

THE SUBLIMINAL ICONICITY OF AN UNRAVELLED CALLIGRAM



IMAGE OF A PIPE. AS AN IMAGE, IT CANNOT BE LIT OR SMOKED.

IMAGE OF A WRITTEN SENTENCE. AS AN IMAGE, IT CANNOT BE READ. WHAT YOU ARE ACTUALLY READING IS THE WRITTEN SENTENCE OF WHICH THE PAINTED SENTENCE IS AN IMAGE.

IF THE PAINTED SENTENCE CANNOT BE READ, HOW COULD WE RELATE THE IMAGE OF THE PIPE WITH THE IMAGE OF THE WRITTEN SENTENCE?

René Magritte

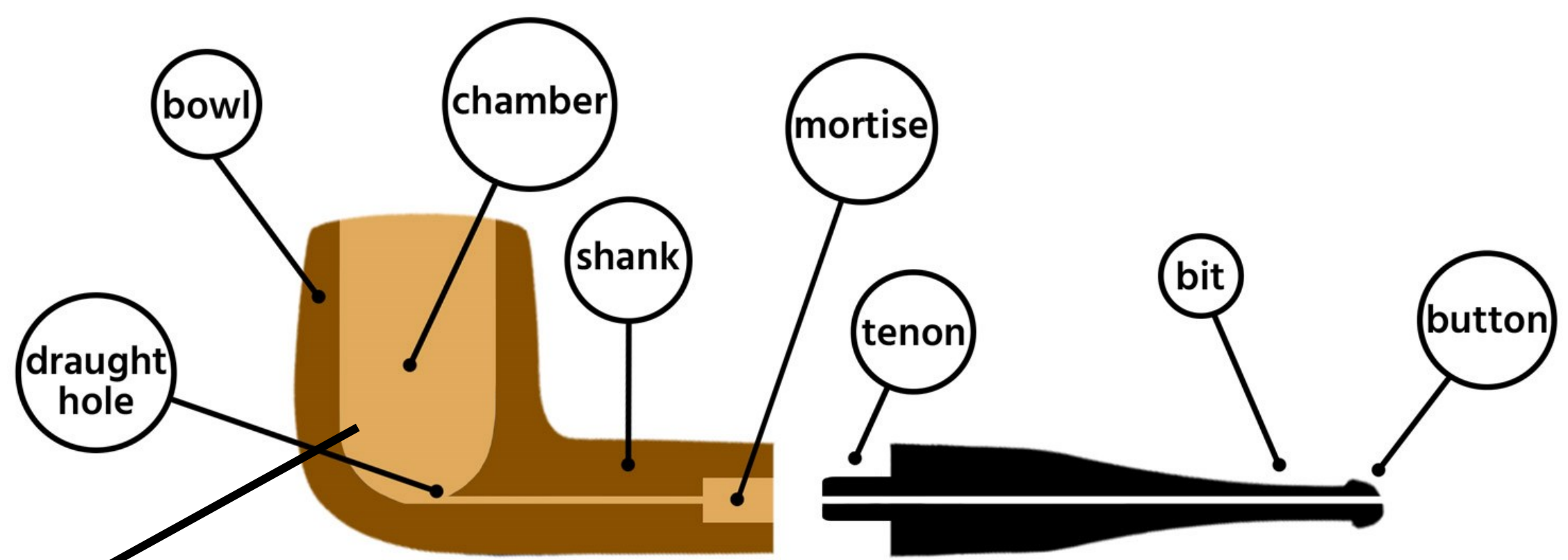
La Trahison des images (1929)

THE PAINTING AS AN UNRAVELLED CALLIGRAM (FOUCAULT 1983)

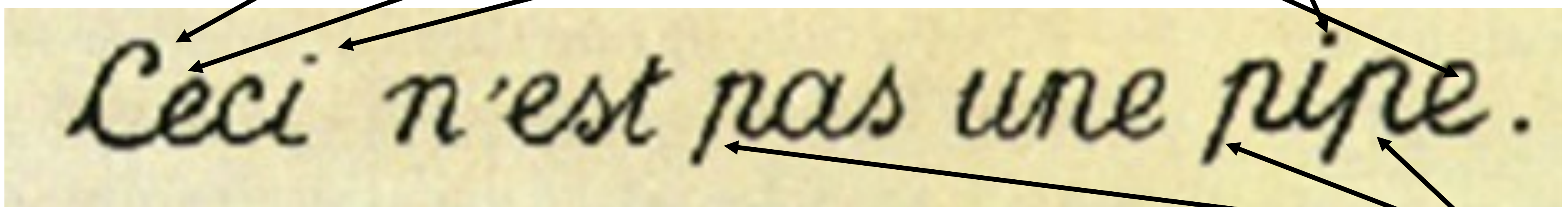


FIGURE 140. *Pipe Dream*. [Drawing by the author.]

HOFSTADTER'S CALLIGRAM



Stummel Stem



THE UNRAVELLING PROCESS IS ICONICALLY EXPRESSED BY THE LETTER COMPOSITION OF THE WRITTEN WORDS *CECI* AND *PIPE* .

In *ceci* the two *c*'s mimic the bowl, *e* mimics the shape of the stummel and *i* mimics the stem.

In *pipe* there are two instances of the letter-icon *p* that mimics the shape of the whole pipe alternating with the letter-icons *e* and *i*, mimicking the two main parts of the pipe.



SUBLIMINAL LETTER-ICONS

“The letter-icons of this class shade into the translucent letter-icons and are hardly perceptible to the reader nor does the author seem conscious of their presence. This subliminal use of letter-icons corresponds to the subliminal use of sound, rhythm and even syntax to reinforce meaning in numerous literary texts.” (Nänny 1999: 176)