

## **Cultural Semiotics of the Traditional Costume from Banat's Plain from 1870 to 1950 from Lotman's Perspective**

**Authors :** Glavan Claudiu

**Abstract :** My paper focuses on the cultural semiotic interpretation of the Romanian costume from Banat region, from the perspective of Lotman's semiotic theory of culture. Using Lotman's system we will analyse the level of language, text and semiosphere within the unity of Banat's traditional costume. In order to establish a common language and to communicate, the forms and chromatic compositions were expressed through symbols, which carried semantic meanings with an obvious significant semantic load. The symbols, used in this region, receive a strong specific ethnical mark in its representation, in its compositional and chromatic complexity, in accordance with the values and conceptions of life for the people living here. Thus the signs become a unifying force of this ethnic community. Associated with the signs, were the fabrics used in manufacturing the costumes and the careful selections of colours. For example, softer fabrics like silk associated with red vivid colours were used for young woman sending the message they ready to be married. The unity of these elements created the important message that you were sending to your community. The unity of the symbol, fabrics and choice of colours used on the costume carried out an important message like: marital status, social position, or even the village you belonged to. Using Lotman's perspective on cultural semiotics we will read and analyse the symbolism of the traditional Romanian art from Banat. We will discover meaning in the codified existence of ancient solar symbols, symbols regarding fertility, religious symbols and very few heraldic symbols. Visual communication makes obvious the importance of semiotic value that the traditional costume is carrying from our ancestors.

**Keywords :** traditional costume, semiotics, Lotman's theory of culture, traditional culture, signs and symbols

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