



Saggi di cultura visuale (Italian Edition)

Giovanna Zaganelli

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Il volume raccoglie contributi riguardanti la cultura visuale intesa sia come studio delle comunicazioni per immagini che

come studio dei testi verbali costruiti per una controparte visiva, o dotati di una intrinseca potenzialità visiva.

La combinazione di lingua e immagine, dunque, è l'argomento sotteso ad ognuno dei saggi qui contenuti. Si tratta di un itinerario che si muove lungo due direttive, la prima delle quali prevede, accanto a forme linguistiche, forme figurali che esse evocano come completamento del senso della scrittura (l'immagine nella parola). La seconda direzione prende in

esame, invece, forme iconiche giustapposte alla lingua e anche forme linguistiche che accompagnano il testo iconico (parole e immagini).

La rassegna inizia con l'analisi di testi appartenenti alla tradizione classica della letteratura e della pittura ed approda ad una riflessione sugli strumenti teorici che ne permettono la lettura e l'interpretazione: metatestualità, intertestualità, narratività.

Giovanna Zaganelli dialoga con Boris Uspenskij, "A proposito di semiotica dell'arte".

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