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Doctoral Dissertation  
THESES

Title of Dissertation:  
Architecture and communication: pop communication strategies in  
architectural practice

Title of Masterwork:  
“Praxis as medium” series of methodological pilot actions

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## THESES

### thesis I.

There is a definable difference between the architect and the civil sphere that uses architecture, in terms of the strategies for interpreting architecture and its products.

### thesis II.

The socio-cultural medium of architecture is the experiential cultural space, in which architecture is perceived experientially by its users.

### thesis III.

Socio-cultural changes have had an impact on changing traditional forms of architectural communication: there is a tendency to cross genre boundaries in the communication strategies used in architectural practices.

### thesis IV.

The architectural practice, beyond its traditional methodological tasks, can be interpreted as an autonomous communication platform, while at the same time the architect's work is complemented by a curatorial and mediatorial role, in addition to the designer's role.

### thesis V.

A complementary methodological framework can be added to the traditional elements of communication tools used in architectural practice, based on experiential cultural references as a mediating component, to bring the actors' perspectives closer.

### thesis VI.

The complementary methodological framework of "Praxis as a medium" is an inherent part of architectural design and has repercussions on the work of designers.