

**Tishk International University
Engineering Faculty
Architecture Department**



..... ARCH 523/ ARCHITECTURAL PHILOSOPHY.....

**TOPIC: Post- Modern & Metaphors
(4)**

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Instructor: Dr. Omar Abdulwahhab

Ph.D. of Architecture

Week 5

Varieties of criticism

- 1 Aesthetic criticism
- 2 Logical criticism
- 3 Factual criticism
- 4 Positive criticism
- 5 Negative criticism
- 6 Constructive criticism
- 7 Destructive criticism
- 8 Practical criticism
- 9 Theoretical criticism
- 10 Public and private criticism

- 11 Moral criticism
- 12 Scientific criticism
- 13 Religious criticism
- 14 Scholarly criticism
- 15 Critical criticism
- 16 Radical and revolutionary criticism
- 17 Conservative criticism
- 18 Liberal criticism
- 19 Speculative criticism
- 20 Foolish criticism
- 21 Professional criticism
- 22 Self-criticism

Varieties of criticism

5- Moral criticism

Moral criticism is basically concerned with the rights and wrongs of values, ethics or norms people uphold, what is good and bad about what people do, or the rights and wrongs of the conditions people face. Morality is concerned with what is good and bad for people, and how we know that.

There are many forms of moral criticism, such as:

- **Showing that actions** taken are inconsistent or incompatible with certain values being upheld, or values deemed desirable
- **Counterposing one set of values to another**, with the claim that the one set is better than the other
- **Arguing that certain values** are intrinsically objectionable, regardless of any other values that may be relevant
- **Arguing** that certain values ought to be adopted or rejected for some reason
- **Arguing** that, for the sake of integrity, somebody should or shouldn't do something

Varieties of criticism

6- Critical criticism

Critical criticism is "criticism for the sake of criticism", or criticism which voices an objection. The most popular modern form of critical criticism is **contrarianism**.

Critical critics might respond to such an **accusation**, by saying that it is surely always valuable and important to highlight the limitations of ideas and happenings, and that this could not very well occur, if criticism was banned ("**in a world gone mad, it makes sense to be critical**").



So the means critics use may not lead to the ends they favour. Sometimes people "just have to be quiet" and take action. In that case, critical criticism itself seems to contain an ultimate limitation: to get rid of the illusion or falsehood, might require getting rid of critical criticism, or going beyond it.

What is the Metaphor(Post- Modern & Metaphors)

The design is an argument's a dialectic debate between concept and form between metaphysics and metaphor.



A metaphor in Design is a process that the designer performs within the design process to evoke a specific reference. To see the building corresponding to something else. Indirectly communicate through architectural language. The goal is to achieve inclusion and use of emotional responses that can be generated by the references and make the architectural language evoke imagination, in the mind of the receiver. The objective is not to help the receiver to understand, but rather to enjoy the architectural concept.

Postmodernism Definition in philosophy

- **Any intellectual movement is defined by its fundamental philosophical premises. Those premises state what it takes to be real, what it is to be human, what is valuable, and how knowledge is acquired. That is, any intellectual movement has metaphysics, a conception of human nature and values.**
- **Postmodernism often bills itself as anti-philosophical, by which it means that it rejects many traditional philosophical alternatives.**
- **Metaphysically, postmodernism is anti-realist, holding that it is impossible to speak meaningfully about an independently existing reality. Postmodernism replaces the sociolinguistic, instead constructed reality.**

Postmodernism Definition in philosophy

- **Having rejected the notion of independently existing reality, postmodernism denies that reason or any other method is a means of getting objective knowledge of that reality.**
- **Having replaced social-linguistic constructs for that reality, postmodernism emphasizes the subjectivity of those constructions.**
- **Postmodern accounts of human nature are constantly collectivist, holding that individuals' identities are constructed by social-linguistic groups.**
- **The term “post-modern” is a movement historically and philosophically against modernism.**

Duality in Postmodernism

Duality in Postmodernism

- **(I do not know the day unless I see the night. The interpretation of the day is linked to analogy and inference to the night. Likewise, “Freedom is not realized except through restriction,” for restriction defines freedom.)**
- **Descartes: “We are two: our physical body and our mental”**
- **Plato according to his theory (Platonic mnemonic theory)**
- **Aristotle (the duality of realizing awareness through existence, physics)**

Types of Dualities in Postmodernism

- **Versus: (positive / negative) (life / death) (formation / abstraction)**
- **Contrast: (construction/destruction) (fact/fiction) (rational/Irrational (presence/absence) (movement/stillness)**
- **Compatible: Subjectivity and objectivity) or (figure And the ground) or (history/originality) or (form and meaning)**
- **Paradox: (Science and Religion) (Globalization and Identity) (Form and Content) (West and East)**

Types of Dualities in Postmodernism

- Dualities in general and contradictory ones in particular are one of the main characteristics that Architecture focused on. as many of them have emerged, such as structure/ornament, form/function, representation/abstraction, and others. It is the same thing that revolves around it Metaphysical thought within a systematic, hierarchically distributed structure in which one concept is always original or dominant, while the influence of the other decreases and is Secondary and subordinate, and these primitives were mainly adopted in many architectural ideas.

Types of Dualities in Postmodernism

- (If the source of the phenomenon of both is contradiction, its basis is a hierarchy that gives several levels of meaning within elements with different values. Accordingly, it becomes possible to combine elements considered good and bad together, large and small, closed and open, round and square, structural and space. Architecture that includes multiple levels of meaning generates ambiguity and tension). (Venturi, 1987)



The Impact of Art on Design Discourse

Art interprets object
construction
to expression.



Layering with
Picasso,

What this means ; architecture is construction plus something else.

- Have become topical for a critical analysis of architecture.
- The word critical here has as much to do with a non formalistic and aesthetic approach to architecture.
- Has become an architecture s dialogical link with the present visual spectacle.
- Contemporary history is full of instances of architects ' attempts to rethink architecture in the context of the socio cultural and technical imperatives of modernity.

The Impact of Art on Design Discourse

- Architecture is relentlessly reformulating itself according to formal and contextual factors.
- The impact of art (literature, Theater, Music, drawing) on Architecture
- Art interprets object construction to expression.

Thank You