

A Grounded Theory-Based Analysis of Hooshang Shahi Rugs of the Qajar Period from the Viewpoint of the Tartu School

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Qajar Kings tried to show their power through using art. This can be clearly witnessed in the rugs woven during that period. Hooshang Shahi rugs hold a special place among the pictorial rugs of the Qajar period. However, the question is which cultural factor prompted the use of the mythical King of Iran, Hooshang Shah, in the pictorial rugs of this era. The purpose of this study is to explore the semiotic systems of such rugs and examine their nature. The required data for this research were collected through the library method and then analyzed from the viewpoint of the Tartu School and based on the grounded theory. In this process, the researchers used the content analysis method for open codification and then discovered and classified the relationships among the components for the purpose of axial and selective codification. The semiotic systems of the rugs include some specific signs and symbols of the Qajar period and Hooshang Shah's time. Based on the analysis of the discovered components through the codification and examination of the semiotic systems of the rugs, one can infer their Iranian, religious, and modern identify.

Key Terms

Hooshang Shahi rugs. Tartu School. Grounded Theory

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