Figure 1a  Venn Analogy

(‘overlap’ of ideas, theories, etc. in conceptual space)
Figure 1b  Extension of Venn diagram analogy to multi-dimensional space

CONVENTIONAL CRITICISM

CONCEPTUAL SPACE

EMOTIVE PHATIC SPACE

... + others

∑ = the ‘WHOLE EXPERIENCE’ of the TEXT

all contingent in n dimensions

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Figure 2  The Spectrum Analogy for Intertextuality

Primary Metaphor: scanning the textual ‘continuum’

TEXTS are:
- NOT ‘determined’ points on the line
- complex MAPPINGS / PROFILES along axis

PHONIC
NEUROLOGY ?
(+ aural evolution)

WHITE NOISE ?

‘PHATIC’ effects

TONES

‘REPRODUCTION’

‘IMPLICIT’ INTERTEXTUALITY

CUT-UPS ? (Deconstruction, Tzara...)

DICTION ..... RHYTHMIC / METRIC similarity ..... ALLUSIONS

PARODY

REPLICTIONS / VERBATIM QUOTES

PLAGIARISM

IN CONTEXT

EXPLICIT INTERTEXTUALITY

LONG WAVELENGTHS

('Macroscopic')

Conscious ...
effects foregrounded

IMPLICIT INTERTEXTUALITY

SMALL WAVELENGTHS

('Intermediate')

Covert ...
effects backgrounded

VERY SHORT WAVELENGTHS

('Microscopic')

Unconscious ...
effects hidden or ‘absorbed’
into the process

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... to what extent do linguistic media & their processes correspond (across cultures / languages)?
Both types of change suggest / assume a complexly-responsive, flexible, incremental Essentialism.

**Figure 4**

**ADAPTATION / MUTATION**

ANALOGY for the evolving perception of an author / text

NEW ENVIRONMENTAL CONDITIONS

[e.g. fresh literary theory, wider cultural shifts, etc.]

slight shift

radical revision

ADAPTATION / VARIATION

COMPLEX ‘FAMILY LIKENESS’:
smooth / subtle changes in Reception

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Is this process like weather? i.e. …

- subject to (complex) laws
- vast number of input variables
- immensely sensitive to initial conditions
- outcomes indeterminable
- details impossible to nail down – but broad patterns may be predictable in short term

TEXTS are … like TEXT ?

- resilient but susceptible systems
- subject to multiple influences
- unstable … in constant flux

… like CONTEXT, INTERTEXT, etc. ?

… like RECEPTION ?
Figure 6

The FAN of RECEPTION
(ADVANCED ANALOGY / HYPOTHESIS)

NOT ‘PURE FILTERS’ but:
Cross-linked,
Receiver- & Time-dependent,
Resonant functions

INTERTEXTUALITY

INTERACTIVE FUNCTIONS

RECEPTION

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other ways of characterising/describing the text exist (giving a ‘fan’ of possible input spectra: 2, 3, etc.)

(a) INPUT

Spectrum below represents one set of characteristics in the source text (here, certain aspects of its ‘Intertextuality’) … this is ‘INPUT’ 1

... other ways of characterising/describing the text exist (giving a ‘fan’ of possible input spectra: 2, 3, etc....)
(b) Example of FILTER characteristics in ‘free’ translation …

… this ‘response spectrum’ to be applied to (laid over) the ‘source text spectrum’ in (a)

‘TRANSLATOR RESPONSE’ approach:
  i.e. a ‘take’ on the original,
  using original as ‘spur’

= ‘Free’ or Distorted ?

★ = STRONG TRANSLATOR COMPONENTS

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Figure 8  The ‘13 WAYS’:
BUILDING AN ARGUMENT / LOGICAL STRUCTURE

1. CORE STATEMENT
   - THEMES
   - POINTS

2. IDEA
   CARTWHEEL
   [ = themeless Core Statement?]

3a. Opposition
    DUMB-BELL
    [Thesis / Anti-thesis → Synthesis]

3b. Connection
    ‘Synapse Variation’

4. STAIRCASE / LANDINGS
   [Stage by Stage or General Drift]

5. LUDO
   [Closely-argued (linear)]

6. SPECTRAL ANALYSIS
   [Degrees / Measures / Extents]

7. CEMENTING
   [Relationships]

8. THEORY / HYPOTHESIS / IDEA
   OBSERVATIONS
   SIGNIFICANCES
   CONCLUSIONS
   SEDIMENTATION
   [Sifting / Trickle-Down / Percolation]

   FEEDBACK

9. VENN APPROACH
   [Similarities / Differences]

10. CONSTELLATION-MAKING
    [Patterns / Loose Groups]

11. PYRAMID
    [Hierarchies]

12. SWEEPING
    [Make clear by elimination]

13. BRICK-WALL
    [All possibilities in a limited range]

... etc. + ADAPTATIONS & HYBRIDS of these.
Figure 9  VISUALIZATIONS and THE ANALOGY-MAKING PROCESS  
(a hypothesis)

SOURCE SUBJECT  
(e.g. bar magnets)  

true / existing  
(in this case, scientific)  
Source Visualization  

Deployed in analogy

Visual Analogy  
for target subject  
(= trial ‘analogic’ Visualization)  

Conceptual mis-/match ?

true  
Target Visualization  
(if known or possible)  

TARGET SUBJECT  

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