

Abstract: NeSA202100oral-03: Rhetoric of the National Flag of Nepal

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The composition and design of the flag stem from the country's culture, religion, history, and geography. Tracing back to history, Nepal's flag was in existence from the ancient Vedic period as mentioned in the Hindus' great religious books-- Vedas and Mahabharata. In my presentation, drawing the idea of symbolic/denotative meaning of image from *The Rhetoric of the Image* (1993) by Roland Barthes, I intend to present analysis of key elements of the flag: shape (non-quadrilateral or triangular) and its symbolic meaning, colors (red, blue, and white) and their symbolic meaning, figures (the Sun and the Moon) and their symbolic meanings. In my analysis, Gillian Rose's (2016) three modalities of analyzing images: technological, compositional, and social, come into play directly and indirectly. Embedding these modalities, I discuss cultural, compositional, and content aspects of the flag.