograms.html

[15] Neurath O. International picture language, 1936. (P. 26-27)

[16] Anisimova E.E. Text linguistics and intercultural communication (based on creolized texts). - M.: Publishing Center "Academy", 2003. (p. 3)

Creolization of the text can be called its optimization. After all, why transmit geographic information using exclusively verbal means, when can you embed a map in the text? Why describe the structure of the human heart, when it is possible to illustrate an article of scientific visualization?

Figure 2 It all started with ordinary illustrations, but soon others sign systems are so mixed with common verbal languages, that it is almost impossible to separate them (http://otr-city.net/?p=570)

Sign languages adhere to a similar philosophy, such, it would seem, unlike ours. To speed up the transfer of information for often the concepts used in them are fixed figurative gestures. In the same time special vocabulary and names can be “spelled” [17] using dactyl alphabet. [eighteen]

Neurath's plan

Neurath Otto (December 10, 1892, Vienna - December 22, 1945, Oxford, England) - Austrian philosopher, sociologist and economist; prominent

[17] Signing Science // The New York Times. 2012. URL:

http://www.nytimes.com/interactive/2012/12/04/science/science-sign-language.html
18 Russian Sign Alphabet URL: http://signlang.ru/studyrsl/daktil/

representative of logical positivism, was one of the organizers and leaders of the Vienna Circle. 19

"One of the main ideas of the Vienna Circle was the idea that nature, history, economy and society can be described in one coordinate system. Thanks to this, you can make correct conclusions about spatio-temporal relations between phenomena, and hence make forecasts that can later influence the course of events. " twenty

The ardent socialist Neurath was obsessed, like many at the time, with ideas world state, universal equality, international scientific cooperation without restrictions.

He believed that the main reason for the current problems was the isolation of the masses from relevant scientific and socio-political information, and to decide it was needed not on the scale of Austria alone, but all over the world.

An effective tool for conducting such a global social reforms Neurath chose a universal semiotic system (which he had to create), equally understandable for people of different countries on the basis of which he planned to develop an encyclopedia textbook,

an international educational program and create an organization,
which would train teachers and monitor the implementation of the system in the world.
Moreover, according to the theory of the Austrian philosopher, a large number
highly qualified staff would not be needed because
teacher involvement was kept to a minimum: in the interest of universalization
knowledge, training materials had to be independent
full-fledged mentors for any person.

"... pictures, whose details are clear to everyone, are free from restrictions
language - they are international. Words divide - images unite.

Visual training in accordance with the ISOTYPE system,
advertising using ISOTYPE marks can do a lot in

[19] Otto Neurath // "New Philosophical Encyclopedia". Url:http://iph.ras.ru/elib/2032.html
[20] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006. (P.3)

the interests of shaping a common worldview among different peoples. If
schools will introduce visual learning according to ISOTYPE rules, they will
serve the common cause of enlightenment on Earth and give a new impetus to everything
which is related to international education. " [21]

As is clear from the quote, one of Neurath's thoughts was to make ISOTYPE

also an integral part of the surrounding culture of that time,
for example, by introducing the system into the advertising business.

"The question arises: did Neurath understand that his enterprise could,
under certain circumstances, lead to [more] oppression
humanity instead of liberation. Nowhere in the ISOTYPE principles
the honesty and disinterestedness of the "teachers" were questioned, although
Neurath, most likely, was aware of the danger [further quote from his book
"International picture language"]: Making a picture is more responsible
work than making a [verbal] sentence because the images
produce a greater effect and last longer. " [22]

The fears were partly fulfilled when the invention of the Austrian was
exported to the USSR and became an instrument of Stalinist propaganda.

ISOTYPE as a sign system

Perhaps the most interesting thing in the history of this sign system is that
the main initiative came from a person who did not even have a basic
art education or applied design skills.

But this is exactly what made ISOTYPE unique and noticeable.
phenomenon. Neurath initially approached the creation of the language from the standpoint
philosopher, economist, sociologist (not an artist), therefore ISOTYPE
was created with a constant vision of the goal. Paradoxically, this is what

[21] Neurath O. International picture language, 1936. (P.18)
[22] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006.

made language an inherently valuable aesthetic phenomenon in the culture of the 20th century. Neurath attracted constructivist artist Gerd to develop symbols Arntz already after he made all the main decisions regarding ideology of language. Concise, neutral, easy to interpret symbols designed by a professional artist taking into account philosophical and sociological research of the scientist, became one of the cult phenomena in the field of visual communication. [23]

One of the contemporary designers influenced by Arntz's work, Nigel Holmes speaks with delight about the artist and the ISOTYPE pictograms: “The icons that he had to draw could be quite ordinary, if here, for example, he slightly tilted his head little man, as if he was thinking, and the other depicted a little hunched over, instead of just putting him straight. Can because he has no job. There is humanity in these pictures. " [24]

ISOTYPE can be defined as "auxiliary" in relation to

natural languages pictographic sign system. rules composing messages took into account the possibilities of two-dimensional space sheet and regulated the use of color as an additional information encoding tool.

In 1940, the ISOTYPE system had 1,140 figurative elements and a number of simple rules for making proposals, [25] of them .

The most famous auxiliary language received as a means visualization of statistical data, although elements of the language were used in texts, tables and separately from natural languages to convey simple messages.

The examples on the following pages are from the book "International picture language "and Pinterest groups by link...

[23] Twyman M. The significance of Isotype. 1975. URL:http://isotyperevisited.org/1975/01/the-significance-of-isotype.html
[24] Perks S. Holmes N. The influence of Isotype. 2009. URL:http://nigelholmes.com/word/isotype/
[25] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006. (P.6)

Figure 3 Where to pick up things

Figure 6 Production in Germany in 1933 year

Figure 5 How to use the telephone automatic

Figure 4 Growth in quantity service personnel

Figure 7 How the Great War affected the number of weddings in Germany. Regular histogram and variant using symbols and ISOTYPE principles

Figure 8 Great War 1914-1918 (1933)

Figure 9 Different peoples in the image of Gerd Arnz

Distribution in the world

In 1925, Otto Neurath began to put his ideas into practice. When the support of the Vienna authorities (in 1919 the Social Democrats came to power, and support his endeavor has a significant [26]), he opened Vienna Socio-Economic Museum (Gesellschafts- und Wirtschaftsmuseum). It was not a museum in its usual sense, but the platform where Neurath tested his own ideas and principles fine learning, explaining to the people of Vienna how global economic and political processes affect each of them in separately. “When a Viennese enters a museum, he sees a reflection

your own problems, your past, your future - yourself ” [27] .

Figure 9 Socio-Economic Museum Vienna

In parallel, the development of new symbols for the "Viennese method visual statistics ”and the principles of application were adjusted. IN In the early 1930s, 25 (!) people [28] worked on it together with Neurath .

[26] Laptev V.V. Figurative statistics. Introduction to infographics. - SPb. : Eidos, 2012.- 180 s.

[27] Twyman M. The significance of Isotype. 1975. URL:http://isotyperevisited.org/1975/01/the-significance-of-isotype.html

[28] ISOTYPE: Graphic design history URL:http://www.designhistory.org/Symbols_pages/isotype.html

The exhibition in those years toured Berlin, Zagreb, Klagenfurt, Mannheim, The Hague and Chicago. [29] “Statistics and cartograms are published in magazines and appear at exhibitions in Vienna and abroad ... Visual education is introduced in Viennese schools as experiment ". [thirty]

Figure 10 Manufacturing process

An important project of that period was an album of one hundred statistical graphics Gesellschaft und Wirtschaft ("Economy and Society", 1930). Books and other publications were also one of the activities

movement. Most famous today: International picture language (1934, noteworthy that it was written in Basic English, which Neurath owned and believed in the success of), Modern man in the making (1939) and a series of textbooks published after the death of the scientist (after 1945) - Visual history of mankind (1947-1948) [31]

[29] Otto Neurath: A brief biography. Url: http://www.stroom.nl/media/81624_BIOGRAPHY_OttoNeurathPIX.pdf
[30] Otto Neurath: Dates and Facts. Url:http://www.zeitlose-zeichen.at/download-london/timeless-signs_otto-neurath_cv.pdf
[31] Twyman M. The significance of Isotype. 1975. URL:http://isotyperevisited.org/1975/01/the-significance-of-isotype.html

ISOTYPE in CCCP

"The social orientation of Neurath's work coincided with the trends in The Soviet Union in the field of political education and education: to overcome illiteracy, agitation and economic propaganda of achievements the socialist economy stood out quite significant resources". [32]

In 1931, the Soviet embassy in Vienna invited Neurath to help creation of the All-Russian Institute of Fine Statistics of the Soviet

construction and economy at the CEC (or Isostat). He agreed, and Neurath, Arntz and others spent a lot of time with the Union, themselves creating works of isostatistics and teaching others. The party belonged to their work in all seriousness.

According to the decree of the Council of People's Commissars of the USSR of September 18, 1931, all state and other public organizations were to apply the "method of visual statistics according to the system of Dr. Neurath." [33] [34] Illustrative statistics were regularly published in Pravda and Izvestia [35]

I would say that the success was overwhelming. Between 1931 and 1934 years Isostat has produced quite a lot of high-quality poster statistics on the "Vienna method", adjusting to the realities of the USSR and promoting the achievements of the five-year plans and Soviet construction. Go events according to a different scenario, today the work of Neuratovsky Isostats would be studied along with the works of masters of the Soviet propaganda poster, and perhaps the scientist would have succeeded using the disposition of the Soviet government to realize its great

[32] Laptev V.V. Figurative statistics. Introduction to infographics. - SPb. : Eidos, 2012.- 180 s. (P. 78)

[33] Ibid

[34] Otto Neurath: A brief biography. Url: http://www.stroom.nl/media/81624_BIOGRAPHY_OttoNeurathPIX.pdf

[35] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006. (P.17)

educational project on a national scale and the “Viennese method ”would be well known to everyone who went to school then.

In any case, some works were simply ahead of their time. quality of idea and execution.

Figure 11 Album "Aviation and Aeronautics" (1934)

But everything turned out differently and rather unfavorable for Isostat. IN In 1934, the Nazis came to power in Austria. About the same

time the Austrians became unwanted guests on the territory of the USSR.

“In 1934 [at Isostat] there is a serious staff rotation.

Institute Director Erik Adolfovich Asmus returns to

diplomatic service ... He was shot in 1937. This fate was not

his boss V.V. also escaped. Obolensky (1887-1938), who led the TsUNKhU in

1932-35 and his successor I.A. Kraval (1897-1938) " [36]

[36] Laptev V.V. Figurative statistics. Introduction to infographics. - SPb. : Eidos, 2012.- 180 s. (P. 78)

“He [Neurath] and his team decided not to risk it by returning to

fascist Austria [no less risk, of course, was to remain in

Union] and went to The Hague ”. [37] "The Viennese method of visual

statistics ", as it was still called then, was finally renamed

“International System of Typographic Picture Education” (ISOTYPE).

The specialists who replaced Neurath's team at Isostat were gradually

depart from the principles of the "method", and although the work on poster statistics in

The USSR continues, examples from the 60s no longer even cause distant associations with the works of Neurath and Arnz. [38]

Neurath always succeeded in the organizational part, especially export ideas and organizations to other countries. After the Socio-Economic Museum [39] in Vienna (1925-1934), he successfully established a branch of the organization under in the name of the Foundation for the Promotion of Visual Education [40] in The Hague (1934-1940), and after the invasion of Holland by the National Socialists, settled in Oxford. [41] There he taught, and work on projects related to and ISOTYPE was no longer so active. December 22, 1945 Otto Neurath died suddenly at his home in England. [42]

Marie Reidemeister (who worked for him from the very foundation of the Museum), at whom Otto married in 1941, after which she became Marie Neurath, continued her husband's business until the 1970s. [43] There are interesting publications in

[37] Otto Neurath: Dates and Facts. Url:http://www.zeitlose-zeichen.at/download-london/timeless-signs_otto-neurath_cv.pdf
[38] IZOSTAT & Infographics in USSR // Pinterest. Url:https://www.pinterest.com/typeandpress/izostat-infographics-in-ussr /
[39] Gesellschafts- und Wirtschaftsmuseum
[40] Foundation for the Promotion of visual Picture Education
[41] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006. (P.3)
[42] Otto Neurath: Dates and Facts. Url:http://www.zeitlose-zeichen.at/download-london/timeless-

signs_otto-neurath_cv.pdf
[43] Ibid.

a number of Nigerian newspapers reporting on her arrival from England with the aim of visit a number of schools where she demonstrated the ISOTYPE [44] method .

This, however, was already a period of decline in the movement. After Otto's death ISOTYPE in the form in which it existed has lost its meaning.

ISOTYPE communication strategy

The "Vienna Method" existed for several decades and had its influence on contemporaries (for example, served as an impetus for the development of the whole directions of poster statistics in the USSR), but today his experience appreciated, perhaps even more. ISOTYPE has experienced many crossings, pictorial statistics were exhibited in many countries and with could equally well be shown to the residents of the USA, the USSR and Nigeria, and this says a lot.

Some principles were postulated and reprinted in all, books published by the movement, others were invisibly present in works by Otto, Gerda, Marie and their team. Some of them may

be valuable for a modern designer, others for a sociologist, each
of these it would be worthwhile to study the propagandist. These are the key features
language and history of its promotion, which in my opinion are of interest
as a kind of ISOTYPE communication strategy.

Always tell the whole story about the most important things

The initial positioning of the language immediately added
popularity even at the earliest stages. The Neurath Museum, from which everyone
started providing the residents of Vienna with extremely relevant information,
which they could not get from other sources and talked with

[44] Visual education expert visits Ibadan schools // Southern Nigerian Defender (22 July 1954; whole text, lead story) // the Nigerian Tribune (22 July 1954; excerpts) // The Daily Times (24 July 1954; excerpts).

using a variety of expressive means, a holistic and understandable
each story, avoiding unnecessary detail and deepening.

In his book "International picture language", the scientist was surprised that
how the exhibits are presented in contemporary museums and, in general, their

organization: “Everyone who was in the natural history museum saw thousands upon thousands of birds and animals under one roof. Any expert nice to have so many copies and little things. But museums are not for experts, and for the public.

What would an ISOTYPE Natural History Museum be like? Definitely there would be birds, fish and so on. But the conditions would also be taken into account if which they live and other information about them, such as their prevalence on Earth, relations with people and society. In the museum natural history according to ISOTYPE would not only be animals and plants, but also maps, pictorial statistics, examples of things made from different animals and plants *(examples of things made from different animals and plants; Basic English is a very elegant language - approx. trans.)* their place in our life and so on. The museum would be one big message with objects of nature instead of symbols.

Each thing would somehow correlate with others, as well as with experience and knowledge of the visitor. Therefore, each new knowledge would take its place [in the mind of a person] " [45] .

Learn a language from childhood, instill a habit

Otto Neurath knew how important previous experience is for correct interpretation of the message and the established habit of receiving information in a certain form.

Although ISOTYPE was a universal language, Neurath aspired to

the creation of a basic encyclopedia, designed, among other things, for

[45] Neurath O. International picture language, 1936. (P. 67-69)

children. If it was possible to introduce the visual language of instruction in schools,
people who grew up on it would easily continue to navigate the iconic
the Neurath system, perhaps even preferred this form of presentation
any other information.

Show don't tell

“He sought to encourage (primarily) young people to
active thinking rather than passive data consumption.
Figurative statistics were created to raise questions ” [46] .

The principle is reminiscent of how in the XX century people began to tell, for example,
about war. Then humanity, perhaps for the first time, faced the fact that
some facts do not need to be "dressed" from estimates and explanations. One
Hemingway was the first to write in this way. This principle is known in the literature.
like “Show don't tell” [47] .

The above example of pictorial statistics for the Viennese

method ", with data on the number of weddings in Germany at the beginning of the XX century, not explains in plain text that people are afraid to marry and have children in pre-war or military situation, and after a large-scale conflict usually follows baby boom. You can see it yourself and even much of what the author himself did not notice.

To explain data is to stuff it into a Procrustean bed. verbal language, individual experience and personal perception. Neurath understood this.

Consider the peculiarities of human perception

Otto Neurath often said: "... a simple picture that will remain in memory is better than any complex memory that will not stay there. " [48]

[46] Lewi PJ Neurath and the Vienna Method of Picture Statistics // Speaking of Graphics, 2006.
[47] Sawer RJ Show, Don't Tell. 1995. URL:http://www.sfwriter.com/ow04.htm
[48] Neurath O. International picture language, 1936. (P. 77)

This thesis has caused and continues to cause controversy among theorists. TO for example, Edward Taft subjects his followers mercilessly

similar approach, calling unreasonably picturesque elements of diagrams
“Chart junk” - “garbage on the chart”. [49] However, if you look at the same
work with weddings, you can guess that the details of an abstract diagram
with columns, most likely, will quickly be erased from the memory of a person, her
who saw. Course for the presentation of serious scientific evidence
ISOTYPE is not the best solution, but for an encyclopedia, especially a calculated one
for a wider audience - quite good.

Several already unambiguously correct decisions were made on
issues of perception of visual images. For example, the view
numerical data by the length of the shapes, not by the area. “Unlike squares,
angles and lengths of curves that do not have a common baseline, straight linear
objects in two-dimensional space, parallel and having one
we can compare the baseline with high accuracy ” [50] .

Figure 12 From the book "International picture language". Presentation method numerical data, which Neurath refused

[49] Perks S. Holmes N. The influence of Isotype. 2009.
[50] Few S. Data Visualization for Human Perception. Url:https: //www.interaction-design.org/encyclopedia/data_visualization_for_human_perception.html

Refusal of artistic expression can be considered absolutely correct. a perspective that is clearly not applicable to data visualization and leads to distortion.

Use whichever sign system is best for transmission of available information

Images play a big role today in international communication, but this was not always the case. Otto Neurath is one of those who made a significant contribution to the popularization of this undoubtedly successful idea.

Figure 13 *http://6-bleen-7.livejournal.com/114165.html*

ISOTYPE experience in modern communication

Since the method was actively disseminated by the creators themselves, he soon many followers-contemporaries appeared in different countries, interpreted the ISOTYPE rules in their own way, modified pictograms and principles laid down by Neurath. However, none of them created something truly valuable that could give ISOTYPE a new a life.

Despite the fact that there is no organization that is full successor of ISOTYPE and continuing the work of the Austrian scientist in the field of visual learning, many of those associated with information design openly talk about the impact that provided by the work of Neurath and Arntz.

"… I was both disappointed and intrigued at the same time when discovered his work. Disappointed because I believed the invention [of this submission form] is mine! You take over something and you don't realize it, and then you think that you invented everything " [51] , - says in interview with Nigel Holmes, one of the most famous people in the world information design.

Holmes is the author of many books and publications on the topic of information design, he worked for Time magazine for a long time (1978-1994), collaborated with many other publications. Published last year on The New York Times infographic "What is the Higgs?" [52] with his illustrations won a gold medal at one of the most prestigious international information design competitions Malofiej [53] (Pulitzer Prize visual journalism ")

"My first jobs at Time were pretty confusing. To me liked the idea of keeping everything to an absolute minimum and making charts simple and lively at the same time ... a general magazine like Time created for busy readers who sometimes need to be nudged reading rather dry articles, for example, economic ones " [54] .

During his two years at Time, Nigel became deputy art director, and in 1988 headed the entire graphics department. Obviously, using experience including Neurath, he managed to find a good solution for Time diagrams.

[51] Perks S. Holmes N. The influence of Isotype. 2009. URL:http://nigelholmes.com/word/isotype/
[52] What is the Higgs? // The New York Times. 2013. URL:
http://www.nytimes.com/interactive/2013/10/08/science/the-higgs-boson.html
[53] Malofiej Awards 21: Premios URL: http: //www.snd-
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[54] Perks S. Holmes N. The influence of Isotype. 2009.

Figure 11 Illustration from Nigel Holmes' book "Wordless diagrams"

Figure 12 From the same place

However, he is not the only successor to the Neurath cause.

“His creations are perhaps better known than those of Vincent Wang. Gogh. Millions peered at them. But few people know the Danish designer Paul Mijksenar, who created the navigation symbols for the airport Kennedy in New York, Amsterdam Schiphol or Airport Frankfurt.

In countless museums, hospitals and metro stations, people find their way to the toilet or exit thanks to Mijksenaars ” [55] .

Figure 13 Navigation system at the international airport named Indira Gandhi in New Delhi, created by Miiksenars

He also openly acknowledges ISOTYPE's merits: “In the end, let the influence of Neurath's ideas was weakened by the fact that his visual vocabulary proved unsuitable for portraying more abstract economic concepts. Through the efforts of artists such as Gerd Arntz, his work remains a source of inspiration for graphic designers. He did

[55] Dutchman points millions in the right direction // RNW. 2012. URL: http://www.rnw.nl/english/article/dutchman-points-millions-right-direction

their contribution to the development of pictograms and, indirectly, infographics that becomes more and more popular in newspapers and magazines ” [56] .

conclusions

Although not quite the way Otto Neurath saw it, ISOTYPE changed the world by changing the way many of us see visual journalism, communication and work of an information designer.

In addition, it is now easier to find cafes and toilets in Tokyo.

[56] Mijksenaar P. Visual Function: An Introduction to Information Design, 1997. (P.30)

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