

"A Socio-Psychological and Semiotic Analysis of Epicurus' Portrait" by Bernard Frischer

Post by "Joshua" of January 24, 2023 at 2:31 AM

Here's another way to look at it:

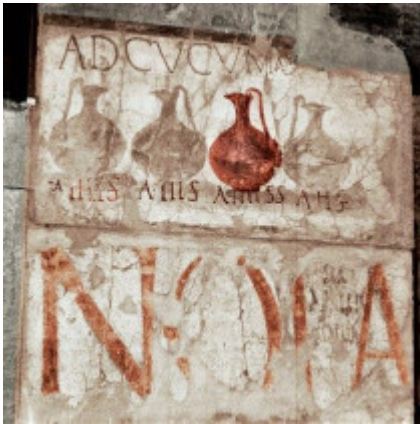


-John Harvard





One thing that is nearly always missing from film and television portrayals of ancient city life is *advertising*. Fortunately the lost city of Pompeii furnishes many examples:



"AD CVCVMAS"..."This way to the wine jars!"



Goat's milk dairy. Send me a pot of cheese!



...or maybe I'll get some milk for the puppy.



Metalworker's shop



"Salve, citizen! Which way to the---oh, I see it's this way..."

In light of this, we can imagine a prominent statue of Epicurus in Athens with perhaps some useful directions. "The Garden School, Dipylon road, etc." And then at the turning that leads to the garden, a corresponding statue to let them know they found the right place.