Strategies Behind the Words

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The blurred boundary between design teaching, practice and research which mainly appear as a result of influences of media – particularly in today’s digital era - ends up with a reflection on significations and values of the society which create a consequence on architectural edifices and therefore on cities.

Growth of mass communication since late 1940’s influence the society in many ways, both consciously and subconsciously, directly and indirectly and particularly with the digital technology and the virtual world the influence of mass media becomes an important and dominant factor for the future of our profession. This influence which derives from materialistic, commercial and political purposes ends up shaping the choices of people. It can be an opportunity to evaluate the intention of people and offer them the conditions in order to make more intelligent choices but on the other hand this choice can be influenced with commercial purposes. In the second case this situation ends up with a negative impact on the future of architecture profession,
particularly on ‘architectural taste’. Therefore it becomes very important to evaluate the influence of media, particularly mass media accessible by larger percentage of the population.

In order to prevent this confusing status it is necessary to explore the relation between media and architectural discourses, and be interested in ideologies. How those ideas appear and how they orient the society and develop new values in architecture. It is essential to analyze the strategy and the content of today’s scholar, academic, professional and popular media on architecture and city planning.

The intention of this paper is to bring out the distinctness between design, practice and research by analyzing and comparing the content and the vocabulary used in each of their media in the field of architecture. The discourses of students as master theses on architecture in the last years in France will be privileged by comparing them – thanks to textual data analysis and semantic analysis softwares- to the scholar, academic, professional and popular media that influence them in order to evaluate the transmission and comprehension of architectural knowledge.

• Author(s) Biography (200 words each):

She graduated from Istanbul Technical University (I.T.U.) Faculty of Architecture, Turkey in 1988 as an architect, and from master programme of I.T.U., Institute of Science and Technology in 1990. She worked as an academician at I.T.U. Faculty of Architecture between 1989-2003. She continued her designing and professional practice in several national and international architectural competitions during the same period. She works as a teacher in the discipline of ‘Theories and Practices in Architectural and Urban Design’ at National Superior School of Architecture of Lyon since 2007 and she mainly teaches in Master 2 Programme ‘Architecture, Heritage and Sustainability’.

In research activities she was a member of the ‘Laboratory for Analysis of Architectural Forms’ (LAF) from 2008 till 2014. In this period, she continued her researches within the framework of international academic cooperatives about the research subjects; ‘Changes in Architecture Terminology’, ‘Reading and Mapping Istanbul as an Open City’ and ‘In-between spaces’. Since 2014 she is a member of the research laboratory EVSLAURE and she mainly focuses on the subjects ‘media as universe of reference of architectural discourses’ and ‘process of heritagization in architecture’.

Beside teaching and research activities she also works as a freelance architect and realized several projects since 2007 in France.