Structural Analysis of Kamaluddin Behzad's Works Based on Roland Barthes' Theory of Communication, 'Text and Image'

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Abstract : Text and image have always been two important components in Iranian layout. The interactive connection between text and image has shaped the art of book design with multiple patterns. In this research, first the structure and visual elements in the research data were analyzed and then the position of the text element and the image element in relation to each other based on Roland Barthes theory on the three theories of text and image, were studied and analyzed and the results were compared, and interpreted. The purpose of this study is to investigate the pattern of text and image in the works of Kamaluddin Behzad based on three Roland Barthes communication theories, 1. Descriptive communication, 2. Reference communication, 3. Matched communication. The questions of this research are what is the relationship between text and image in Behzad's works? And how is it defined according to Roland Barthes theory? The method of this research has been done with a structuralist approach with a descriptive-analytical method in a library collection method. The information has been collected in the form of documents (library) and is a tool for collecting online databases. Findings show that the dominant element in Behzad's drawings is with the image and has created a reference relationship in the layout of the drawings, but in some cases it achieves a different relationship that despite the preference of the image on the page, the text is dispersed proportionally on the page and plays a more active role, played within the image. The text and the image support each other equally on the page; Roland Barthes equates this connection.
Keywords : text, image, Kamaluddin Behzad, Roland Barthes, communication theory
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