



INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
SHORT ABSTRACT OF THESIS

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SHORT ABSTRACT

Comic books employ image and text to convey the stories. While these two modalities have gained prominent scholarly attention the third modality i.e. Sound has not been investigated in-depth. In this context this research investigates the understanding of Sound Symbolic Words (SSW) that are found in Indian comics. The broader concern of this research is to improve the quality of visual discourse of Hindi comics. This can be done by improving the quality of images, text, layout and SSW. Out of these aspects, this research is focused on improving the quality of SSW. Hence the study explores the relevant three dimensions: a) enhancing the understanding of SSW in Hindi comics. (b) understanding the role of SSW in Hindi comics. (c) creating design support to enhance the quality of SSW in Hindi comics. SSW. For the research, Design Research Methodology (DRM) framework is employed. The data is collected from a range of Hindi comic book publishers in India. For analyzing the images, semiotic framework has been used. The analysis led for a rigorous investigation for the role of SSW in the narrative of comics for which popular graphic novels were studied. Finally, from the analysis and understanding, design guidelines are proposed for comic book designers to create SSW. As an additional creative aid, an exhaustive list of SSW is created that can be readily utilized by artists and designers.