

LANGUAGE

MEANING

S I G N

full

At a given moment
in a specific place in
Africa, a certain young
man poses for the
camera, saluting
(probably) the French
tricouleur flag

CONCEPT

empty



"Colonials love
the great
French Empire"

"Colonial empires
are great and will
last forever"

etc.

emptied of specific time and place

F O R M

CONCEPT

S I G N I F I C A T I O N

*deforms meaning and uses the
empty form to establish the myth as timeless*

M Y T H