Kristián Benyovszky

Theory of artistic illustration and metaphor

Artistic illustration. Metaphor. Visuality. Language. Image.

The study examines metaphor and metaphoricity in the context of typological and receptive questions of illustrations. It presents a confrontational analysis of the works of Michal Tokár, Emőke Varga and Jan Klimeš, in order to uncover the various metaphorical contexts within the theoretical discourse on artistic illustration. The following process can be productive for both of the compared research areas: metaphor will help us understand certain media specificities of the artistic illustration, the process of creation and reception of the illustration is again confronting us with the limitations of the pictoriality of the language and the verbal metaphor. In the reflected literature about illustration, the terms “metaphor” and “metaphoricity” are used primarily as qualifying names to denote a certain type of relationship between image and text, and image and reality. They further indicate a common aesthetic quality, albeit realized by different means, and, finally, a certain way of perceiving the illustrated literary work.