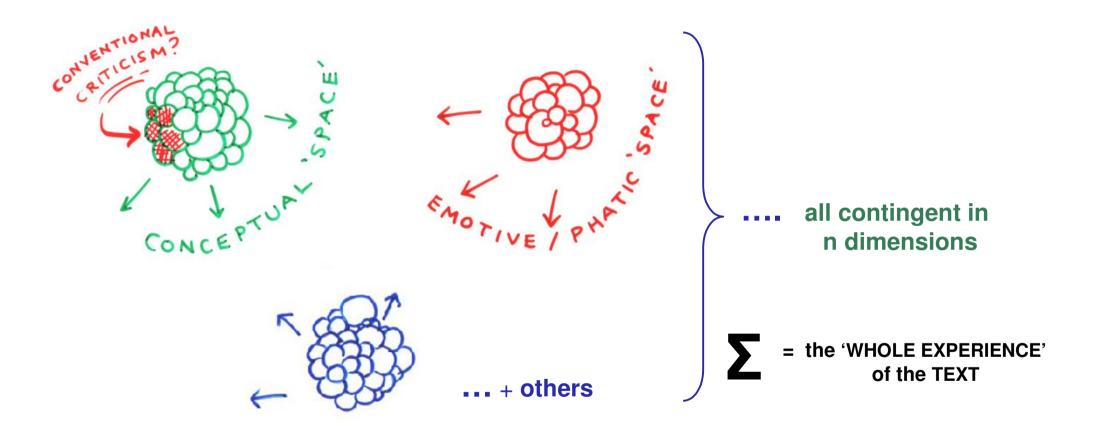
## Figure 1a Venn Analogy ('overlap' of ideas, theories, etc. in conceptual space) B .. in 2D **THEORY** . etc. THEORY 'B' e.g. Structuralism **VISUALIZATION '**Δ' e.g. Inter/Intra Continuum = 3-dimensional **Visualization** MODEL 'C' (its set of concepts & associations) e.g. Jakobson

## Figure 1b

#### Extension of Venn diagram analogy to multi-dimensional space

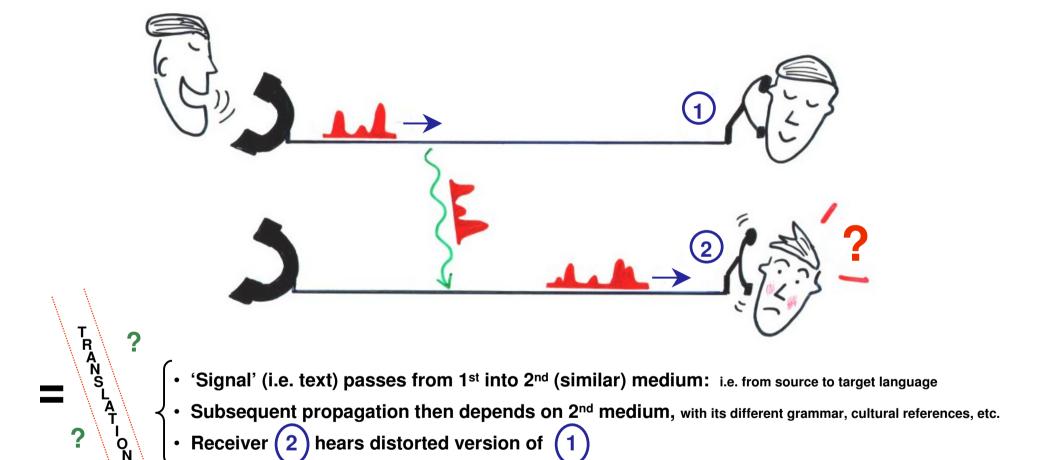


## Figure 2 The Spectrum Analogy for Intertextuality

Primary Metaphor: scanning the textual 'continuum' **TEXTS** are: • NOT 'determined' points on the line complex MAPPINGS / PROFILES along axis **PHONIC TONE 'REPRODUCTION' NEUROLOGY?** (+ aural evolution) .... ALLUSIONS **PARODY** ... ONOMATOPOEIA **REPRINTS** / ..... RHYTHMIC / **VERBATIM QUOTES METRIC PASTICHE** Some sonic effects of similarity ..... ... COOING, **CUT-UP POEMS here? 'SONIC CARESS' PLAGIARISM** Red curve gauges ... ALLITERATION etc. **CUT-UPS?** each textual **SOUND POETRY** (Deconstruction, Tzara...) (e.g. Bob Cobbing) DICTION ..... 'RESONANCE' IN CONTEXT funny word? WHITE NOISE? 'PHATIC' effects INTRA-TEXTUALITY **IMPLICIT EXPLICIT INTERTEXTUALITY** INTERTEXTUALITY **VERY SHORT WAVELENGTHS SMALL WAVELENGTHS** LONG WAVELENGTHS ('Microscopic') ('Intermediate') ('Macroscopic') Conscious ... Unconscious ... Covert ... effects hidden or 'absorbed' effects backgrounded effects foregrounded into the process



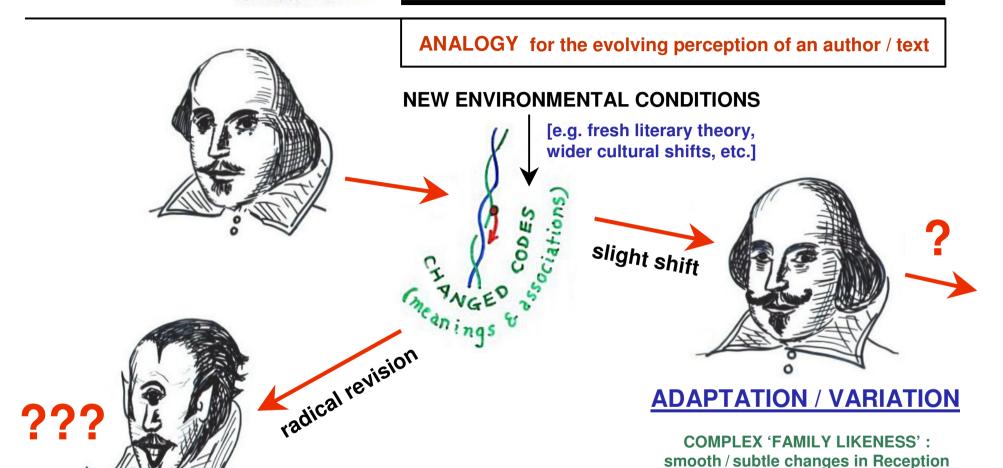
## **Crosstalk Analogy for (Mis-) Translation**



... to what extent do linguistic media & their processes correspond (across cultures / languages) ?



# ADAPTATION / MUTATION



**MUTATION** 

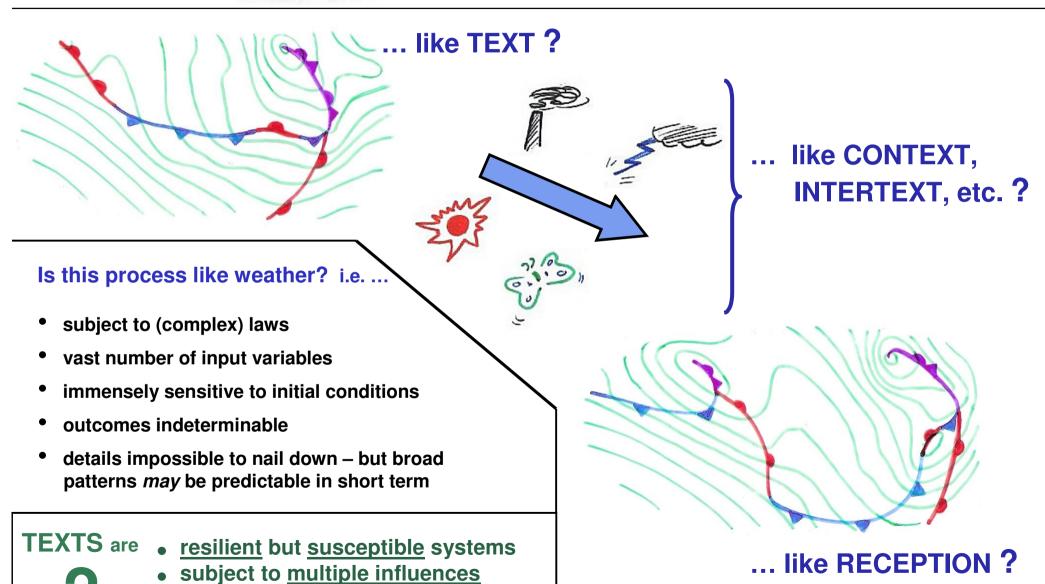
Deep reassessment : text / author perceived very differently

**Both** types of change suggest / assume a complexly-responsive, flexible, incremental Essentialism

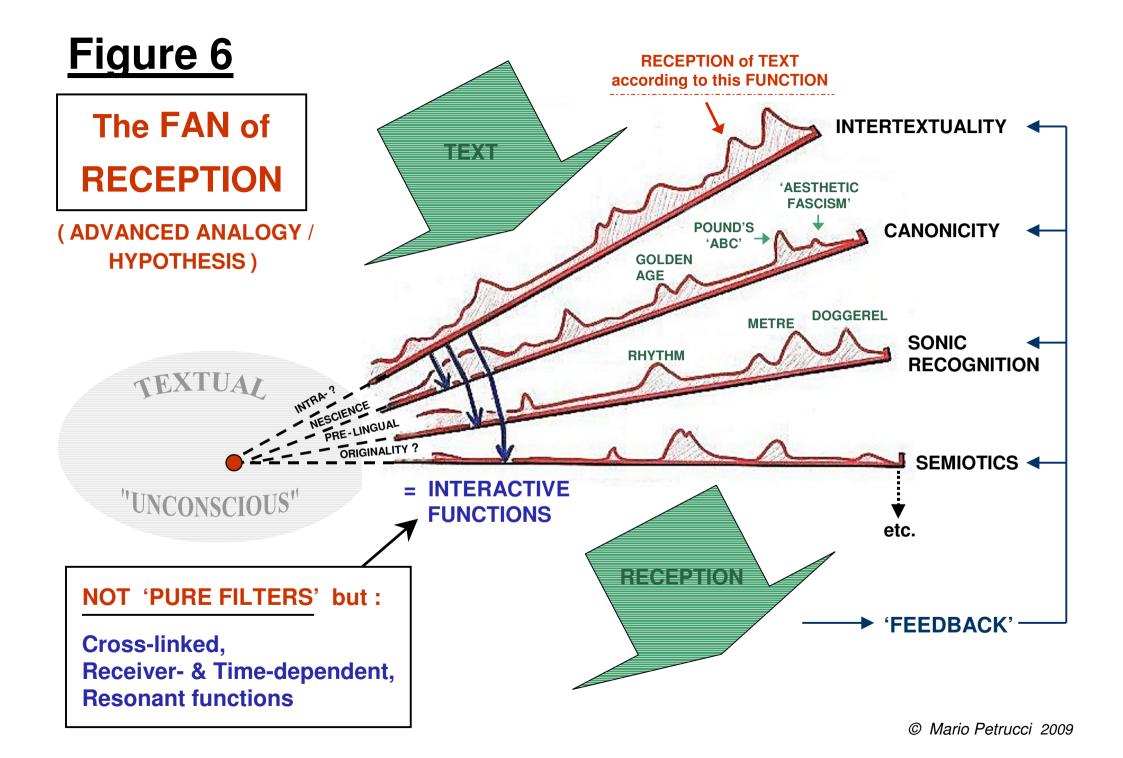


unstable ... in constant flux

#### **Chaos Theory Analogy for Textual Reception**



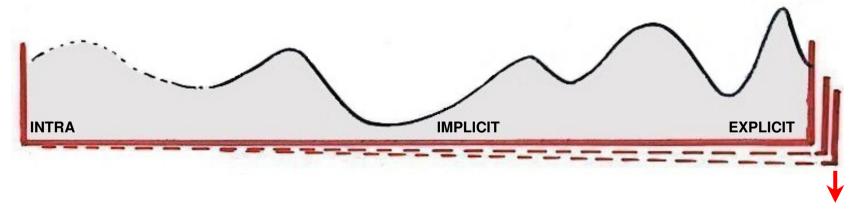
© Mario Petrucci 2009





(a) INPUT [original text]

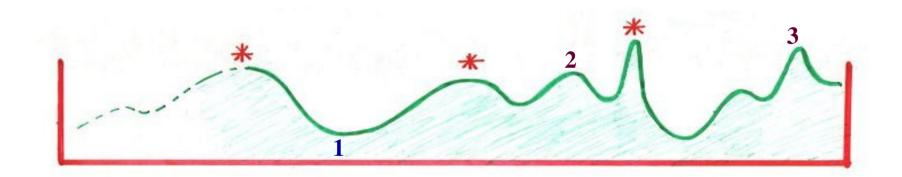
Spectrum below represents one set of characteristics in the source text (here, certain aspects of its 'Intertextuality') ... this is 'INPUT' 1



... 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:

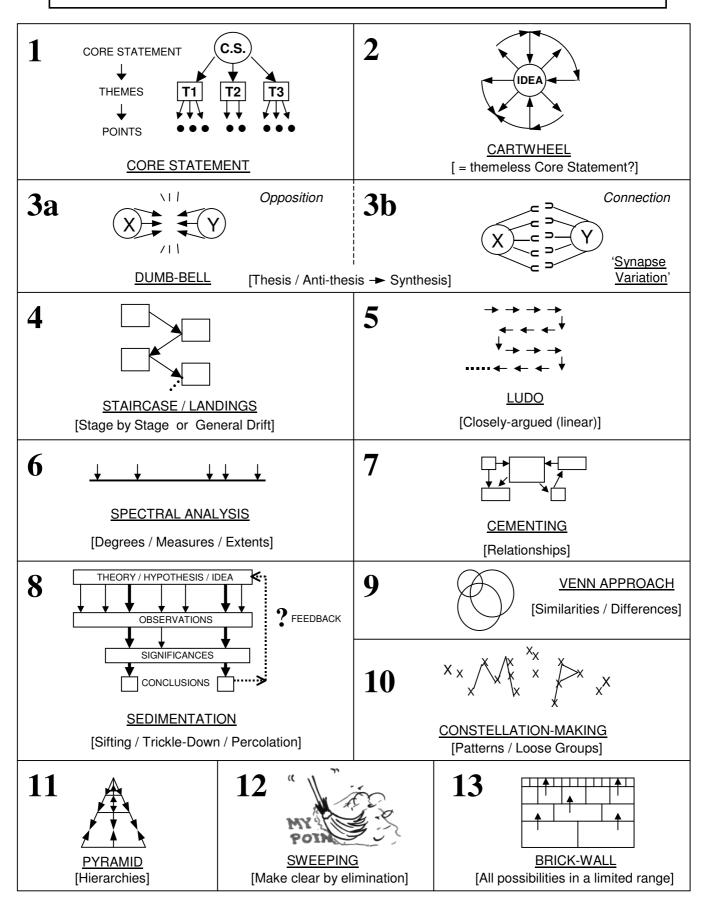
i.e. a 'take' on the original, using original as 'spur'

= 'Free' or Distorted?

**\* = STRONG TRANSLATOR COMPONENTS** 

### Figure 8 The '13 WAYS':

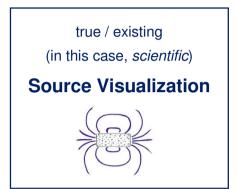
#### **BUILDING AN ARGUMENT / LOGICAL STRUCTURE**



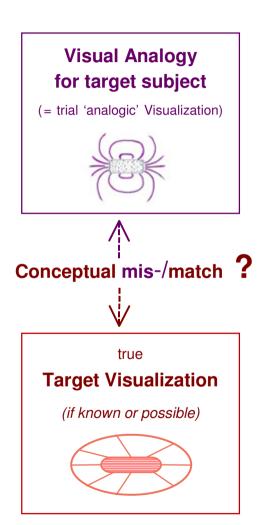
#### **VISUALIZATIONS and THE ANALOGY-MAKING PROCESS**

(a hypothesis)

**Deployed in analogy** 



SOURCE SUBJECT (e.g. bar magnets)



TARGET SUBJECT