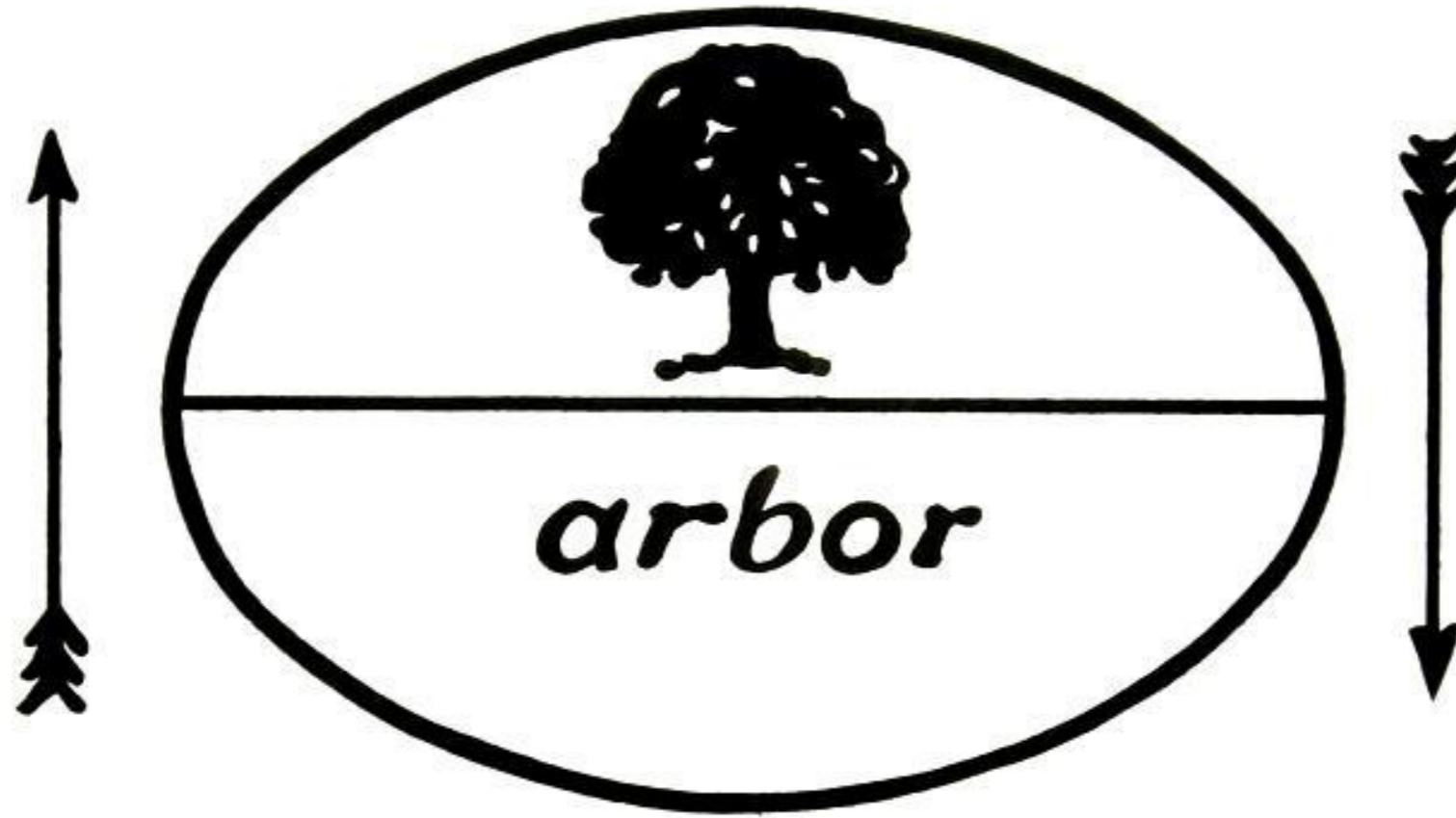
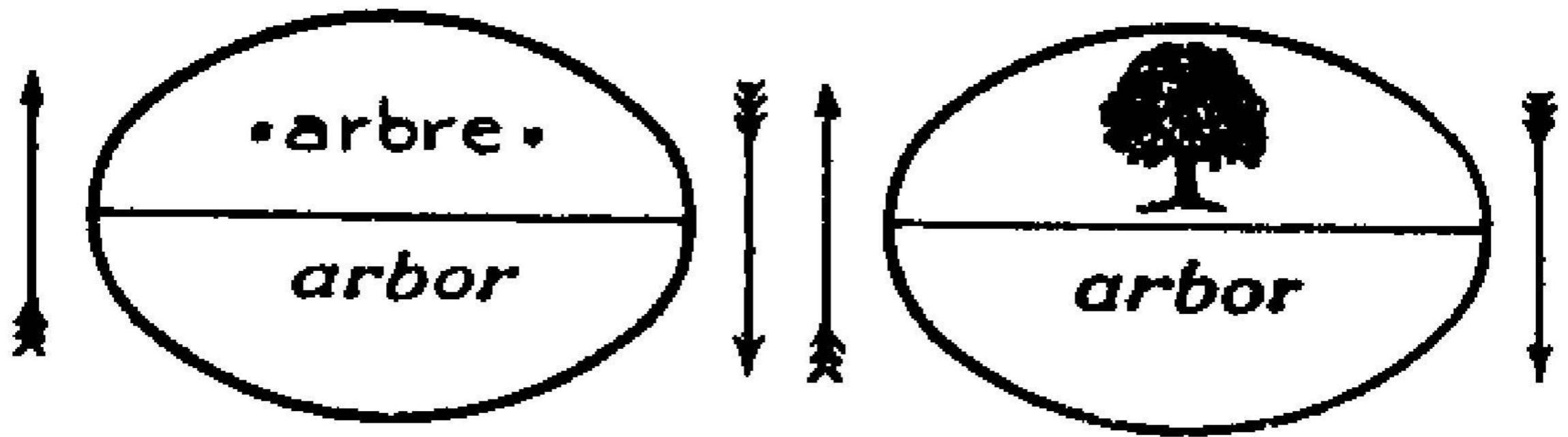


Rhetoric of the Image



The linguistic sign unites, not a thing and a name, but a concept and a sound-image.



I propose to retain the word sign to designate the whole and to replace concept and sound image with signified and signifier.



PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE

Linguistic Message?

Denotational?

Connotational?



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Linguistic Message?

Anchorage?

Relay?



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Non-Coded Iconic Message?



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Non-Coded Iconic
Message?

Objective,
Innocent,
Denotational,
Perceptual,
Quasi-Tautological,
Syntagmatic

Coded Iconic Message?



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Coded Iconic
Message?

Cultural,
Connotational,
Symbolic,
Ideological,
Paradigmatic



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Coded Iconic
Message?

Rhetorical



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