

## **ABSTRACT OF THE DISSERTATION**

**Doctoral candidate:** Nguyen Thanh Nam

**Dissertation title:** *Textual graphics in Vietnamese propaganda paintings from 1945 to 2015*

**Major:** Theory and History of Fine Arts **Code:** 9210101

**Scientific supervisor:** Assoc.Prof.Dr Nguyen Nghia Phuong

**Institution:** Vietnam National Institute of Culture and Art Studies

### **CONTENT OF THE ABSTRACT**

#### **1. Aims and objects of the study**

##### ***1.1. Aims of the study***

Analyzing and interpreting the artistic value of texts used in different forms of graphic representation including linguistic information, evocative expression, image and symbol construction in Vietnamese propaganda posters in the period of 1945-2015. Principles of visual perception presented in designing techniques, layout solutions and conveying color-based messages of textual graphics in the dialectical relationship to the visual style of the work. Identify the artistic features and meanings of the inheritance of national fine arts and acculturation of the world's counterpart in textual graphics used according to the aesthetic orientation of Vietnamese propaganda paintings in this period.

##### ***1.2. Objects of the study***

Textual graphics are shown in Vietnamese propaganda paintings with graphic sign forms and features, artistic values of words in the function of language information, plastic shaping and building images, symbols in propaganda paintings.

#### **2. Methods of the study**

To accomplish these objectives and research tasks, the dissertation is based upon fine arts theories and scientific achievements of related disciplines such as semiotics, cultural studies, psychology and history. The dissertation employs the methods of statistical research, in-depth interview, comparative study, interdisciplinary approach, synthesization and evaluation.

#### **3. The main results and conclusion**

The title of the dissertation is to clarify the value of textual graphics within the system of Vietnamese propaganda posters in the period of 1945 – 2015 through practical evidence and scientific interpretation. Thus, the following results have been accomplished:

1. The dissertation is an in-depth study focusing on a specific subject matter as part of

the entire system of Vietnamese propaganda paintings in the most thriving stage with a diversity of visual artistic expressions. It is also the first scientific work to systematically and comprehensively explain the representations of textual graphics in Vietnamese propaganda posters through the lens of the scholarship of fine arts history and theory. In this dissertation, the research questions are addressed in a new way based upon the connection of theoretical foundations informed by various disciplines such as aesthetics, semiotics and cultural studies.

2. The dissertation has discovered, analyzed, explained and evaluated different forms of expression and their relationship to other visual elements as well as to the value of textual graphics in propaganda paintings. It, therefore, has proved that textual graphics in Vietnamese propaganda paintings embrace significant semiotic expression in the forms of linguistic information, evocative images and symbol construction.

3. The dissertation has established a system of artistic values and dialectical relationship of textual graphics representations whose distinctive styles manifested through designs, layouts, and colors differed between each theme and each historical period of Vietnamese modern fine arts. By doing so, the dissertation has been able to identify inherent exogenous and absorbed endogenous values of the painters who produced propaganda posters, which constitute the distinctive features of the Vietnamese propaganda paintings in comparison to similar kinds of other countries. The findings of this research can provide today's younger painters with insights into the application of technological platforms into the creation of propaganda posters, especially the use and creation of textual graphics.

4. The dissertation is a scientific reference on the theoretical background of textual graphics, thereby being able to serve the training, teaching and learning activities. Therefore, the information provided by the dissertation is of significance for the study and discovery of new plastic language in the conceptualization and creation of visual arts products in general and textual graphics in Vietnamese propaganda paintings in particular.

**Scientific supervisor**

**Doctoral candidate**

**Assoc.Prof.Dr Nguyen Nghia Phuong**

**Nguyen Thanh Nam**