



بسم الله الرحمن الرحيم

∞∞∞∞

تم رفع هذه الرسالة بواسطة / سامية زكى يوسف

بقسم التوثيق الإلكتروني بمركز الشبكات وتكنولوجيا المعلومات دون أدنى

مسئولية عن محتوى هذه الرسالة.

ملاحظات: لا يوجد





Cairo University

**PRESTIGIOUS ENVIRONMENTS:
SEMIOTIC ENCODING OF PRESTIGE IN THE PROMOTIONAL
VISUALS OF CAIRENE GATED COMMUNITIES**

By

Diaa Abdelrahman Mohamed Afify

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE
in
Architectural Engineering

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2022

PRESTIGIOUS ENVIRONMENTS:
SEMIOTIC ENCODING OF PRESTIGE IN THE PROMOTIONAL
VISUALS OF CAIRENE GATED COMMUNITIES

By
Diaa Abdelrahman Mohamed Afify

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE
in
Architectural Engineering

Under the Supervision of

Prof. Dr. Raghad Mofeed
Mohamed

Professor of Architecture
Architectural Engineering
Faculty of Engineering, Cairo University

Dr. Mennat-Allah Mohsen
El-Husseiny

Associate Professor
Architectural Engineering
Faculty of Engineering, Cairo University

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2022

PRESTIGIOUS ENVIRONMENTS:
SEMIOTIC ENCODING OF PRESTIGE IN THE PROMOTIONAL
VISUALS OF CAIRENE GATED COMMUNITIES

By
Diaa Abdelrahman Mohamed Afify

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE
in
Architectural Engineering

Approved by the
Examining Committee

Prof. Dr. Raghad Mofeed Mohamed,
Professor of Architecture

Thesis Main Advisor

Dr. Mennat-Allah Mohsen El-Husseiny,
Associate Professor

Advisor

Prof. Dr. Ahmed Mohamed Said Shalaby,
Professor of Architecture and Urban Development

Internal Examiner

Prof. Dr. Ayman Fathalla Wanas,
Professor of Urban and Environmental Design – Arab Academy for Science, Technology and
Maritime Transportation

External Examiner

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2022

Engineer's Name: Diaa Abdelrahman Mohamed Afify
Date of Birth: 31/10/1993
Nationality: Egyptian
E-mail: Diaa_diab@ymail.com
Phone: 01062054403
Address: 15th of May City, 10th Neighborhood.
Registration Date: 01/10/2016
Awarding Date:/....../2022
Degree: (Master of Science)
Department: Architectural Engineering



Supervisors:

Prof. Dr. Raghad Mofeed Mohamed
Dr. Mennat-Allah Mohsen El-Husseiny

Examiners:

Prof. Dr. Raghad Mofeed Mohamed (Thesis main advisor)
Dr. Mennat-Allah Mohsen El-Husseiny (Advisor)
Prof. Dr. Ahmed Mohamed Said Shalaby (Internal examiner)
Prof. Dr. Ayman Fathalla Wanas (External examiner)
Professor of Urban and Environmental Design at Arab Academy for Science,
Technology & Maritime Transport

Title of Thesis:

PRESTIGIOUS ENVIRONMENTS:
SEMIOTIC ENCODING OF PRESTIGE IN THE PROMOTIONAL VISUALS OF
CAIRENE GATED COMMUNITIES.

Key Words:

Gated Communities; Prestige; Billboard Visual Ads; Architectural Representation;
Semiotic Analysis

Summary:

Studies emphasize Prestige and similar themes as distinguishing Cairene GCs from global counterparts, while others analyze GCs' ads as means to understand those themes, yet both efforts need further theoretical articulation. This thesis aims at articulating the concept of Prestige, exploring the role of architecture in signifying Prestige, and devising a framework for analyzing GCs' ads. It adopted a two-part methodology: first, it articulated the concept of Prestige in sociology, the connection between architecture and Prestige, and reviewed semiotic tools for visual analysis. Second, it involved thematic analysis of 283 billboard campaigns followed by social semiotic analysis of selected case studies. The analyses showed a trend towards adopting symbolic representations over explicit architectural ones. This was more prevalent in ads of projects targeting higher social tiers, which also tended to adopt more diverse semiotic resources and Prestige signifiers. These two analyses demonstrated that interpretations of architecture depended mainly on the associations created by text and visual symbols. The thesis concludes that Prestige organizes the relation between sub-concepts as lifestyle, taste, and exclusivity. Most importantly, it questions the potential to advance the architecture of GCs beyond mere stylistic aspects, given the essentiality of Prestige-signifying connotations and advertising messages in shaping the GCs, defining the audience, and endowing meaning to architecture.

Disclaimer

I hereby declare that this thesis is my own original work and that no part of it has been submitted for a degree qualification at any other university or institute.

I further declare that I have appropriately acknowledged all sources used and have cited them in the references section.

Name: Diaa Abdelrahman Mohamed Afify

Date: .././...

Signature:

Dedication

This work is dedicated to *My Mother* who always amazes me with how limitless Love, Dedication, Sacrifice, and Selflessness could be. Who exemplifies to me how meaningless everything in this life is without the Family.

To *Kholood*, who supported me unconditionally. To *Kholood*, whose Sincere and Loving heart that helped me persevere. To *Kholood*, my *Home*.

Acknowledgments

"وَمَا تَوْفِيقِي إِلَّا بِاللَّهِ عَلَيْهِ تَوَكَّلْتُ وَإِلَيْهِ أُنِيبُ"

I would like to express my deepest appreciation and gratitude to my supervisors *Prof. Dr. Raghad Mofeed* and *Dr. Mennat-Allah El-Husseiny* for the very enriching discussions, enlightening insights, and their guidance since the inception of this research. I am thankful for their patience, dedication, encouragement, and believing in my potential. Surely, they have helped me grow through this long journey not only intellectually, but also on a personal level. Thank You.

Thanks should also go to the Examining Committee *Prof. Dr. Ayman Wanas* and *Prof. Dr. Ahmed Shalaby* for their stimulating remarks and helpful suggestions for a future path.

I am also deeply indebted to *My Mother*, my *Family*, and my wife-to-be *Kholood*, for their unconditional love and support, for their continuous motivation, for always being by my side when I was at my lowest of lows. This was a very long and exhausting journey, and without them, I would not have been able to persevere.

Lastly, I would like to thank my friend *Aliaa Shokry* for her generous and untiring help when I most needed it. And my friends *Essam Shafei* and *Mohamed Shaaban* for the fruitful discussions that helped me articulate my thoughts in the early stages of this study. Also, I would like to acknowledge the understanding and flexibility that *KarmBuild*, and especially *Karim El-Kafrawi*, has provided me with, which undoubtedly facilitated my academic endeavor.

