

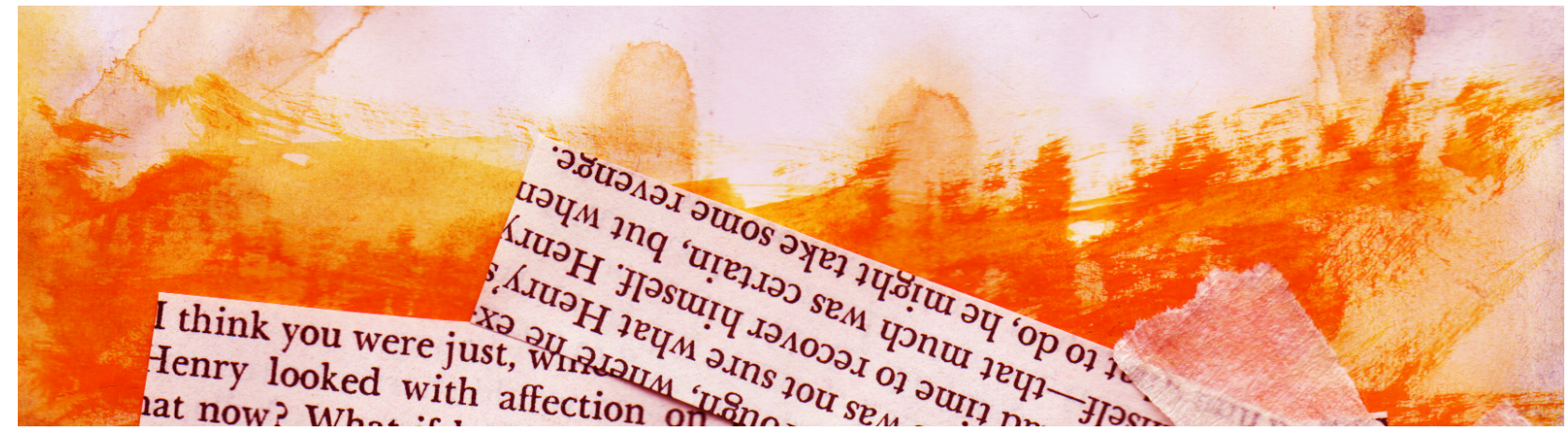
why do we need

LEGENDS

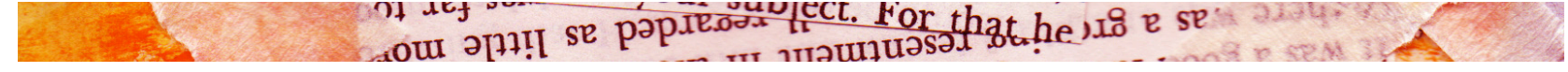
BY CAMILA TORRES

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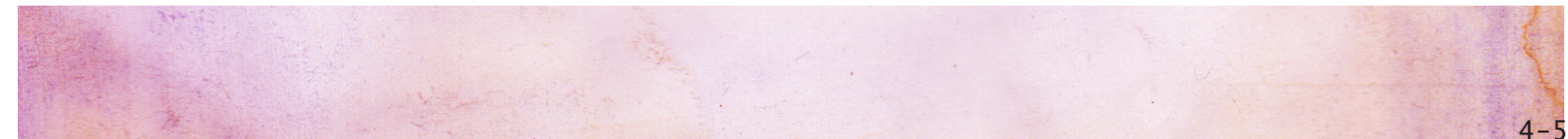
introduction

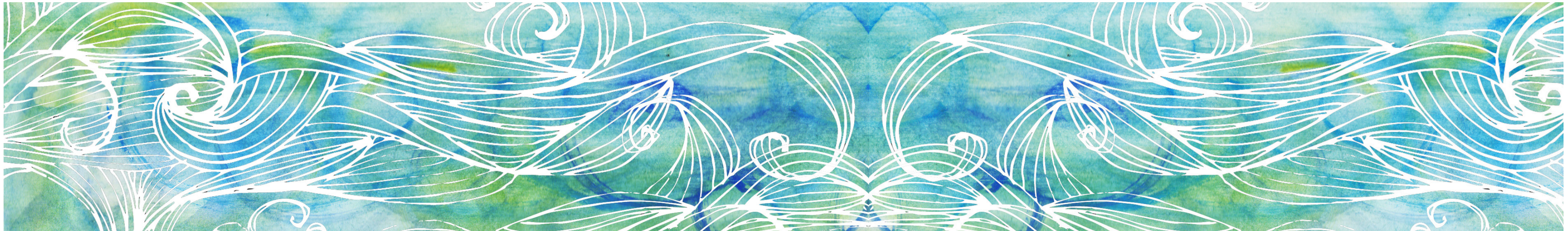


I was born in Osorno, this is a small town in the south of Chile, I only lived there for a year or two and grow up kind of like a nomad moving from place to place, city to city around Chile, I spend every summer at my grandmother's house in the south, there for I got to know a bit more about the south Chilean culture a bit more than my friends at school, they used to call me "the country side girl" because every summer I used to come back to school with a southern accent.

This dissertation will be about the Tales of morality, focusing on Chilote legends. I chose this particular example because I find fascinating how oral communication can create a phenomenon in people beliefs, how the word is spread from mouth to mouth and from generation down to the next generation and how stories evolve and grow.

When I was a child, my parents were both workaholics, so my grew up with maids, I know in England that sounds vey fancy but in Chile is not at all, a lot of families have m maids, my ones where all contacts from my grandmother in the south, typically young girls who would live in the house with us and sort of became part of the family and look after the house and me.





One of them was about 18 years old, she was from Rio Bueno, which is a really small town in Chile, I don't think I can stress enough how small it was. She was very naive and sweet and at bedtime she used to tell me Chilote legends, some of them did not help with my sleeping, but I always loved them despite them being scary.

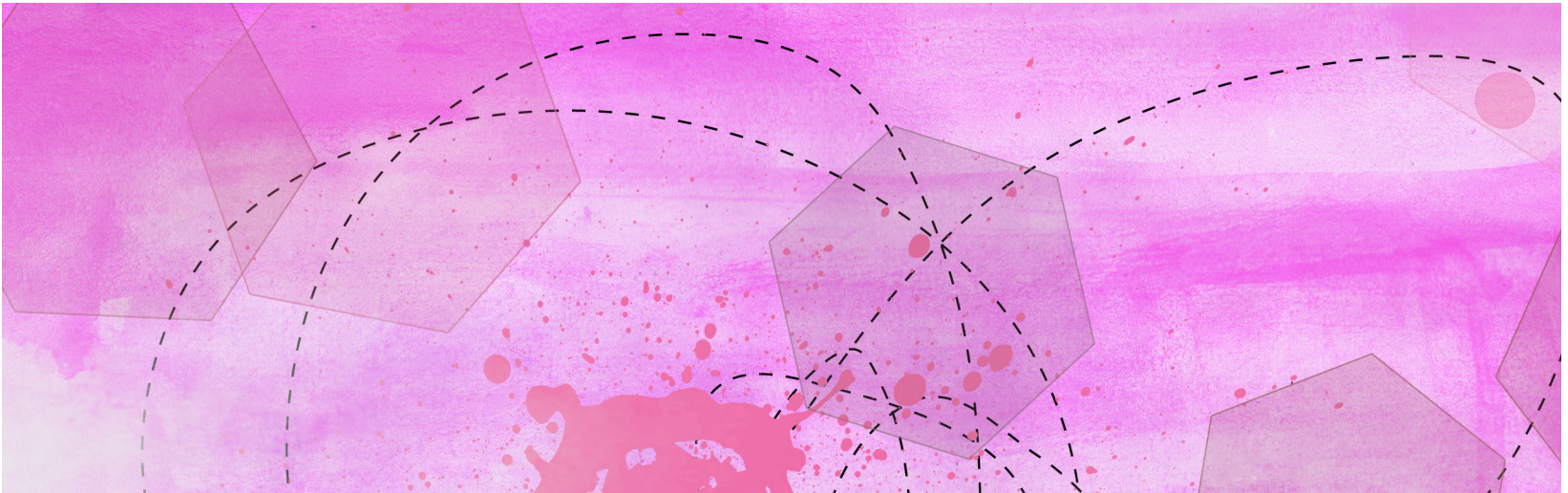
I will talk about the meaning of morality and why it is important to society, and how the aim of this legends is to teach you a lesson or give you a sense or morality.

Also I will be talking about where these legends come from and how the Chilote culture and mythology was developing from the mix of the Spanish settlers with the Chonos and mainly Mapuche mix of culture. Mapuches and Chonos are indigenous groups that occupied the area of the Patagolina and Chiloe.

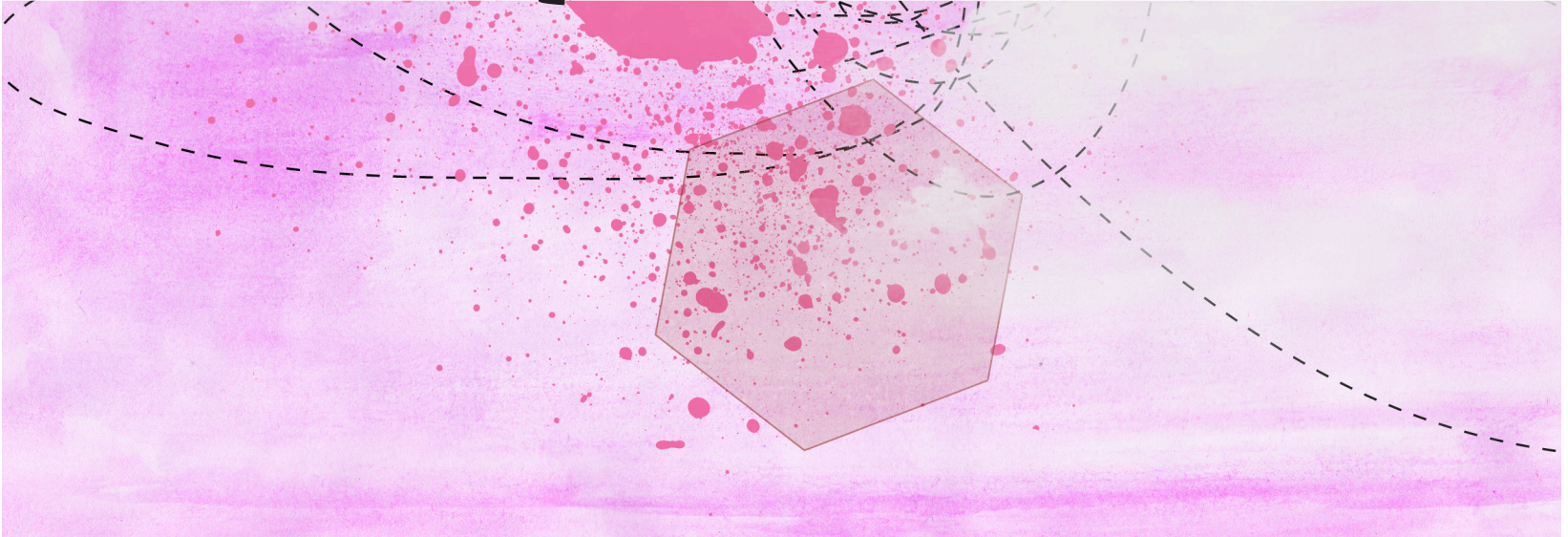
I will then compare this with the role we have as designers to deliver a message through visuals. Take the ethic behind own messages seriously. This came in to my mind when one of my tutors said once that she did not want to work in the industry anymore because she was working for a cigarettes company thus she was advertising something that was eventually going to kill you. So where is the ethics in that? As a young designer I understand it to a certain point. A lot of the times we can see our selves trapped in the industry so we might end up working for a company that not necessarily follow our ethic, but we might still take it because it would look good in our CV because the branding of their products is really good and well appreciated in the design industry.

This dissertation will be divided in three chapters; The first chapter will look at Morality what it actually mean it's importance in society, then I will be moving on Tales of morality and how we use the to educate our children and teach them what is right or wrong. The second chapter will be looking at an explanation of what is a legend and a difference between it and a myth, it also gives a lot of basic information about the island of Chiloe, where it is located for example, and a bit of the island's history and culture. Also about the Mapuche people which are the main indigenous group that had influence on the foundations of Chilote culture, that and the mix with the Spanish culture coming for the settlers. After exploring this,

I will talk about why people need legends and the reasons they are created. The third chapter will talk about visual communication and illustration, and how this legend have been bough to life with all different interpretations of the chapter and their appearance, Also how important the role of the illustrator is when it comes to decide how to represent a story with an illustration what will provide the message clearly.



Chapter one



what is Morality?

How many times have we used the word 'morality' without actually thinking what it really means?

I always thought it was a sort of filter to determine right from wrong, and that somehow it is what dictates how we should act. I decided to take a step back and look in the dictionary for the precise meaning. This is what I found: "Principles concerning the distinction between right and wrong or good and bad behavior." Surely, though, there is more to it?

Morality is personal; we share it with each other, it is a word to describe our idealized structure. It describes how people would act in an "ideal world".

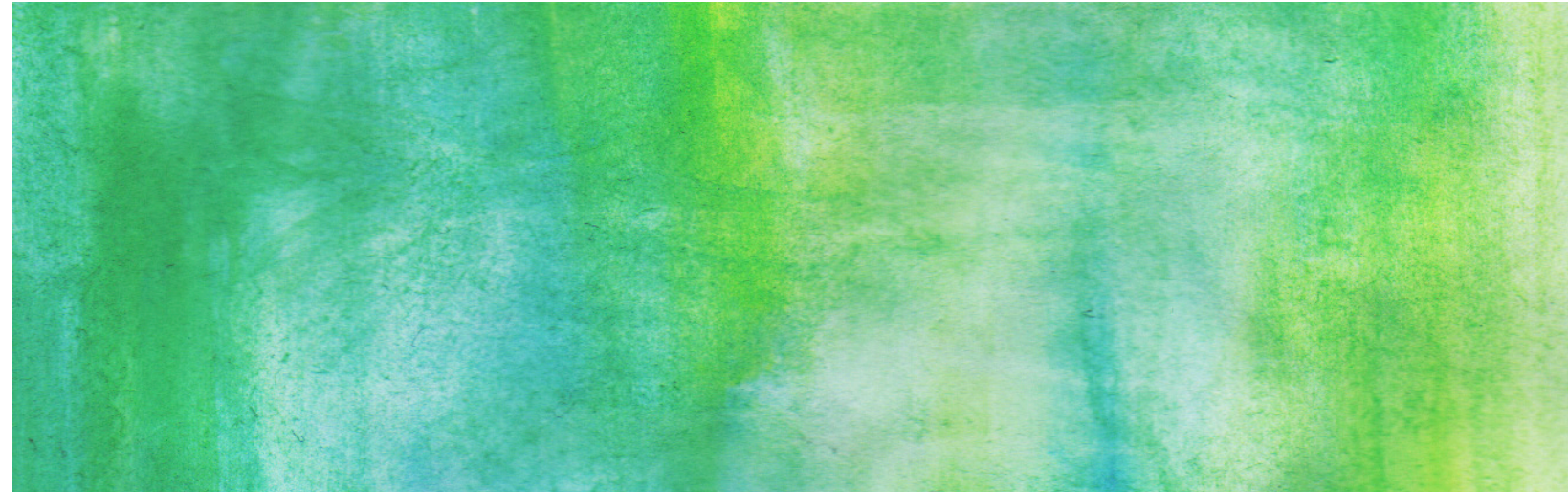
However, this Ideal world is completely subjective. There are a lot of factors that affects people's opinion for what an Ideal world is. Some of these factors could be cultural and religious. However religion is a complete separate entity when it comes to morality. Both religion and morality are closely related and they influence each other. This quote by William Markiewicz proves this.

Morality is one of humanity's main philosophical preoccupations but it doesn't belong so much to philosophy as to religion; it is what gives religions their universal power. The very concept of morality is different for each; no philosophy serves morality but for philosophers morality should serve philosophy. For religion, morality is identified with God himself, thus it is the supreme value. Morality is relative, unlike religion, it has the power to subsist and adapt itself when necessary. People's concepts of morality have been changing through the years. As time goes by, people are becoming more open minded to different realities, ways of thinking, expressions and having a different opinions. I believe this is because of experience and globalization.

The fact is that nowadays it is so easy access information to get to see different realities all over the world. This makes us more aware and more understanding of other cultures and other ways of thinking. Then our own concept of morality changes, especially in the western world, where it is easier to access information via the internet, television, etc.

Even though morality is subjective and relative it does not mean that we are odd to each other because there is a thing called Collective or Shared morality, people start sharing ideas creating this collective morality, ideas that they all agree is the right behavior in an ideal world, for instant in communities, this is mention on a article by Julian Marias.

I read an essay that explains better the concept of Collective moral responsibility by



David T. Risser;
“Collective moral responsibility refers to arrangements appropriate for addressing widespread harm and wrongdoing associated with the actions of groups. The key components of the basic notion of moral responsibility are deeply rooted in the fabric of every society and are constitutive of social life. Without some conception of moral responsibility no amount of imaginative insight will render a society *recognizable as a human society*. While there is broad, often tacit, agreement regarding the basic model of moral responsibility as it applies to individuals; there is considerable debate about how this notion might be applied to groups and their members.”
Overall, we understood that morality is a noun to describe what is right or wrong, how people should behave in an ideal world. However the idea of a perfect world could be different to everyone, some people may think some things are acceptable or other might think they are not.

This is normally caused by the different cultural backgrounds people come from there for they have different points of view of life. As time goes by morality has the capacity to adapt and morph as peoples believes change so it is always current, not like religion, which does not. Morality is subjective and relative, however this does not mean everyone disagrees with everyone. There is shared or collective morality, with people that share the same ideas of how we should behave in an ideal world, normally this happens because people live in the same area, as people influence one another and had similar experiences growing up. we adsorb the concept of morality unconsciously since we are young by experience but also our own parents are always teaching us what is right or wrong, one of the ways to do this is by Morality tales.



Tales of Morality

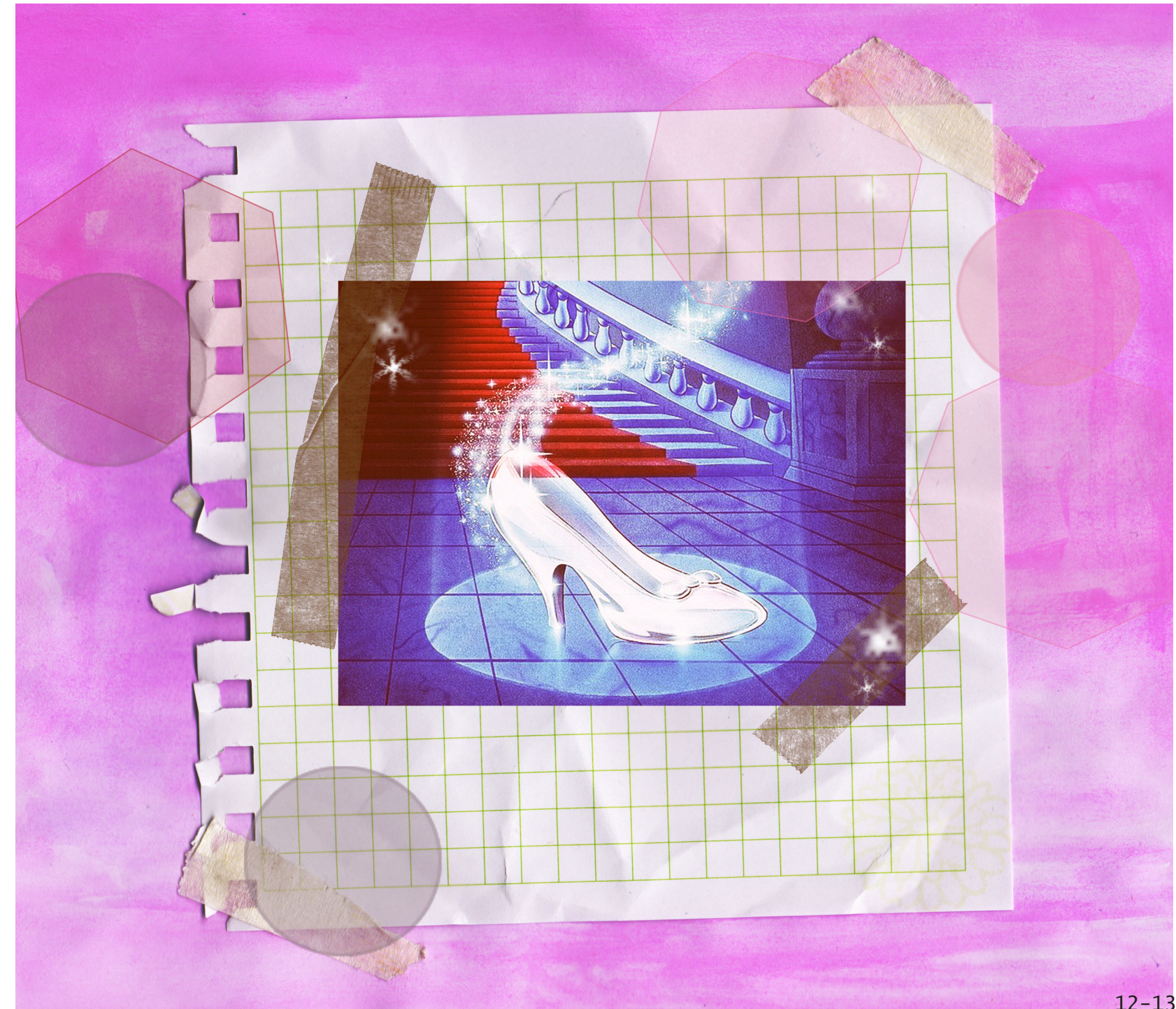
Morality Tales are short narratives often for children. In the past these narrative lessons were passed down orally as a way of commenting on human behavior, and to convey folk wisdom to listeners. Often the lessons contain the seed of morality, reminding listeners both what kind of behavior is encouraged, and what kind of behavior is to be on the watch out for.

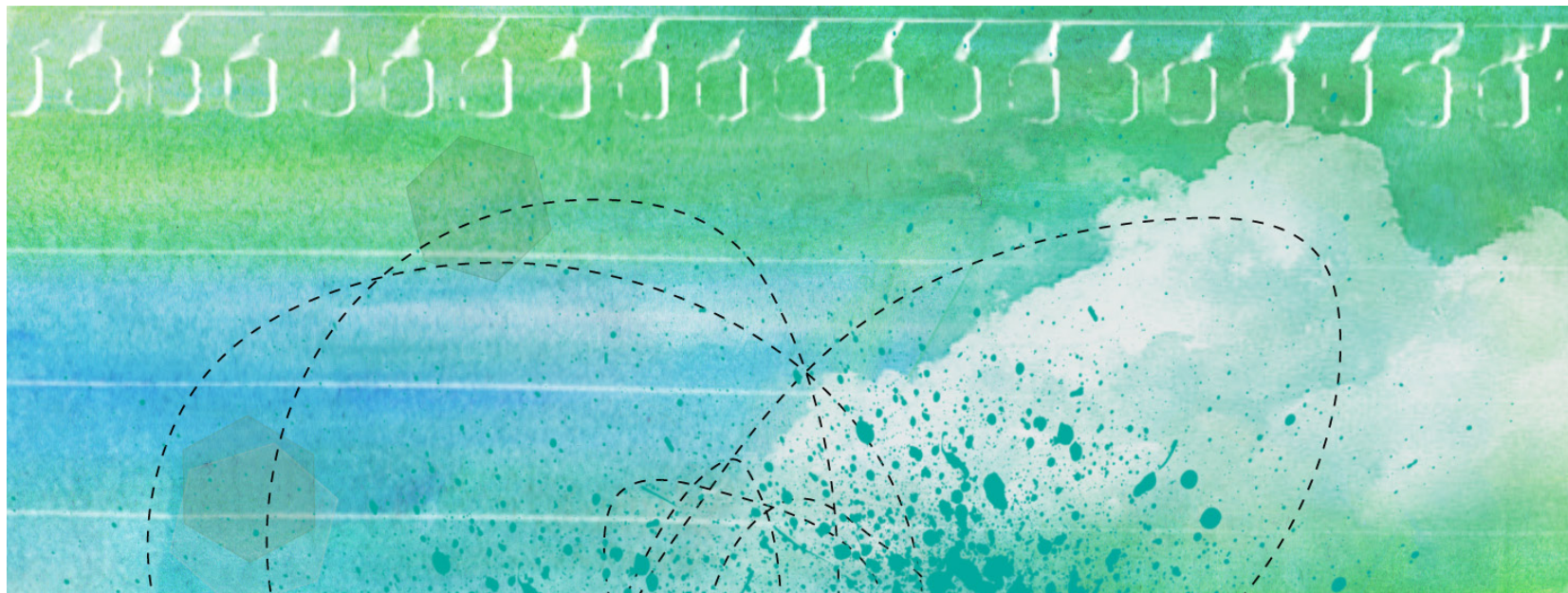
Morality tales are important because many people don't have the time, desire, or intellectual level, to understand a fully rational moral theory in terms of its most basic foundation, or to apply it to every situation they find themselves in. And more importantly children certainly don't, and it is in childhood when many of the habits and attitudes that form a basis for behavior are formed. Thus it is important to expose children to morality tales, in order to dispose them to ethical behavior when they are adults.

Modern morality tales are primarily adaptations or modernizations of older fairy tales. Both follow the same pattern: the hero wins in the end because they do the morally good thing. And this teaches the lesson that acting ethically leads to some kind of reward. And this is a bad lesson to teach. Not only does it lead to the attitude that the normative foundations of ethics must be in terms of self-interest, but it puts ethical behavior on a very shaky foundation. As mention on Fairy tales and Foundations Of Modern Morality a word press blog that I found very interesting.

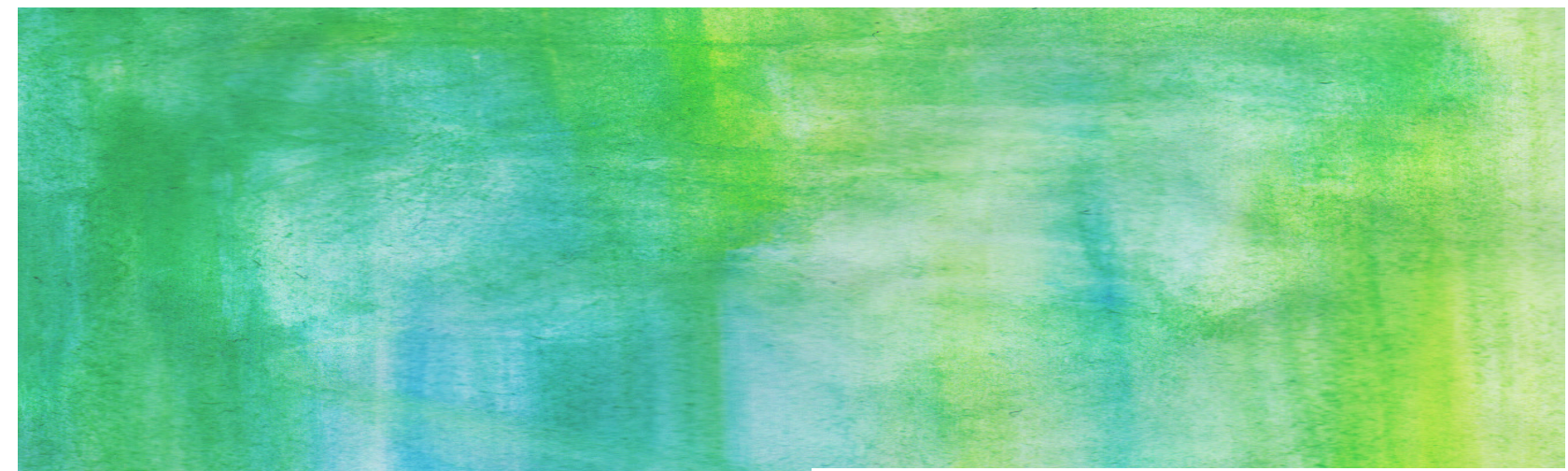
Fairy tales evolve over time as they are told from generation to generation. Whether they are passed on by word of mouth or through print. Some have great variations; some are the same save for a few minor details. No matter what the differences, they all have one thing at common at heart. The moral essence of the tale. For example with Cinderella, one learns that despite being unappreciated and condemned to serving others, as long as you are kind natured and a truly good person, your dreams will come true.

Cinderella is one of the most well-known and popular fairy tales. Why this is, is a little unclear. Perhaps it is because her story is so straight forward and simple. As with the moral her tale presents; Good things come to good people. Cinderella is forced to become a virtual servant in her own home. She is forced to "clean the dishes, tables, etc. And rubbed madam's chamber, and those of the misses her daughters". Yet she doesn't complain and does the work diligently. In the end, her loving qualities win over the heart of the Prince and her beauty shines through not only from the outside, but her inner beauty as well. Throughout time, the story of Cinderella has changed very little. With minimal exception.





Chapter two



Morality is not only expressed in fairy tales but also, fable, and legends and is this last one I'm going to focus on in this chapter, legends from Chiloe, which is an island in the south of Chile, where I'm from.

What is a Legend?

A legend, is a story which is told as if it were a historical event, rather than as an explanation for something or a symbolic narrative. The legend may or may not be an elaborated version of a historical event. A famous example of a legend is the story of Robin Hood, which is set in a defined period. Another example is the legend of King Arthur. These stories have been elaborated and expanded on down the years, changing them and giving incredible futures. For example the magic power that the young king has over the sword to get it out of the stone.

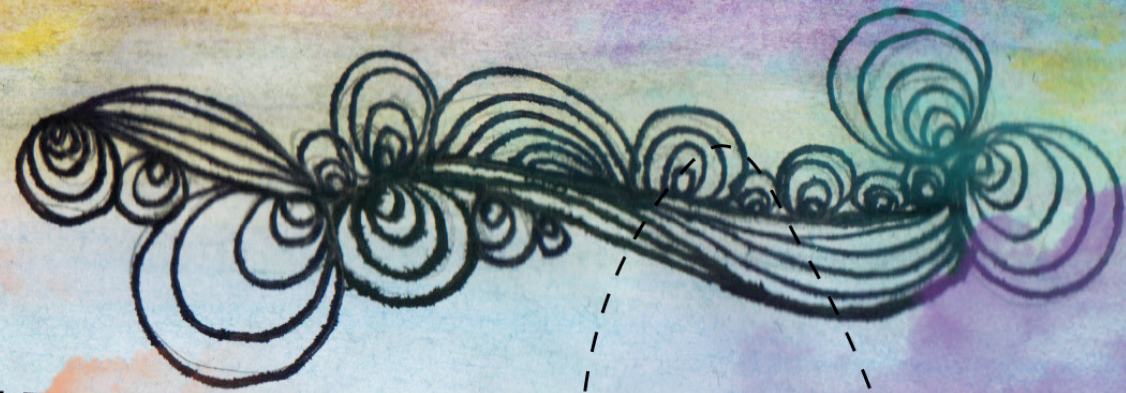
A lot of people tend to get confused with the concept of legends and myths. However the difference is very simple: A myth is religious explanation of something that has no explanation, or at least it did not in the old days when there was not much technology to prove common facts, and a legend as I mention before, is a story that is based on an actual historical event that has been distorted and expanded on time.

The fascinating thing is that both legends and myths are mainly transmitted orally or visually from generation to generation. This happens everywhere in the world as a form of education despite the different cultures or countries. The closest example from my life of that is Catholicism, I attended a Catholic school in Chile and from a young age I was made to study biblical stories.

There are lots of different myths and legends around us. I personally would like to focus on Chilean Mythology, because it is a unique example that is still passed in an oral way from generation to generation until this day, also because this is a subject that has close affiliation to my heritage and upbringing.

Chiloé

Chiloé is one of the biggest islands off the south coast of Chile. This area is characterized by its rustic and unique architecture, their amount of churches all over the island; hand made textiles, traditional food that has become almost a “sub-culture” in main land Chile. However, the most fascinating and original attraction of the area would have to be its mythology and legends. Before the arrival of the Spanish settlers Chile was inhabited by indigenous groups. The most important one is the Mapuches. But specifically in Chiloé the most important group were the Chonos.

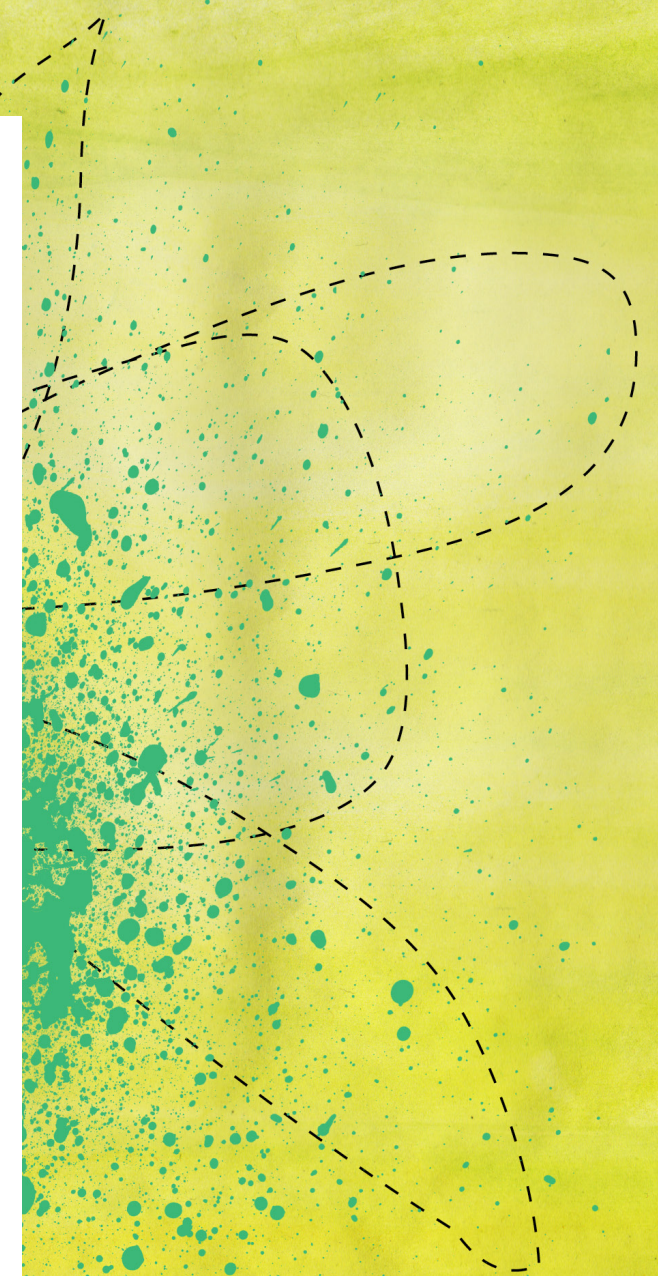


Chonos

There are not many records about the chonos because they were such a small community also because they were culturally extinct by the late 18th century but it was not until 1875 that the last surviving Chono family vanished from the records. At that time the tribe had been completely absorbed in the general Chilean-Mapuche population of the area.

They were known as the "boat people" because they used to mainly get their food by fishing. The Chono boats were called Dalcas and had anchors made of wood weighted with stones. On dry land the Chono lived in caves or in man-made shelters consisting of a wooden structure covered in leather.

Before the arrival of the Spanish in the 16th century, the Chono supplemented their food from small gardens with potatoes and other vegetables. During Spanish times they added maize and barley and kept some goats and sheep. But the main food source was always seashells, fish and sea lion meat. Their most developed tools were spears and nets made of vegetal fiber. There is also a local tradition according to which the churches of the early Jesuits were often burnt down by the local Chono so that they could collect the valuable iron nails. As I pointed out before the Chono culture died in the 18th century, so Chile as we all know it is more influenced by the Mapuche culture rather than the Chono culture even though the Chonos were the indigenous group that were the ones that inhabited the island.



Mapuche

They were situated in the south-central part of Chile and south western Argentina, They constitute a wide-ranging ethnicity composed of various groups who shared a common social, religious and economic structure, as well as a common linguistic heritage. Their influence extended between the Aconcagua River and Chiloé Archipelago, The Mapuches today make up about 4% of the Chilean population, and are particularly concentrated in the Araucanía Region, this information was published in the last CENSO, which studies that changes on statistics in the country for example the percentage of gay people on Chile, etc




Mythology and beliefs

The Mapuches believed in ancestral spirits like the Pillan and Wangualen, also spirits of the nature like the Ngen and evil spirits Ngenechen and Antu. Central to Mapuche belief is the role of the Machi that would be like a shaman. It is usually filled by a woman, following an apprenticeship with an older Machi, and has many of the characteristics typical of shamans. The Machi performs ceremonies for curing diseases, warding off evil, influencing weather, harvests and social interactions. Machis often have extensive knowledge of Chilean medicinal herbs, though as biodiversity in the Chilean countryside has declined due to commercial agriculture and forestry, the dissemination of such knowledge has also declined but is in revival. Machis also have an extensive knowledge of sacred stones and the sacred animals. Mapuches had legends of their own they are mainly to do with magic.

The football team Colo Colo, one of the most popular in the country, is named after a legendary Mapuche animal that has different forms depending on who you talk to, with body parts of a snake, rooster, and rat and cries like a newborn child. The Peuchen is a figured feared by many Mapuche. It is able to shift its form instantly and become any animal. It has the ability to petrify its victims and suck the blood from humans and animals alike.

Like most ancient cultures, the Mapuche have their own version of the great flood. They speak of two serpents, one the keeper of land and the other of water. When the water serpent Kai Kai tried to take over the land from his enemy, the serpent Tren Tren, the other snake protected the people by bringing them to the mountains. Once the water subsided the people were able to return to the valleys and repopulate the earth. The first two humans in Mapuche mythology are Lituche and Domo. Domo, the first female was created from a star and the flowers and grass grew so that she could walk upon softer ground. As it was mentioned in a project by Aleberto Trivero called Documentación Ñuke Mapu Chilote mythology started to form itself from the rich mix of the religions of indigenous tribes that were located in the area, The Chonos and The Huillinches and Mapuches. However, it was the Spanish, who in 1567 started the process of colonization in Chile, brought legends and superstitions. The fusion of these two factors is mainly the responsible for the birth of Chilote mythology and legends. This culture grew and transcended because it was very isolated from the rest of the religious beliefs that were developing in the rest of Chile. The reason being that Chile is an archipelago (a chain of islands), and it is geographically separate from the rest of the Spanish possessions in Chile when the Mapuches destroyed and abandon





all the villages between the Bio-Bio river and the Chacao channel, after the Curalaba disaster in 1598.

There are lots of mythological characters; the majority are aquatic, zoomorphic, terrestrial, or with mutant abilities. In general they are evil and they have the skill to harm humans. However, they were not all deemed evil. For example “La Pincoya” represents a poetic vision of the love the fisherman has for the sea, as a source of employment and food, however, storms are associated with this creature when she is in a bad mood.

The most popular of these legends is the “Trauco”. According to the traditional Chilota mythology of Chiloé, it is a mythical humanoid creature of small stature, with legs without feet, similar to a dwarf or goblin, who lives in the deep forests of Chiloé. The story tells that it was originally an angel that came down to earth to get a young girl to fall in love with him, and when God noticed his intention, He changed his beautiful body into a horrible creature as a punishment.

The Trauco is a mythical entity that inhabits the woods of Chiloé. It has a powerful magnetism that attracts young and middle-aged women. According to legend, the Trauco’s wife is the wicked and ugly Fiura. The Trauco carries a small stone-headed hatchet that he uses to strike trees in the forest to symbolize his sexual potency.

whoever the Trauco chooses will go to him, even if she is sleeping, and fall enraptured at his feet. No woman can resist his magical attraction; all have sex with him. Men of Chiloé fear the Trauco, as his gaze can be deadly.

When a single woman is pregnant and no one steps forward as the father, people assume that the Trauco is the father. Because the Trauco is irresistible, the woman is considered blameless. The Trauco is sometimes invoked to explain sudden or unwanted pregnancies, especially in unmarried women.

People believe that there are ways to keep the Trauco away, like putting some ash in every corner of the house and make cruses with two knives in different places of the house.





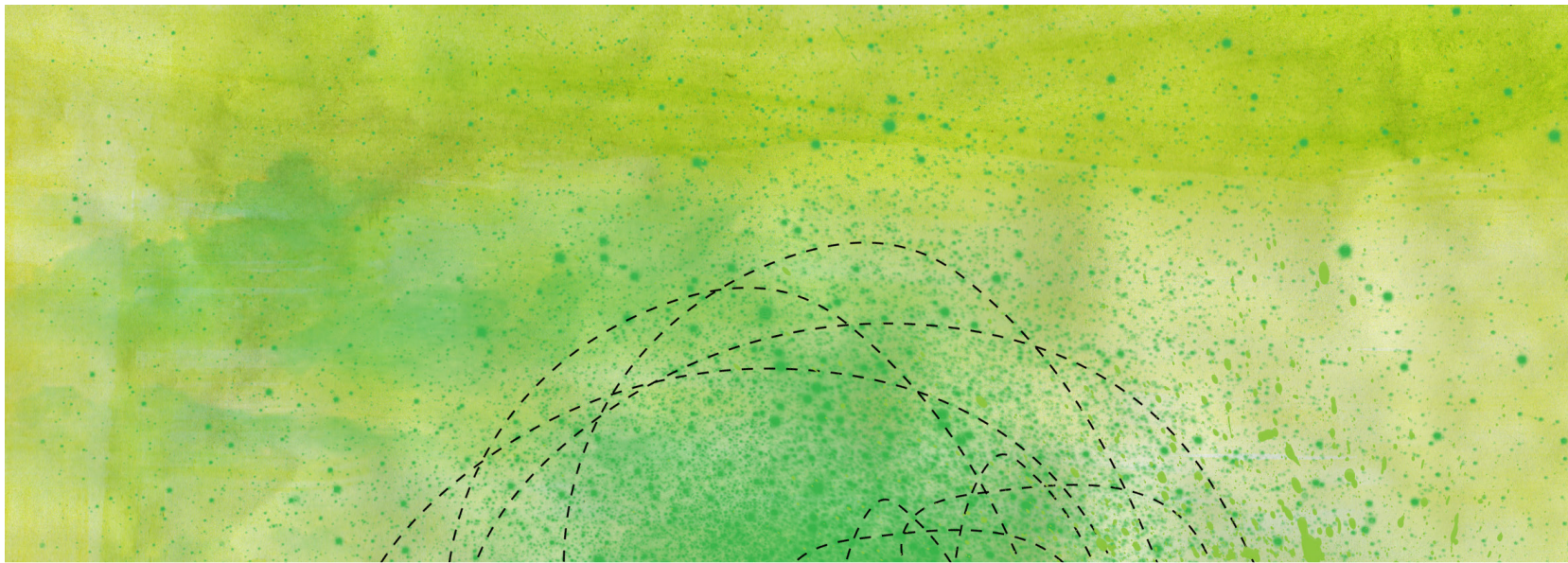
why do we need legends?

As I pointed out before, these legends or lessons were passed down orally as a way of commenting on human behavior, and to convey folk wisdom to listeners. Often the lessons contain the seed of morality, reminding listeners both what kind of behavior is encouraged, and what kind of behavior to watch out for.

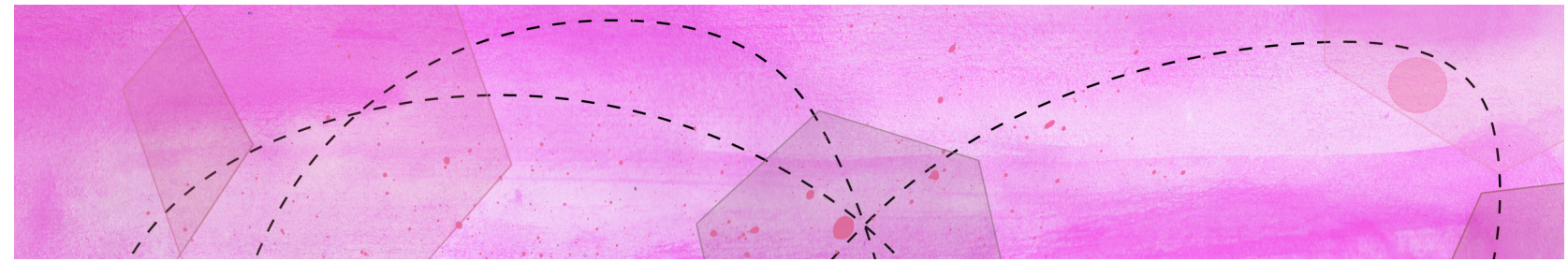
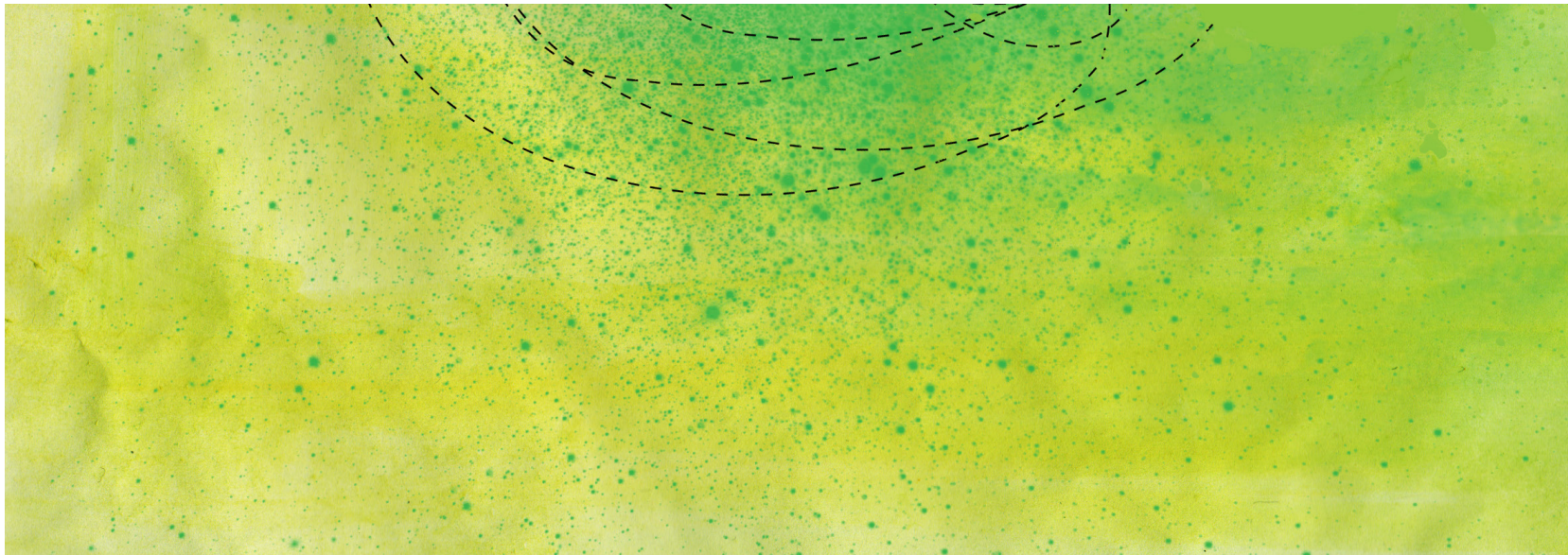
In this particular case legends are used to justify things, for example the pregnancy of this girls. Chile is a very conservative country, in fact the most conservative in south America, and in the old days people were really worried about what people would say about them and their families, specially in small towns like Chiloe that had approximately 154,775 people living in it, so everyone knows everyone and they all know all the gossip in town, and as I mention before Chiloe is an islands and is quite isolated from the rest of Chile, no quite as much as Easter Islands but it is still very obvious that there is a sub culture going on. There are other legends that try to explain different events; for example The Caleuche, this is a story of a ghost boat sailed by wizards, the legends sais that if a human sees this ship, it will died instantly or the boat will take him.

I wanted to try to answer this question in a more general way and I found an essay by the Minneapolis Institute of Arts that said "The goal of a legend was not to provide an accurate record of an individual's life, but to portray it as an example of virtuous or evil conduct - with appropriate consequences - to be emulated or avoided. In the legends about Christian saints, historical facts were altered as needed, and emphasis place on miraculous or extraordinary events. The legend about Herbert Hoover is a particular case, because he was still alive when it was consciously created for him to enhance his new status as President.

As the richness of the myths represented in this collection conveys, myth and falsehood are not synonymous. What is truth to one is fancy to another; however, it is not up to any of us to decide that one community's mythology is any more or less valid than another's. Myth is a positive force that unites many cultures rather than divides them. Throughout the world myths provide people with explanations, histories, role models, entertainment, and many other things that enable them to direct their own actions and understand their own surroundings."



Chapter three



Legends, fairy tails, and myths are passed down orally, mouth to mouth as a way of commenting on human behavior, but they are often combined with illustrations that bring the stories to life, so there is oral communication and visual communication.

As designers is very important to be aware of the responsibility we have on own hands when it comes to visualize and idea or a story, a legend or any message because t could me easily mistaken and send the wrong message.

Visual communication as the name suggests is communication through visual elements and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication solely relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, graphic design, illustration, colour and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience.

Of this seven formats of visual communication I am just going to focus on illustration because there are quite a range of illustration of the Chilote legends because of the quantity of them, people have made art work with illustrations of this characters everywhere; boats, churches, and a lot of this art work are displayed in small museums. I am really related to this because when I did visit the island I though it was full of character and life.

An illustration is a displayed visualization form presented as a drawing, painting, photograph or other work of art that is created to elucidate or dictate sensual information such as a story, poem or newspaper article, by providing a visual representation graphically.

The role of an illustrator is to accurately convey a message or idea through their recognizable, known signature style that is totally consistent and predictable. Senior illustrators may be less versatile than lower-level illustrators, since they usually work in one style and media.

It is really important that the illustrator gets the message right and communicates it correctly, he has to make decisions like; what exact moment of the story he is going to illustrate trying to get the feeling, action, facial expression, mood, etc of the moment, because for some people specially children are going to look at the pictures and start imagining the story basing on the illustration.



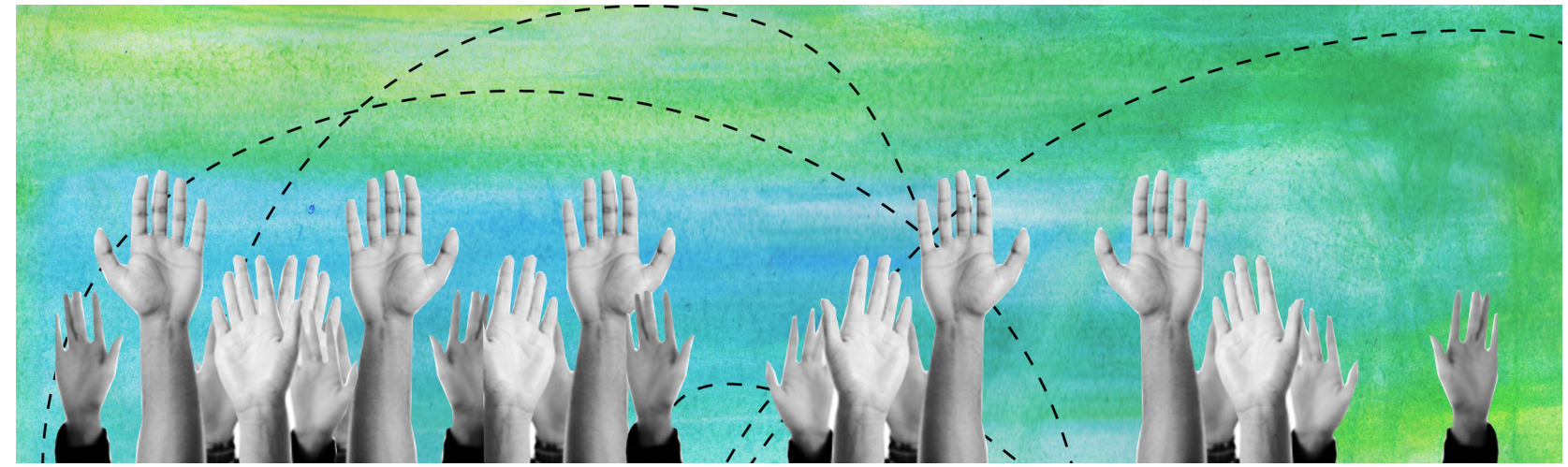


Conclusion

If I have to be completely honest this was one of the hardest tasks of my university years as a student, writing has always been my weak point mainly because I am too insecure when it comes to express my ideas with words, it comes so much easier to express my self visually or orally, so is not as formal or academic, but even though I think the making of this dissertation has helped me to push my self out of my comfort zone, and start digging into my own culture.

I do not think I ever had the chance before to write about anything I wanted, and I think as a designer it has helped me to think about including my heritage culture into my design work. The Chilote mythology is a subject that has always interested me since I was a little girl, as I said in my introduction I was told these legends when I was a child, and to dig more into them was really interesting for me. In addition to this looking in to the Mapuche culture in deeper was vital for me, it is such a contemporary issue, Mapuches in Chile have always been judge because of a land problem. Mapuches still have to fight for their right in Chile, they government of Pinochet made some laws in the constitution that qualified them as terrorist due to the burning of some houses, all this for a land dispute. A few mouths ago there was a massive issue about this, The Mapuches wanted the new government to change the constitution defending their human rights so they went on a hunger strike. Putting the government in a really uncomfortable position because they did not want the rest of Chile to think they were a weak government.

I think looking in to the Mapuche people made me feel more in contact with them and appreciate their culture much more. I think they are taken for granted and if the rest of Chilean keep discriminating them they will have no choice to integrate them selves to the Chilean culture, which I think is such a petty because they would loose their culture generation by generation



This dissertation made me think about the concept of morality more closely, and in a country as conservative as Chile is this is quite a big issue specially in small towns, the older generations are always talking about what do, what you wear, and who you talk to, they are very judgmental, and it is something that was always annoyed me, but saying that; is a perfect example of how morality is subjective, because my moral is completely different to their moral, as long as we all know how to live with each other and respect different point of view there will be no problem.

I think is a very good thing that morality can adapt though times as people start thinking differently, it shows how the word has grown and we became more understanding to other cultures and more open to different realities. It makes society more colourful in a way and interesting.

Over all I looked at morality and it's true meaning, and the way we can teach our children our ideas of morality by legends and fairy tales, which are Tales of Morality then looked at how importance oral and visual communication is, this can help you to be understood better by a bigger audience making it a rather extraordinary tool.

This dissertation definitely affected me as a designer, I though more about being more careful with how I express my self visually abut also to take a step back and really think what I want to express. It make me thing about how lucky I am to have a proper education, when there is people that will never ever dream of it, because they don't know better, it is shocking to think how many people are out there what still don't know how to reed or write, this is why visual communication could be the way to reach all those people and share ideas.



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