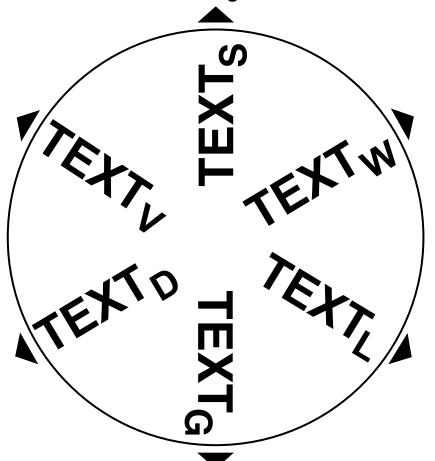
## a pluralistic notion of text

text as idea, intention, meaning, semantics, sense, content

text as a visual object, as a complex sign



text as a work, as rhetoric structure

text as document: physical, material, individual

text as linguistic code, as series of words, as speech

text as a version of ..., as a set of graphs, graphemes, glyphs, characters, etc. (... having modes ...)