

FROM MYTHOLOGIES

Soap - powders and Detergents

The world detergent congress had the world to believe that detergents don't harm the skin and save miners from silicosis.

These products now belong to a region of French daily life. There is a contrast of purifying fluids and soap-powders.

1. Chlorinated fluids were assumed to "burn" the fabric if not used carefully. This connotation is of chemical type that it "kills the dirt".
2. Powders are separating agents. The dirt is separated and not killed.
3. Omo considers dirt as enemies to fine fabric such as linen and cleans on soft fabric.

Products based on chlorine and ammonia represent fire, saviour but blind one. Powders are selective. They push the dirt through the object.

* The chemical fluids represent washerwomen and powder represents housewives.

"Persil Whiteness" advertizes ~~on~~ by comparing two objects one whiter than the other. Omo also indicate the effect of the product. Doing so involves the consumer in direct experience.

Omo says "Deep and foamy". Deep cause linen is deep and it can clean it. while foamy signifies luxury. It grants the consumer to imagine the matter as airy.

Foam also symbolises spirituality. What matters is disguised the for abrasive function of detergent under delicious image of deep and airy.

The brain of Einstein

Einstein is commonly signified by his brain because of his mathematical specialization. Two hospitals are still fighting for the possession of his brain as it is an unusual piece of machinery.

A "photograph" shows that he is lying down with wires connected to his brain. He was asked to imagine relativity to intensify the seismograms (waves). His brain was a machine grinding thoughts but death was above all "the most powerful brain of all has stopped thinking" after death.

This brain was suppose to produce equation. He gave the word of science a new incarnation.

Myth of Einstein: There is a single secret of the world, and it is held in one word; the universe is a safe of which humanity seeks the combination. Einstein almost found it.

The equation $E = mc^2$ embodies a pure idea of the key that opens the door of knowledge with ease which has resisted the desperate effort of centuries.

Photographs shows his standing front of a board with mathematical signs of obvious complexity. Cartoons shows still holding a chalk and wrote the magic formula ($E=mc^2$) with prepration. Since god's share must be preserved Einstein died without verifying "the equation in which the secret of world was enclosed"

Photography & Electoral Appeal

Candidates use photographs to adorn their electoral prospectus. His posture, way of dressing offers a programme for judgement. The motives of candidate is transmitted through photograph, not his plans. It is a social setting to get more votes. The glorification is in fact the very definition of photogenic: The voter is at once expressed and heroized.

A fullface photograph underlies a realistic outlook, especially if provided with glasses. A three-quarter photograph shows tyranny of an ideal. If the face is lifted up towards natural light it suggest higher humanity

The Death of the Author

Sometimes, while reading a story we see a character speaking to noone. Speaking in the air and we will never know the reason. Writing is the destruction of every voice. Writing is neutral and composite where all identity is lost.

As soon as the fact is narrated, the voice loses its origin, the author enters into his own death, writing begins. The author is regained in

histories of literature, biographies of writers, interviews and magazines. In every writing, it is the language which speaks not the author;

Linguistically writer/author is nothing other than writing, I is nothing other than the instance saying I. Language knows a subject and not a person. X

The author is considered as the past of the book; book and author automatically stand on a single line divided into before and after. The author nourishes the book and exists before it.

Text is not one line of word but a tissue of quotations. The writer can only imitate a gesture that is always anterior (earlier) and never original. His only power is to mix writings. If the author is removed, the text becomes quite futile. Text is made up of multiple writing drawn from many cultures and this multiplicity is focused on the reader. The reader is the space where all quotations are inscribed (addressed) without any of them being lost. The unity lies in the destination. The birth of the reader must be at the cost of the death of the Author.