

# The Role of Semiotics on Iranian People's Social Beliefs and Its Effects at Islamic Periods

Seyede Maryam Mirbazer\*, Dr. Ebrahim Bavafa Delivand,

**Abstract** The present research attempted to investigate the role of semiotics on the social beliefs of Iranian people and its effects at Islamic periods. To this end, 200 men and women as the participants of this study were selected from four cities of Iran through stratified sampling procedure. The data collection were based on field work, library and Internet searching in two steps. In the first step, it consisted of a questionnaire and a semi-structured interview. All of the participants completed the questionnaire. The quantitative data obtained from the questionnaire were analyzed via descriptive statistics, non-parametric inferential statistics (Kruskal-Wallis one-way analysis of variance), and Spearman rank order correlation coefficient using Statistical Package for Social Sciences software. Forty participants out of 200 were participated in interview. The qualitative data obtained from semi-structured interview were interpreted. The second step of gathering data was also qualitative, it included three historical areas of architecture, tiling and dishes belonging to Saljoqi, Safaviyeh, and Qajar periods. The historical data were analyzed through descriptive-analytical analysis along with interpretation of the collected data regarding semiotic theories of Pierce trichotomy and Saussure duality. The results of findings indicated that there was statistically a significant relationship between the social beliefs of Iranian people and semiotics. In investigating of two aforementioned semiotic theories, this study found that semiotic science consists of three sides: semiotic pragmatics, society, and people which are consistently interacted with each other in order to introduce social, political, religious, and cultural events.

**Keywords :** Key words: Islamic periods, semiotics, social beliefs

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)