

VISUAL COMMUNICATION BRIDGING INTERCULTURAL BARRIERS

DOKTORAL DISSERTATION

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Témavezetők:

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THESES

1. Visual communication and design thinking can play an important role in the social inclusion of refugee and migrant participants, as they are tools that not only facilitate language learning but also integration into community life. Visual elements can help to create opportunities for intercultural dialogue by bridging language barriers.
2. Visual communication can bridge intercultural gaps as a universal language, as images contain elements that draw on universal human experience. Images create a more direct connection with reality than words, as they bypass the process of verbal encoding and speak directly to human experience.
3. Visual language is both universal and culturally specific, so it can be an excellent tool for transmitting culture, but its understanding depends on our cultural background. This requires intercultural awareness and sensitivity in visual communication. Understanding the structural elements of visual language is key to avoiding misunderstandings.
4. Visual storytelling can contribute to community building and integration through the display of personal narratives. The use of visual elements can be a powerful tool for storytelling, which can help to share personal experiences and to evoke empathy in others.
5. Image-making and design can develop creativity and problem-solving skills, helping refugee and migrant youth and other vulnerable groups to overcome social challenges. Creating together develops a feeling of community, fostering cultural integration and social inclusion. Through design thinking, participants can share their experiences and find common solutions, promoting intercultural dialogue.
6. Participatory design tools offer an effective methodology to actively involve refugee and migrant participants, both in design processes and in different aspects of community life. This provides an opportunity for the joint development of values and rules, which can contribute to the integration process.
7. Participants can be involved in the different stages of the planning process with varying degrees of intensity, giving them the opportunity to understand their needs in depth and to participate actively in the community process. Participant-oriented design processes can be particularly important for disadvantaged groups, who can become active participants.
8. The role of the designer has changed in participatory processes - he or she can act not only as a designer, but also as a researcher, facilitator and mentor. This flexible role ensures that the needs and experiences of participants are properly integrated into the design process.
9. By replicating the design process, participants can become multipliers and thus catalysts for socio-cultural change. Through participatory design, participants can not only develop their understanding of their own situation, but also become empowered to create change in the community.