

Iconicity in the Field of Mediality and Intermediality

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MEDIA PRODUCT =
the intermediate stage that enables
transfer of cognitive import from a
producer's to a perceiver's mind



Pre-semiotic
MEDIA MODALITIES:
the material modality
the spatiotemporal modality
the sensorial modality



Semiotic
MEDIA MODALITY
iconicity
indexicality
symbolicity
(Peirce)



Each media product is realized
through a specific combination
of *modes* of the modalities



CROSS-MODAL COGNITIVE CAPACITIES



Cross-material, cross-spatiotemporal, and
cross-sensorial representation through iconicity,
indexicality, or symbolicity



Degrees of Iconicity

- images–diagrams–metaphors
- strong–weak iconicity (the relative strength of material, spatiotemporal, and sensorial resemblance)
- simple–complex iconicity (the relative complexity of cognitive operations)

