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*A Road to the Philosophy of Iconic Communication*

Pictures are visual representations of complex relational forms of their objects. Theory of signs reveals pictures to employ specific iconic relationships that become informative when indexicalized, thus capable of excluding alternative but possible realities. An impediment is that a picture in itself – and perhaps even under the technologically augmented modes of movement or the 3D – is capable of representing its object only from a certain point of view and only under a certain light, and not as the object really is. That is, pictorial information is categorical. Icons, on the other hand, enable us to conceive pictoriality as a wider phenomenon comprising images, diagrams and metaphors: representations in view of abstract similarity not confined to the looks of things. I argue that all three can be given a logical account sprouting from the class of general logical diagrams. This renders icons precise and rigorous for scientific scrutiny. I feel that studies on visual communication may do well to observe such wider context of iconicity. To me, philosophy of pictures is comparable to philosophy of sentences; what is needed is philosophy of iconic communication to counterbalance the glottocentric methods deriving from the 20th-century philosophies of language, mind, and symbolic logic. Among others, propositional content is replaced by the wider notion of dicisigns.

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