

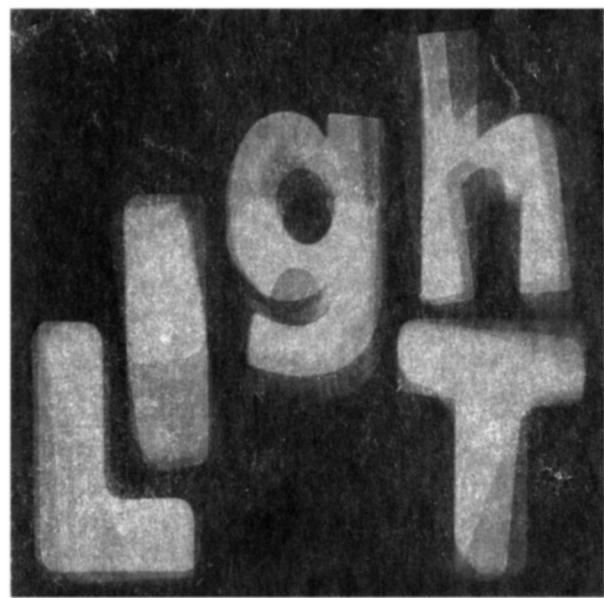
WORDS
AND
IMAGES*

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Translated by
Christina MacSweeney

* A re-writing of "Les mots et les images" by René Magritte,
"La Révolution surréaliste",
1929.

An image and
a word can be
equivalent:



(sun print)

Some words are incapable
of forming an image:

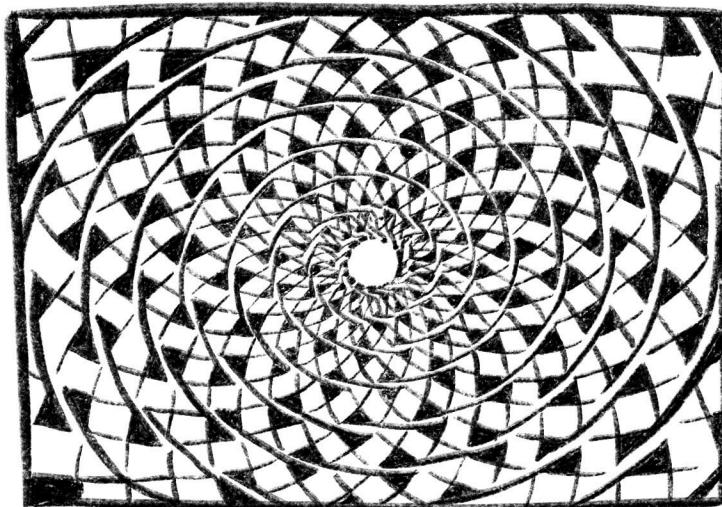
future

Some images
don't completely
match the
words they
refer to:



(Hieronimus Bosch, "The Garden
of Earthly Delights
1490-1510, detail")

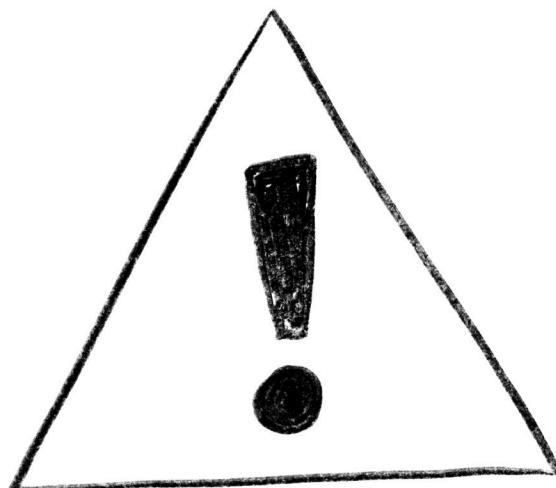
An image can explain a text;
that is called illustration:



OPTICAL ILLUSION

(Anon)

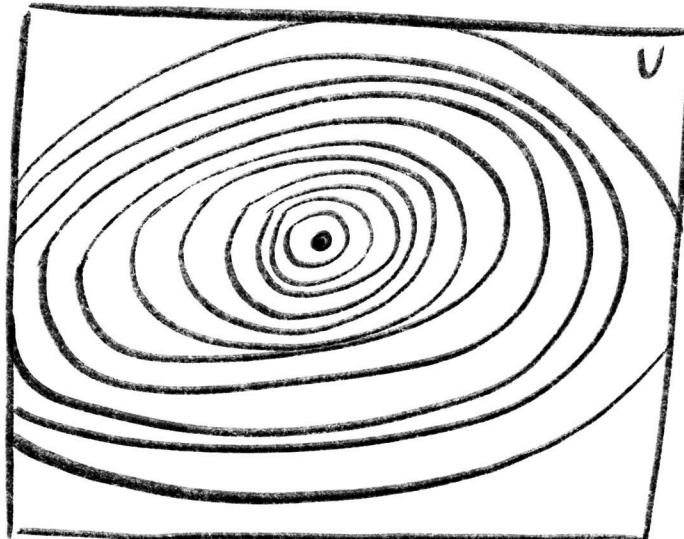
A text can explain an image;
that is called iconization:



DANGER

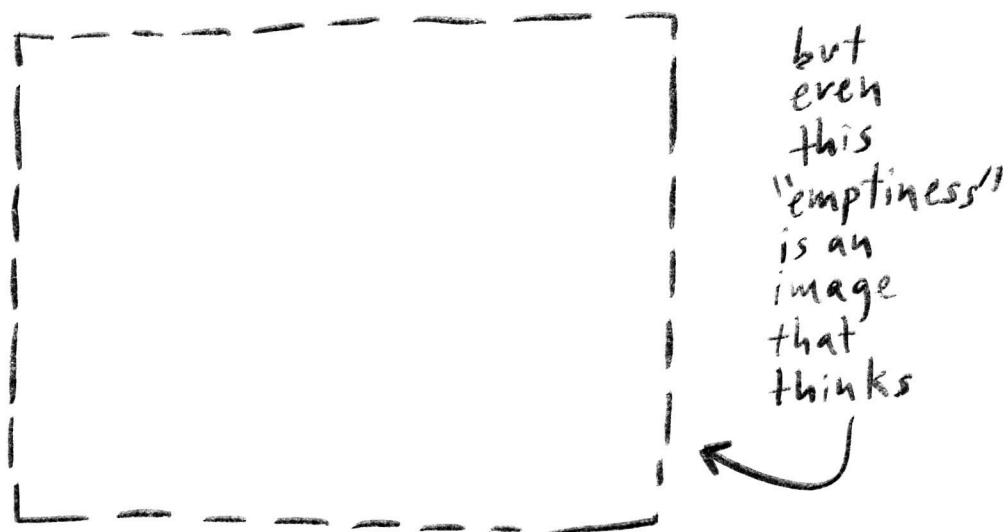
(Anon)

The image-text relationship is inescapable. In fact, there is no difference between them, only a problem known as logocentrism:

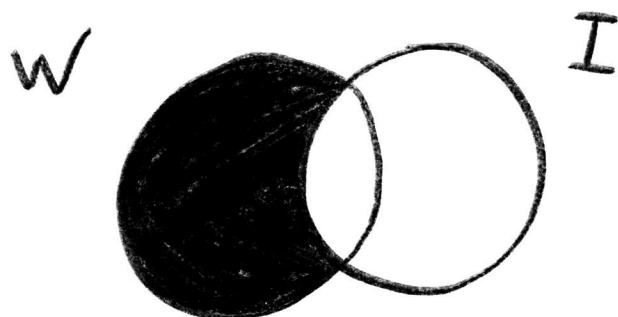


• → logos = word

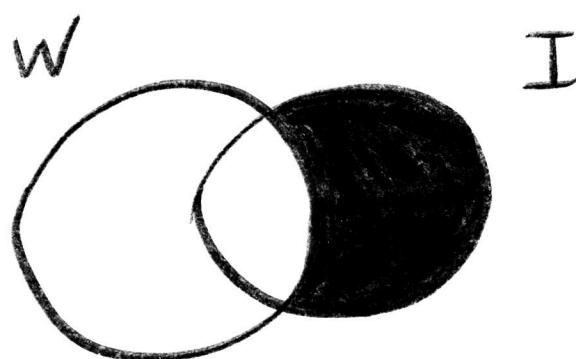
Logocentrism tends to make us believe that images don't think:



When images and words
come together it is
called a diagram. In
this case they are
complementary:



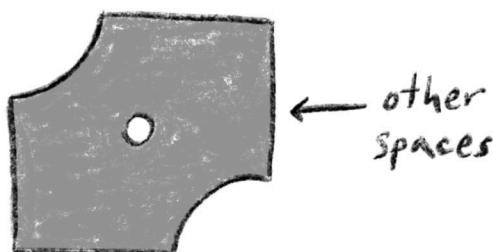
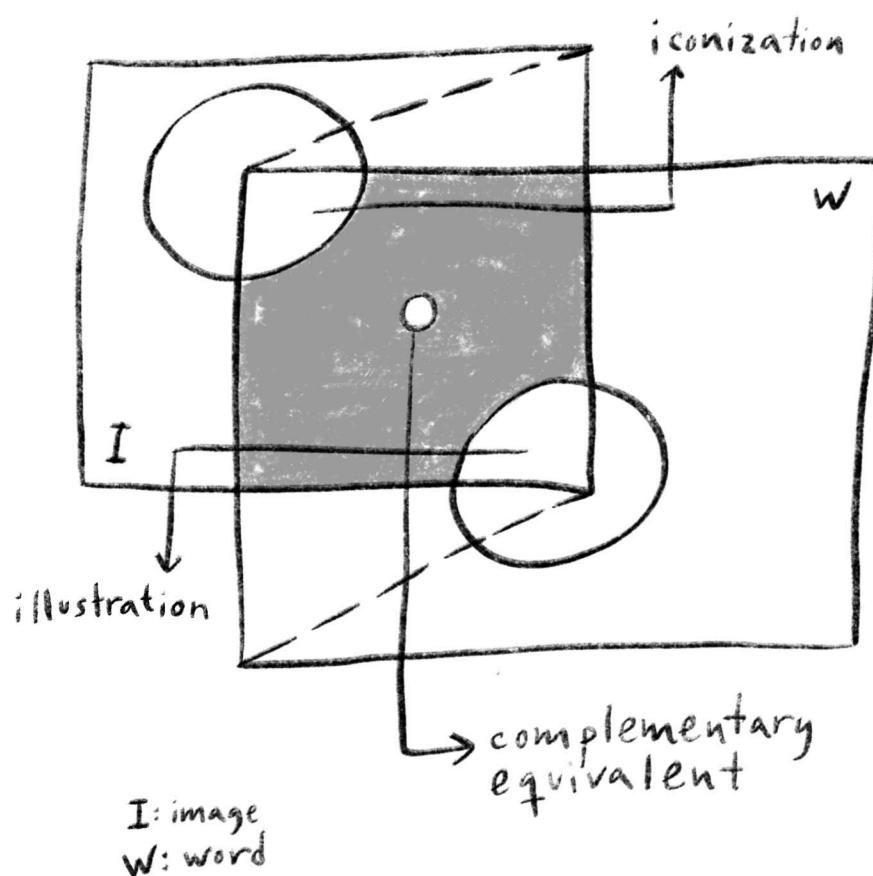
Every W is an I



Every I is a W

W: word
I: image

A diagram can suggest that there are other spaces besides equivalence, illustration, iconization, and complementarity for thinking about the relationships between images and words:



Words and images are a single language that is read in (at least) two different ways:

(Simias of Rhodes,
c. 4th century BC, "Egg")

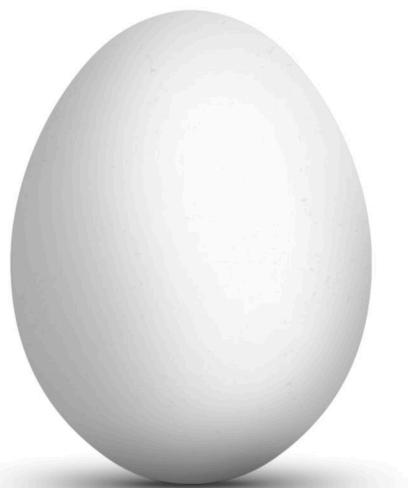
The image and text of a calligram can never be read at the same time:

egg (n). 1a: the hard-shelled reproductive body produced by a bird and especially by the common domestic chicken also: its contents used as food; 1b: an animal reproductive body consisting of an ovum together with its nutritive and protective envelopes and having the capacity to develop into a new individual capable of independent existence; 1c: OVIUM

2: something resembling an egg.

3: Sort of person (a good egg); have egg on one's face: a state of embarrassment or humiliation.

(from Webster and RAE
dictionaries)

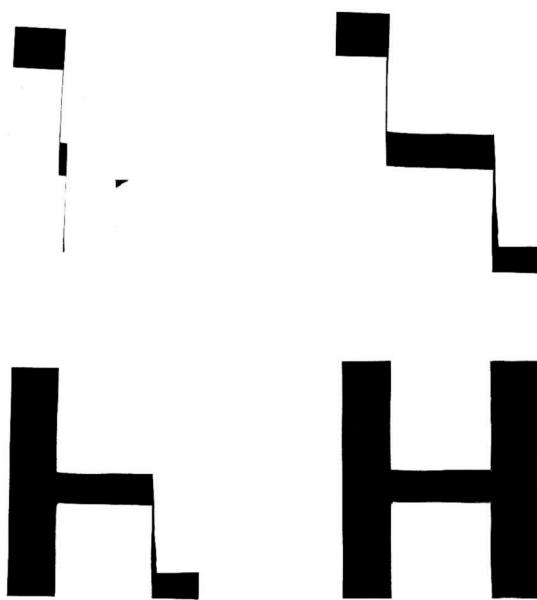


(Anon)

*Reading an image involves
encoding its ideas into words:*



*Reading a text involves
decoding its ideas
into images:*

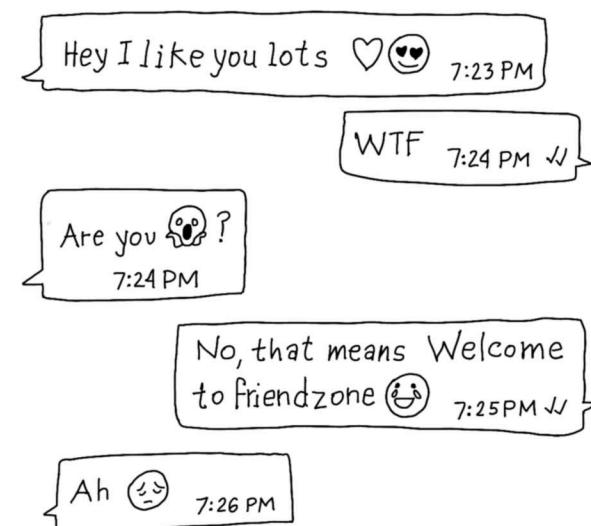


The internet is the most complex calligram in existence: a network of image-text connections in an "invisible" space, ruled by algorithms and with an interface of users:

```
E  
= 1  
z=1.07;  
function S( )  
{ for(a&&(E!=E),H="",Z !=  
.9,Tx=.8,Y=0;2>Y;Y+=.1) {  
for (X=0;2>X;X+=.04){for(Xy=1  
=0;99>i 2&99>x>x+y+Y;i++)t=2*x*y,X  
= x*x-y*y+z*x -z-z/(1-T),y=t+2*T*Y-z-t;(*  
MANDELCODE=A-QUINE-BY-AEMKE2=CLICK-TO-ZOOM+/  
H )t=" .t#"[ ]%5]Ht=h)!ER&Se t,meout(s  
,99),P[ I]=H}Z=1.74909351846789013,  
U = 3.40220976e-7,onClickas:n  
="\\n";P.textContent=<"> +  
"pre id=P>\\n"+P[ ]= "i"+  
"herHTML"  
T aemke/  
= -  
2
```

(from code-poetry.com)

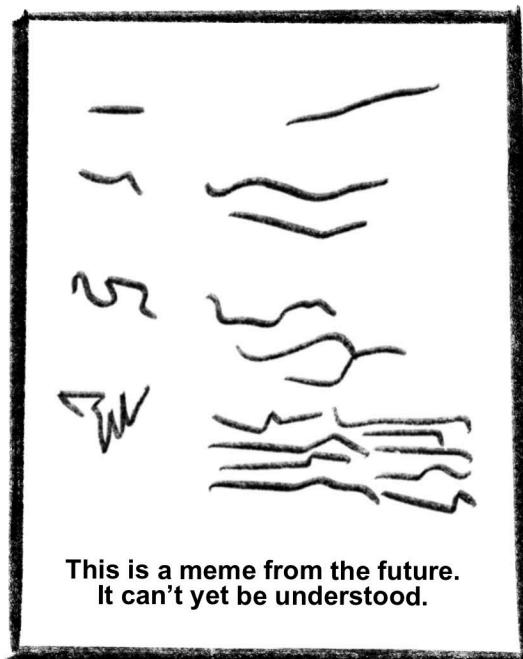
So, emojis now also have important, essential meanings within our messages. The image-text adds a new dimension to our modes of communication:



(Anon)

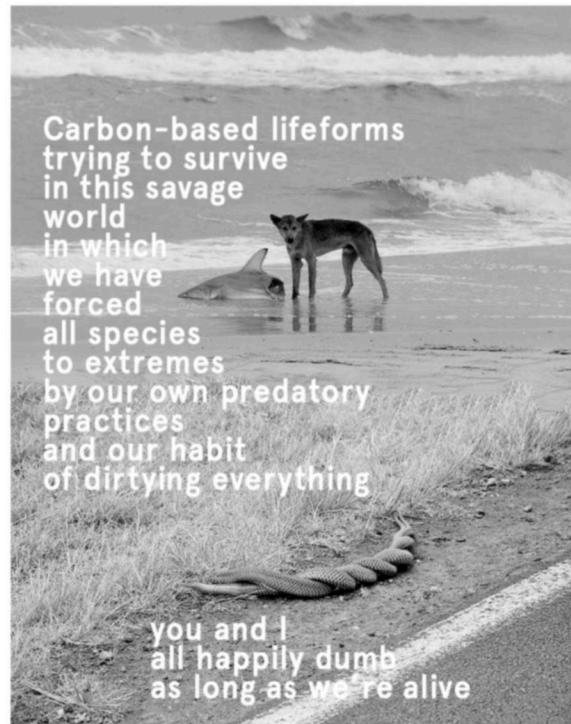
Memes, for example, are calligrams.

They sometimes encode intangible problems:



(Anon)

They sometimes encode concrete problems:



(by brokenenglish.loi, 2018)

We don't live in the age of
the image:

WE CALLIGRAPH IN THE AGE
WE LIVE GRAMMATICAL