

## Exploring Exterior and Oral Tradition of Kyoto as the Act of Cultural Design

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**Abstract :** Applying affordance theory to the field of communication research has been more significant. This paper suggests that the act of design, including language, is defined as encouraging or restricting affordance of an object or event and make it perceivable for users, rather merely conveying information. From this point of view, 5 types of oral expressions in Kyoto dialect, as well as 4 types of exterior design such as sekimori-ishi (a barrier-stone in a teahouse garden) which are specific to traditions in Kyoto, are examined. We found that exterior designs have no physical power in itself, they work as 'signifier' to highlight cultural frames which heavily depend on exclusive culture among city-dwellers in Kyoto. At the same time, the expressions are implicit, even sometimes sarcastic, which are also supported by cultural frames. In conclusion, the existence of traditional design is motivated in informative 'ecological frame.'

**Keywords :** affordance theory, communication, cultural design, Japanese culture, Kyoto dialect, signifier

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