WORD:MASS a metonymic mapping

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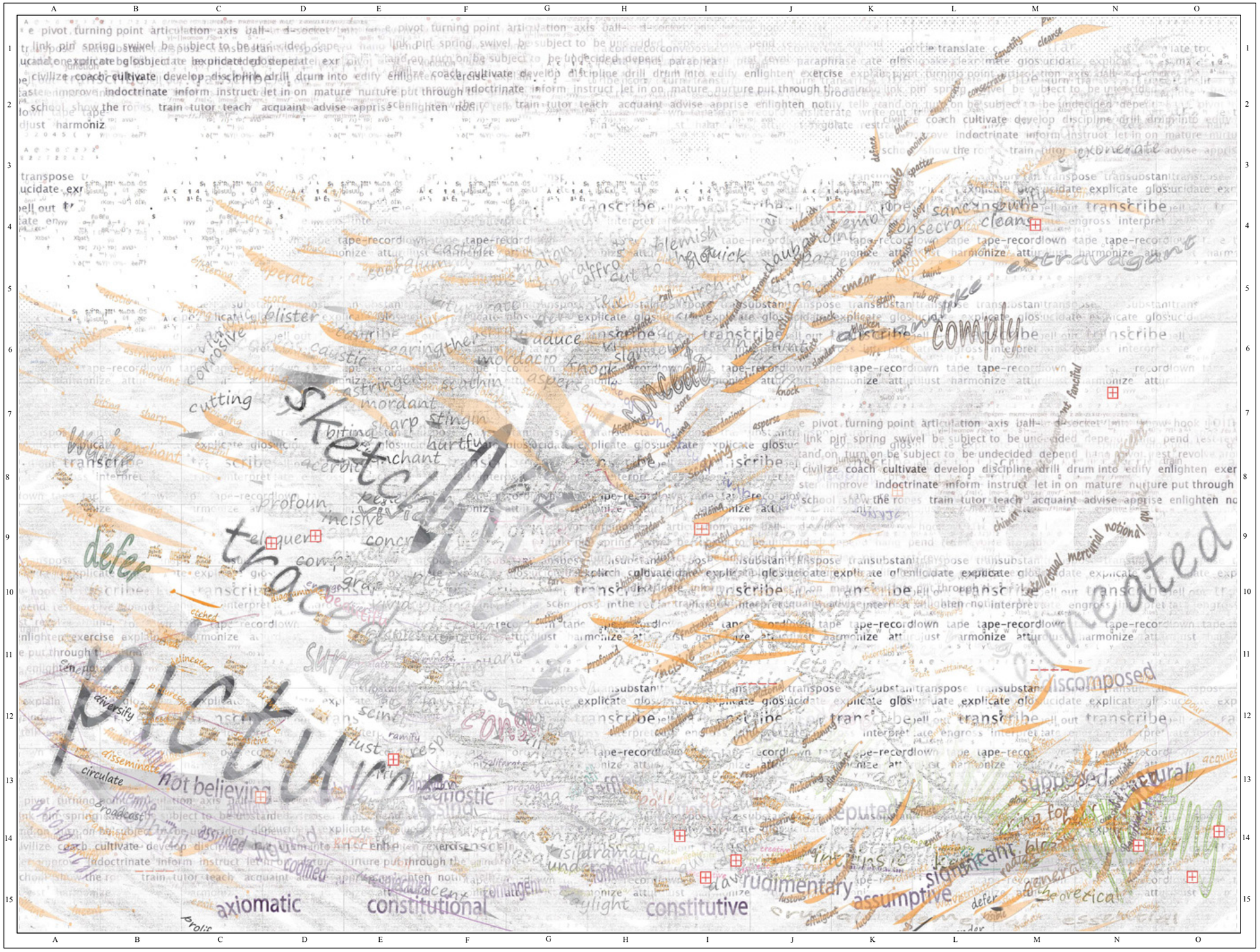

Word:Mass

Word:Mass is a visual rendition of serial metonymic meaning expansion, created from words relating to 'light' and 'knowledge'. It makes reference to language evolution and geological sedimentation.

Signifier/signified

Word:Mass has been divided into 200 parts and distributed to each delegate as a mini-booklet, 'Signifier/signified', a reference to Jacques Lacan's algorithm for the signifying chain of metonymy, (Lacan 2002:139-167). As delegates interact they can reconfigure the signifying chain in an 'indefinite referral of signified to signifier' (Derrida1978: 25).

Metonymy

Metonymy is a cognitive process of meaning elaboration or expansion, within a domain or domain matrix; in which a domain is 'any coherent organization of experience', and 'meaning elaboration or expansion' is 'the accumulation of a network of new senses around the original meaning. (see Nerlich and Clarke, 2001; Panther, 2005).

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