

Monika JOVANOVIĆ

***Resemblance, Representation and the Paradox of Rule-following –  
Pictures and Objectivity in Wittgenstein's Philosophy***

In this talk I compare the word “resemblance” and the word “representation”, as Wittgenstein uses them, with respect to the kind of objectivity each of these concepts require. Two metaphors Wittgenstein uses to depict the concept of family resemblance are putting an emphasis on different aspects of it: the picture of the rope in *Investigations* on criss-crossing, the image of the chain in *Grammar* on overlapping. However, both of them suggest an objective reading of “family resemblances”: two objects resemble each other if they share some (relevant) properties. “If pictures preserve real-world visual information”, as Nyíri says, “then it is not the case that anything can be a picture of anything”: representations are also objective. Nevertheless, the objectivity of the resemblance and the objectivity of the representation don't consist in the same thing. The second kind of objectivity doesn't consist in the fact that picture and depicted object share some properties. Rather, it has to do with the fact that we share some “form of life”, i.e. play a common language game of interpreting. If interpreting is rule-following, and rule-following is practice, could we solve the case of representation by using Wittgenstein's solution of the rule-following paradox?

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