The Place and Significance of Pictograms Today

Quraqova Shoxida

Tashkent State University of the Uzbek language and literature named after Alisher Navoi
Teacher of the Department of Uzbek linguistics Uzbekiston, Tashkent
shquraqova@gmail.com

Rahshane Babazoda

Researcher of the Institute of Linguistics named after MIA Nasimi of Azerbaijan
raxshana.babazada@dilchilik.science.az

Abstract. *We know that around the world, pictographic writing has become important as a universal language that supports communication between people. It has proven to be easy for everyone in the world to convey information and communicate in multiple languages. Pictograms are simple graphic representations of the objects they represent. Universally sized icons and symbols go some ways to justify the saying "A picture is worth a thousand words".*
This article provides reasonable information about the importance and effectiveness of pictograms in today's study of their place, importance and meaning, in the process of information sharing and interpretation in people's lives.

Key words: *Modern world, icon, image, means of communication, semiotics.*

Introduction

Today, because pictographic writing is universal around the world and suitable for all languages and cultures, its social importance and adoption in many fields have spread. They are convenient and adequate for visual communication or show and explain and allow communication between people who do not need to know many languages. A pictogram is a sign that represents an object, place or concept by depicting it. This writing system based on symbols is called pictography. Pictograms, used as a means of communication in ancient times, are found in cuneiform and hieroglyphic writing. The Hittite and Urartu writing systems are pictographic. Hieroglyphic writing found in Egyptian civilizations forms the basis of pictograms. In the oldest cave paintings that have come down to us in 15000 BC, people drew on the cave walls by perceiving what they saw [Berger, 2005: 50].

Used as a means of communication from ancient times to the present day, icons have been used for a variety of purposes. Pictographs, which were mainly used as a means of communication in the past, are now used as a means of communication in economics, trade, politics, etc. The first 50 symbols were developed in collaboration with the American Institute of Graphic Arts (AIGA) and the United States Department of Transportation (DOT), who are leading the way in bringing

the technology to life. Today, these signs are standardized and used in airports, train stations, public buildings, restrooms, escalators, and ferries.

In addition to designing AIGA/DOT signs, he has designed many additional signs for areas where good routing is required. These pictorial symbols, which became standard through AIGA, greatly contributed to the development of icons [Gibson, 2009: 21]. In addition to the aforementioned studies, in 1991 the Society for Environmental Graphic Design (SEGD) completed 108 new designs for traffic signs. Today, they are also used in parks and green areas.

In addition, the international standardization organization ISO (International Organization for Standardization) worked on the standardization of signs used in public places. These icon sets are now used in public places such as highways, airports, zoos, museums, and hospitals. When new icons are created in public institutions, universally accepted designs are created. Developing a set of icons that are acceptable to everyone depends on designers testing, researching, developing, teaching and implementing the design.

Taking into account the sample developments listed above, Pictograms; form part of our daily lives by being used in spaces that represent medicine, transport, computers, etc., because in their "fixed form" they represent places, directions, actions, constraints on actions in the real world (city, road, etc.), as well as shows the movement inside the virtual life. For example:

Picture shows the examples of icons.

The impact of icon today can be summarized as follows: an icon is better than a label, and an image is easier to recognize than reading text. This review includes theoretical and empirical research from linguistics, psychology, and semiotics on the design and validity, comprehension, and use of pictograms. Among the various methods, it emphasizes classification and icon taxonomies as homogenization and design tools [American Institute of Graphic Arts, United States Department of Transportation, Symbol Signs. 1993, (14.01.2022)].

Today, icons are still used in many places, including:

Transport and navigation: Pictograms are used in many countries and cities to provide information on transport services or on the street, including directions, landmarks, points of interest. For example, when showing the approach of a car, a parking place or a bus stop.

Service Areas: Icons are used to direct staff in restaurants, hospitals, visitor centers and other public places. This is for bathrooms, toilets, contract areas, and other areas, with different text used in the image view for each location.

Safety: Pictograms are used by security services and to indicate various safety rules on the street. They are used for many types of safety alerts, to inform about putting, defeat or various legal authorizations.

Frequent viewing and distribution: Pictograms are sometimes used in multi-tasking locations, such as stores, hotels, airlines, and other locations, to highlight what happened where in each department.

Pictograms are generally simple and universal, and do not differ between different languages and cultures. They are an assistant to convey information to different people in the global constant life and help to correct the understanding of the text. This is useful for people who cannot speak different languages or cannot read text.

In particular, icons help solve the following problems:

Consistency: Icons are universal, and they help to provide a correct, convenient and simple solution for common problems. For example, the following small piece of information or guidance is convenient and invincible for many types of people.

Language review: Icons are likenesses instead of text, which is convenient for people who know and don't know different languages. Therefore, they are well accepted in different countries and cultures.

Fast delivery: Pictograms deliver information very quickly to make teaching and explaining easier. Their illumination and interpretation facilitates the easy organization of mine workers and the educational system.

Clarity and flexibility: Icons help to make the previous step clearer. Their widespread use helps them to be inflexible in their coverage and reception of information.

Cultural connections: Pictograms are not only about language, national and cultural connections, but they are suitable assistants for different people. Their simple and diverse use increases interdependence and creates appropriate emotions.

Branding and distributed services: Companies and organizations create their own icons, which they use to advertise their services and represent their brands. It is used in various models, especially in advertising campaigns or in the presentation of news.

Also, icons are very important for quick idea generation, support, information illumination and explanation in a simple and accurate way. In addition to these icons and symbols that are commonly used by everyone in everyday life, there are also icons and symbols that appeal to different sections of society, such as different professional groups. These pictograms and symbols refer only to people in the same professional group and are used only by that group. For example, if you don't know a foreign language, you won't be able to use the machine at the factory. However, all the problems are solved when it is known what the markings on the machine mean, which are universally used by the same professional groups all over the world.

In short, icons have the power to bridge the communication gaps created by speed, diversity, and limitations in today's world. For this, you need to be very careful in getting each icon design right. In the process of implementation, the target audience should never be held back and their active participation in the process should be ensured. It should not be forgotten that they should receive education for educational purposes, if necessary.

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