

# TO ARTADEMICS : A MANIFESTO

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Desdemona McCannon / Chris Glynn / Glyndwr University / UWIC

WE SAY NO MORE WORDS!

CAST OFF THE MASKS OF DISCOURSE AND DEBATE AND EMBRACE THE POWER OF THE IMAGE TO COMMUNICATE IDEAS.

IMAGES HAVE BEEN OPPRESSED FOR TOO LONG BY DOMINANT  
IDEOLOGICAL MODES OF ADDRESS, THE WRITTEN WORD.

IMAGES WERE DRIVEN OUT OF USE

BY PURITANS LOGIC, AND STILL LIVE ON THE MARGINS, EDGES AND BORDERS OF ACADEMIC DISCOURSE.

LITERACY HAS STAMPED ITS WAY  
ACROSS THE DRAWN LANDSCAPE DESPOILING  
THE EMBLEMS OF CONCRETE THOUGHT.  
WE ARE FORCED TO DEFEND OUR COGNITIVE TERRITORY  
USING THE LANGUAGE OF THE OPPRESSOR!  
WE DEMAND AN END TO THE TYRANNY OF  
**LOGIC, HYPOTHESIS AND PROOF.**  
WE CALL ON THE LYRICAL NATURE OF IMAGES TO CONVEY  
MORE NUANCED TRUTHS ABOUT OUR SENSE OF THE WORLD.

DEATH TO DIAGRAMS,  
WHICH PANDER TO THE FALSE  
LOGIC OF THE LABORATORY,  
AND WHICH EXCLUDE SO MUCH TO DEFINE SO LITTLE.

WE DISPUTE THE SUBSERVIENCE OF IMAGES TO TEXT.

**THEIR MUTENESS**

WAS NEVER A COMPLIANCE WITH THE VERBAL HEGEMONY.

**THEIR SILENCE IS THE PAUSE**

IN THE BARRAGE OF WORDS, WHICH ALLOWS MEANING TO BREATHE.

**THIS MEDITATIVE SPACE AFFORDS**

THE READER OF VISUAL TEXTS SOMEWHERE WHERE MANY POSSIBLE MEANINGS MAY CO-EXIST.

WORDS WORDS WORDS...

TOO MANY WORDS.

WHERE IS MERRIMENT? WRITING TIES US

TO THE TRAMMELS OF THE GRID,

WHEREAS DRAWING ALLOWS OUR

THOUGHTS TO SOAR.

IMAGES BEGIN TO TRANSGRESS THE BORDERS AND GUTTERS,  
THE GHETTOS OF DISCOURSE.  
THEY INVADE THE GRID  
AND WIND THEIR WAY INTO WORDS,  
FUSING WITH THE TEXT,  
DRAWING ATTENTION TO WORDS AS VISIBLE SIGNS.

ECONOMY OF EXPRESSION  
AND THOUGHT.

A LINE DESCRIBING AN IDEA. (MATISSE)



METHODOLOGIES ENGENDER LOSS  
OF AUTONOMY.  
I MUST CREATE MY OWN SYSTEMS  
OR BE ENSLAV'D BY ANOTHER MAN'S. (BLAKE)

SOME IMAGES ARE NOT SURE IF THEY ARE WORDS.  
SOME WORDS WOULD LIKE TO BE IMAGES  
AMBIGUITY AND DIFFERENCE SHOULD LEAD TO SYNERGY,

**NOT ENERVATION.**

THE NOTION THAT LANGUAGE IS A SOLID FOUNDATION FOR KNOWLEDGE

**IS AN ILLUSION.**

THE SHIFTING SANDS, AND SLIPPERY NATURE OF WORDS DO NOT HELP US  
IN UNTANGLING OUR BODILY EXPERIENCE OF THE WORLD.

# PICTURE WRITING

SYSTEMS ARE STABLE FORMATS FOR IDEAS TO BE EXPRESSED.

TRANSCRIBING THOUGHT PHONETICALLY WILL ALWAYS RESULT IN MIS-HEARINGS.

# CHINESE WHISPERS ERODE

AND MUTATE MEANINGS. ACROSS TIME TERMINOLOGY OUTGROWS ITS STRENGTH.