The Rhetoric of the Image notes

Vocabulary words

En abyme- the code from which this message has been taken is none other than that of the French language

Etymology

Root Imitari

denotational

connotational

Italianicity

Anchorage

Lexicon

Semiology

Questions I have about the reading

What is a Panzani advertisement?

What is the linguistic message?

What is the rhetoric of the image?

What are the four signs that make the image a coherent whole?