

The Centre for the Study of Manuscript Cultures (CSMC)  
announces an Informal Talk

by

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**Enticing the Viewer, Engaging the Reader:  
Visual Dimensions of the Hieroglyphic Text**

Against instrumentalist views of writing that emphasize writing's transparency to contents, a great many aspects of Egyptian hieroglyphic writing are to be seen only, with no direct correlates in the spoken sequence. The presentation will focus on selected such dimensions by which the graphic text is in excess of the linguistic sequence it stands for. I will first introduce what I term "internal layout," that is, features of layout that, although not immediately apparent to the beholder, are no less effective in making the inscribed text the particular visual artifact it is. I will then selectively illustrate how, through play with signs of writing, supplemental meanings and intra-textual relationships can be present in the graphic text only, some merely ludic in nature, others adding to its significations substantially. In the closing section, I will present cases in which writing, foregrounded as such, entices the eye. Overall, these visual features induce a deeper engagement with the hieroglyphic text, and at times what may be termed a delayed or absorbed reading.

**Tuesday, 15 May 2018 at 4 pm**  
Room 2002, CSMC