

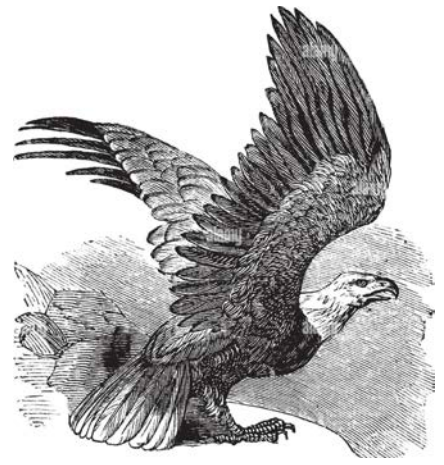
Challenges

How should these cases be handled by Goodman's theory? How they should be handled by the 3PM?

Counterfactual pictures



Generic pictures



Fictional pictures



Fictional pictures



Warnings and imperatives



WET HANDS



APPLY SOAP

Phil 161: Content and Target

2.10.26 • Prof. G. Greenberg • Phil 161: Visual Representation

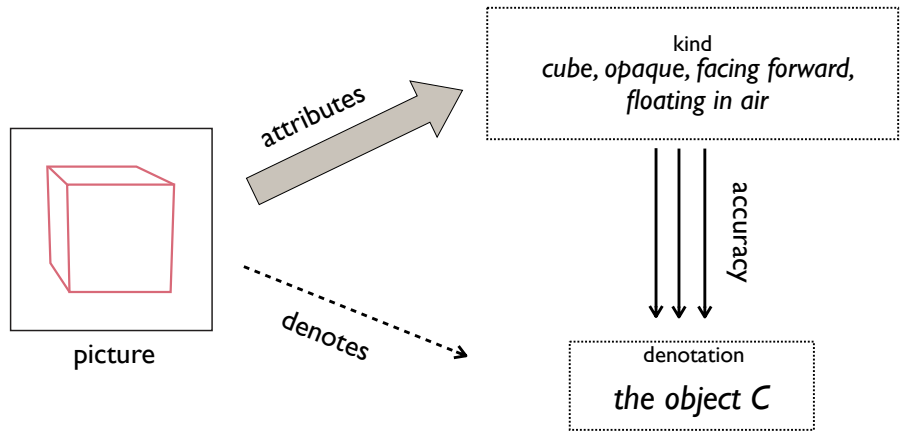
Beyond the denotation and attribution



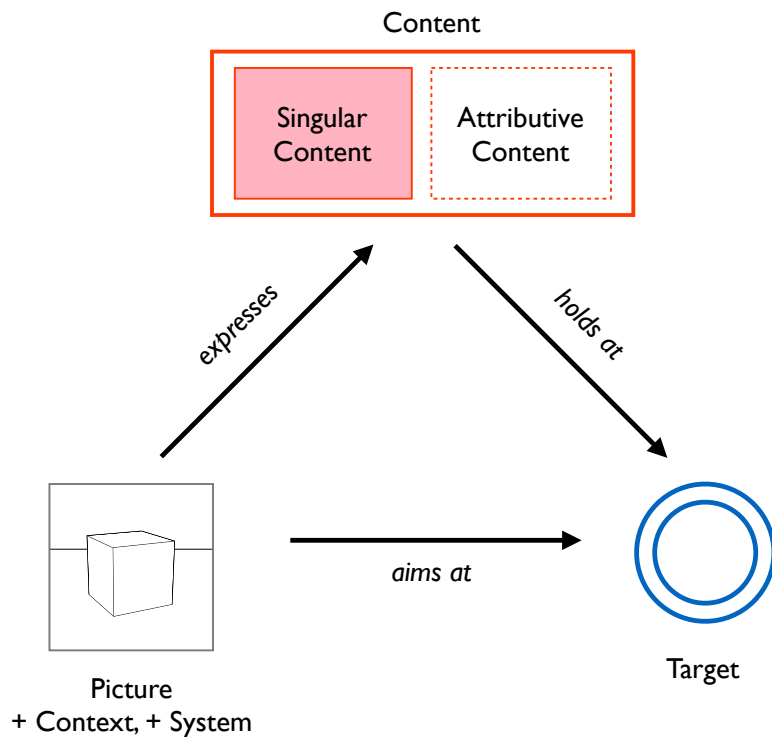
Great Sphinx from the Giza Plateau on the bank of the Nile in Giza, Egypt, c. 1809.

For a picture to be faithful is simply for the object represented to have the properties that the picture in effect ascribes to it. (Goodman 36)

Goodman's theory of accuracy
 P is **accurate** if and only if
 where P denotes O, and P attributes F:
 O is in fact F.



The 3-Part Model



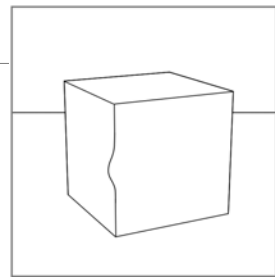
Key Claims + Arguments

Elements

Claim 1: Denotation \neq attribution.
 Argument 1: Misrepresentation.
 Argument 2: Twins case.

Claim 2: Content = denotation + attribution.
 Argument: depiction-as.

Claim 3: target \neq content.
 3a: target \neq denotation.
 3b: target \neq attribution.
 Argument 1: same content, different target.
 Argument 2: same target, different content.



Explanations

Claim 4: Pictorial denotation is determined by the artist's intentions in the context of creation.

Claim 5: Pictorial attribution is determined by the operative system of depiction and the standards of normal vision.
 Argument: Twins Case

Claim 6: Pictorial target is determined by the function of the picture.
 Argument: (1) still-life, (2) photograph, (3) memory, (4) architect's drawing.

The 3-Part Model: in this model of pictorial representation, accuracy is determined by three elements: (1) singular content, (2) attributive content, (3) target.

- **Singular content:** the denotation(s) of a picture.
- **Attributive content:** the properties that a picture attributes.
- **Target:** what scene in the world the picture *aims at*.
 Target = location + time + viewpoint + world.
- **Context:** the context in which the picture was created.
 \neq the context in which the picture is viewed.

Accuracy according to the 3-Part Model

P is accurate in c iff the attributive content expressed by P in c is instantiated by the singular content expressed by P in c in the target scene selected by c.

Accuracy according to a 2-Part Model (e.g. Goodman)

P is accurate in c iff the attributive content expressed by P is instantiated by the singular content expressed by P in the actual world (of c).

Twins Case:

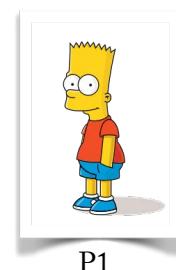
On Day 1, I draw a picture of Twin 1 (P1). On Day 2, I draw a picture of Twin 2 (P2). The pictures themselves are apparent duplicates.

P1 denotes Twin1, while P2 denotes Twin2. But both are depicted as having the same properties. Here the system stays fixed but context changes.

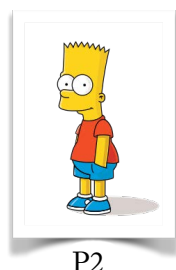
Twin 1



Twin 2



P1



P2