

What I Understand

Three messages :-

- Linguistic message
 - Coded iconic message
 - non-coded iconic message
- Linguistic message can be separated from the other two, but only to a certain point.
- The distinction b/w the two iconic msgs is the viewer of the image message & the cultural msg.

NB Iconic msg is not spontaneously in ordinary reading: the viewer of the image receives @ one and the same time.

- The distinction has an operational validity, making things more clearer in the distinction of linguistic sign.

Linguistic sign → what I understand is that its quite arbitrary and systematic.

Linguistic message is constant.

↳ functions of linguistic message

↳ anchorage
Relay

Anchorage is the most frequent function of the linguistic message

Denoted Image

↳ literal image in its pure state.

If there is a sketch when it is considered not being pure where as a photograph is pure. It is raw there is no drawing with no style.

Concise Nature of Drawing

- ① to reproduce an object
- ② the operation of drawing (the looking)
- ③ apprehension

In a photograph the literal message relationship btw the signified + signifiers is about recording.

Polysemy

linguistic sign

Connoted - literal/primary meaning.

denoted - referring something by means of a word
symbol etc.

What defines the third message is precisely that the
relation between signifiant is quasi-tautological.

↳ Quasi-tautological

We have here a loss of the equivalence characteristic
of true systems and a statement of quasi-identity.

Quasi-identity - r