

## Attitudes and gazes from graffitis and street art

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### ABSTRACT:

Placemaking is the process of building a 'place' through relationships, practices and representations of meanings, of a varied nature and with the participation of different actors. These actors play different roles as neighbors, producers, recipients, passers-by, visitors. Placemaking includes all these actors in their relationship with that 'place' and in their interrelationships, practices and in the processes of construction of meaning. Within the stimuli from which people build a sense of a place are the semiotic products that are on the street, for example, commercial signs, advertising, graffiti and urban art.

In 2018 we began a project to archive and analyze the semiotic landscape of neighborhoods in Costa Rica and Chile. Based on this work, two specific aspects caught our attention: the attitudes and semiotic competence of people regarding graffiti and street art. We understand semiotic attitudes as an evaluative mental disposition towards the representation of a semiotic object, particularly tags, throw ups and street art. This evaluative mental disposition can guide the acts and reactions of people towards those objects and space. Semiotic competence is conceptualized as the abilities to produce and understand different semiotic products. In the case of this work, we focus on the gaze of throw ups and the recognition of graphemes. For this paper, we present the preliminary results of two specific objectives of the research that we are developing: first, to determine the semiotic attitudes of international and Costa Rican people regarding tags, throw ups, and street art; second, to identify the reading routes and the recognition of graphemes in throw ups in people outside the environment of graffiti and hip hop culture. For the first objective, focus groups were held in Costa Rica with Costa Ricans and in Germany with individuals of different nationalities. These focus groups were transcribed and analyzed using the apprasail system of linguistics. For the second objective, an instrument was designed that was applied by means of an eye tracker, in which eye movements and responses regarding the graphemes of the graffiti were recorded. The partial results show people's negative attitudes towards tags and throw ups, as well as different reading patterns and responses in the eye tracker.