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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminary Material -- Introduction / Béatrice Fraenkel -- Summaries: Résumés -- L'image "Bible des pauvres", du postulat grégorien au mythe romantique, l'efficacité d'un argument fondateur / Isabelle Saint-Martin -- La production d'un sens nouveau: images et rubriques face au texte dramatique dans les manuscrits médiévaux / Corneliu Dragomirescu -- (In)efficacy of Words and Images in Sixteenth-Century Franciscan Missions in Mesoamerica: Semiotic Features and Cultural Consequences / Massimo Leone -- Versailles and Its Others: Efficacy and the Arts in the Absolutist Agenda / Eric T. Haskell -- Royal Inefficacy: Pastoral Subversions in the Scenes of Versailles / James J. Yoch -- L'impact de la représentation iconique dans l'économie de l'écriture autobiographique de Stendhal / Maria Ignez Mena Barreto -- Après Mallarmé: l'héritage du Coup de dés dans l'avant-garde poétique

française des années dix / Serge Linares -- Ekphrasis in the Presence of the Image: Inger Christensen on Painting and Jørgen Leth on Film / Anna Estera Mrozewicz -- Showing/Telling: The Social and Medial Context of a Malleable Notion / Matthijs Engelberts -- L'intensification du lieu: la puissance expressive de la saturation ornementale / Thomas Golsenne -- Efficacités de la caricature: Georges Bigot et le salon des beaux-arts à l'Exposition intérieure de Kyoto en 1895 / Shigeru Oikawa -- Absence/Presence: The Efficacy of Text, Image, and Space at the 1937 Exposition internationale / Kate Kangaslahti -- L'œuvre comme dispositif réflexif dans l'art d'Alfredo Jaar, de 1979 à 1986 / Danielle Leenaerts -- La censure dans l'image—des images de la censure: l'Index des livres interdits / Bernward Schmidt -- De l'efficacité des images érotiques à l'efficiencia érotique des œuvres / Bernard Vouilloux -- Érotique de l'effondrement scénique: efficacité sadienne de l'image / Stéphane Lojkin -- Improper Appearances: Censorship and the Carriage Scene in Madame Bovary / William Olmsted -- Manet's Realism and the Erotic Gaze: Photography, Pornography, and Censorship / Lauren S. Weingarden -- Contributeurs -- Index.

Sommario/riassunto

This book aims at offering a broad survey of the encounter between word and image studies and anthropology and to demonstrate the mutual benefits of this dialogue for both disciplines in the three fields of the image (Marin), the social history of writing (Petrucci), and memory (Yates). The themes discussed by the contributors to this volume, all specialists in their field, highlight each in their specific field one or more aspects of the agency of both text and image. Bridging the gap between the Anglo-Saxon and the Latin research traditions, this bilingual volume focuses on three major questions: What do we do with texts and images? How do texts and images become active cultural agents? And what do texts and images help us do? Contributions cover a wide range of topics and disciplines (from visual poetry to garden theory and from ekphrasis to new media art), and represent therefore the best possible overview of what cutting-edge analysis in word and image studies stands for today.
