JUSTIN J. WHITE

The Poetics of Visuality

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Justin J. White

The Poetics of Visuality

Ekphrasis, Material Agency, and the Visual Imagination in Biblical Antiquity

Justin J. White, born 1983; is an independent scholar who researches philosophy of visual communication in Mediterranean antiquity. He completed his Ph.D. with Distinction at Yale University in 2020 with the dissertation "Ekphrasis and the Poetics of Visuality in Ancient Israel." orcid.org/0009-0004-2280-4736

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This project could serve as a test case for the iterative growth of academic research. Various elements of this monograph have existed in multiple iterations, even if the form in which they appear in this study does not closely resemble the form they took when they were initiated. As a result of this iteration, I find it difficult to adequately acknowledge all those who have helped this intellectual project come to fruition.

This monograph began as a dissertation completed while in residence at Yale University over the academic years 2018–19 and 2019–20. Much of the research that contributed to this project was conducted over my doctoral years at Yale, which were enriched through frequent travel nationally and internationally for conferences and colloquia. This travel and research was generously funded through the Yale Judaic Studies Program, the Yale Department of Religious Studies, and the Yale Graduate School of Arts and Sciences.

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Boulder, Colorado September 2024 Justin J. White

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List of Abbreviations

Anchor Bible AB

ABDAnchor Bible Dictionary **AchHis** Achaemenid History

AIL Ancient Israel and Its Literature

American Journal of Semitic Languages and Literatures AISL

ANEM Ancient Near East Monographs AOAT Alter Orient und Altes Testament American Oriental Society AOS ATD Das Alte Testament Deutsch

AYBRL Anchor Yale Bible Reference Library

Biblical Archaeologist BA

BAR (British Archaeological Reports) International Series BARIS

BBB Bonner biblische Beiträge

BETL Bibliotheca Ephemeridum Theologicarum Lovaniensium

BibInt **Biblical Interpretation Series**

BibInt Biblical Interpretation

Biblische Studien (Neukirchen, 1951-) BibS(N)

Brown Judaic Studies BIS

BISUCSD Biblical and Judaic Studies from the University of California, San Diego

Bibel und Kirche BK

BKAT Biblischer Kommentar, Altes Testament

BZAW Beihefte zur Zeitschrift für die alttestamentliche Wissenschaft

CADA.L. Oppenheim et al., The Assyrian Dictionary of the Oriental Institute of

the University of Chicago

CBET Contributions to Biblical Exegesis and Theology

CBOCatholic Biblical Quarterly Continental Commentaries CC

CHANE Culture and History of the Ancient Near East ConBOT Coniectanea Biblica: Old Testament Series

Classical Philology CP

Discoveries in the Judaean Desert DID

E. Eshel et al., eds. *Qumran Cave 4.VI: Poetical and Liturgical Texts*, *Part 1*. DJD 11

DJD 11. Oxford: Clarendon Press, 1998.

F. García Martinez, E. J. C. Tigchelaar, and A. S. van der Woude, eds. DID 23

Qumran Cave 11.II: 11Q2-18, 11Q20-31. DJD 23. Oxford: Clarendon Press,

1998.

M. J. W. Leith. Wadi Daliyeh I: The Wadi Daliyeh Seal Impressions. DJD 24. DJD 24

Oxford: Clarendon Press, 1997.

DSD Dead Sea Discoveries

EABS European Association of Biblical Studies

ErIsr Eretz-Israel FAT Forschungen zum Alten Testament

FRLANT Forschungen zur Religion und Literatur des Alten und Neuen Testaments

HAT Handbuch zum Alten Testament
HBAI Hebrew Bible and Ancient Israel
HSM Harvard Semitic Monographs
HSS Harvard Semitic Studies
HTR Harvard Theological Review
IEI Israel Exploration Journal

Int Interpretation

JAOS Journal of the American Oriental Society

JBL Journal of Biblical Literature

JFSR Journal of Feminist Studies in Religion

JHebS Journal of Hebrew Scriptures
IJS Journal of Jewish Studies

JJSSup Journal of Jewish Studies Supplement Series

JNES Journal of Near Eastern Studies JQR Jewish Quarterly Review JRS Journal of Roman Studies

JSJ Journal for the Study of Judaism in the Persian, Hellenistic,

and Roman Periods

JSJSup Supplements to the Journal for the Study of Judaism

ISOT Iournal for the Study of the Old Testament

JSOTSup Journal for the Study of the Old Testament Supplement Series

JSQ Jewish Studies Quarterly JSS Journal of Semitic Studies

KAT Kommentar zum Alten Testament

LCL Loeb Classical Library

LHBOTS The Library of Hebrew Bible/Old Testament Studies

LSTS The Library of Second Temple Studies

MTSR Method and Theory in the Study of Religion

NCB New Century Bible

NICOT New International Commentary on the Old Testament NIVAC New International Version Application Commentary

OBO Orbis Biblicus et Orientalis

OBO.SA Orbis Biblicus et Orientalis, Series Archaeologica

OIP Oriental Institute Publications
OIS Oriental Institute Seminars

ORA Orientalische Religionen in der Antike

OTL Old Testament Library
OtSt Oudtestamentische Studiën
PAe Probleme der Ägyptologie

PTMS Pittsburgh Theological Monograph Series

PTSDSSP Princeton Theological Seminary Dead Sea Scrolls Project

QD Quaestiones Disputatae

RB Revue biblique

RBS Resources for Biblical Study

RC Religion Compass

REA Revue des études anciennes

RevQ Revue de Qumran

RHR Revue de l'histoire des religions

RIMA The Royal Inscriptions of Mesopotamia, Assyrian Periods

SAALT State Archives of Assyria Literary Texts SAOC Studies in Ancient Oriental Civilizations

SBL Society of Biblical Literature

SBLDS Society of Biblical Literature Dissertation Series SBLMS Society of Biblical Literature Monograph Series

SBT Studies in Biblical Theology

SemeiaSt Semeia Studies

SHANE Studies in the History of the Ancient Near East SJOT Scandinavian Journal of the Old Testament

SPFT 1 M. B. Garrison and M. Cool Root, Seals on the Persepolis Fortification

Tablets Volume I Images of Heroic Encounter: Part 1: Text

SSN Studia Semitica Neerlandica

ST Studia Theologica

STDI Studies on the Texts of the Desert of Judah

SubBi Subsidia Biblica SymS Symposium Series

TB Theologische Bücherei: Neudrucke und Berichte aus dem 20. Jahrhundert

TDOT G. J. Botterweck and H. Ringgren, Theological Dictionary

of the Old Testament

UBL Ugaritisch-biblische Literatur

UCOP University of Cambridge Oriental Publications

UF Ugarit-Forschungen VT Vetus Testamentum

VTSup Supplements to Vetus Testamentum

WBC Word Biblical Commentary

WUNT Wissenschaftliche Untersuchungen zum Neuen Testament

ZAW Zeitschrift für die alttestamentliche Wissenschaft

ZDMG Zeitschrift der deutschen morgenländischen Gesellschaft

1. What Do Images Have to Do with Biblical Texts?

In no other time in history has there been such an explosion of visual images. And yet we seem to pay little attention to them, we do not always "understand" them, and most of us are largely unaware of the power they have in our lives, in society, and how they function to provide most of our information about the world.

- Jonathan E. Schroeder¹

We still do not know exactly what pictures are, what their relation to language is, how they operate on observers and on the world, how their history is to be understood, and what is to be done with or about them.

- W. I. T. Mitchell²

1.1 Introduction

What do images have to do with biblical texts? Over the course of the past half-century this has become a question of increasing interest among scholars of the Hebrew Bible, Second Temple Judaism, and the New Testament. The answer to this question is, of course, far from settled. Furthermore, the nature of the question itself is still open for debate. What, after all, *is* an image? What images are we talking about? Does what the term "image" implies in English overlap sufficiently with the panoply of terms used in the various biblical languages to refer to visual objects? Do images have *anything* to do with biblical texts? And this is to say nothing of the many questions one could ask about "biblical texts."

That this question is of any interest at all to the biblical disciplines is likely the result of the growing place of images in contemporary culture. This phenomenon has been well illustrated by many art historians and culture theorists.³ Visual marketing campaigns are so ingrained in the modern collective consciousness that at times we hardly seem to notice them, and yet can identify them immediately upon cursory inspection.⁴ Despite their ubiquity – what Mitchell

¹ Schroeder, Visual Consumption (London: Routledge, 2002), 3.

² Mitchell, *Picture Theory: Essays on Verbal and Visual Representation* (Chicago: University of Chicago Press, 1994), 13.

³ Vivid examples are offered by Michael Squire and Mitchell. See Squire, *Image and Text in Graeco-Roman Antiquity* (Cambridge: Cambridge University Press, 2009), 1–11 and Mitchell, *What Do Pictures Want? The Lives and Loves of Images* (Chicago: University of Chicago Press, 2005), 28–56.

⁴ Schroeder states the problem with exceptional clarity: "We are exposed to hundreds of images every day. Not in church, or at museums – but all around us in advertising, on the

has referred to as the "increasing mediatization of reality" – Schroeder and Mitchell, in the quotes that opened this study, claim that images remain a subject about which we are largely ignorant.⁵ We fail to offer satisfactory answers to a basic interrogation of images. Anne Marie Seward Barry characterizes this failure by stating baldly that modern culture lacks "visual intelligence." This dearth of visual intelligence has not reduced the number of images we process on a daily basis, however, as Schroeder so clearly flags. It is not a question of consumption. Much to the contrary, as Michael Squire has astutely observed, "we are still much better at *consuming* images than at critically *engaging* with them."

Our lack of deftness at engaging with the visual has certainly not prevented us from attempting to do so. And indeed, in the decades since Mitchell made those comments the humanities have seen a proliferation of studies taking up the problems he so astutely and concisely articulated.⁸ Some of these studies have delved into the ontology of images, inquiring into both what images are and how people talk about what they are.⁹ Others have asked more specifically how images relate to texts, and whether texts are capable of adequately explaining and recreating images and vice versa.¹⁰ Still others have ranged beyond the questions of what images are or mean, and have instead attempted to offer a description of what images do.¹¹ While much of this intellectual work has focused

Internet, on television, in newspapers, on billboards, magazines, buildings, radio, cable, t-shirts, credit cards, shopping carts, and cash register receipts. We live in a visual information culture" (Schroeder, *Visual Consumption*, 3).

⁵ Mitchell, *Picture Theory*, 106.

⁶ Barry, *Visual Intelligence: Perception, Image and Manipulation in Visual Communication* (Albany: State University of New York Press, 1997), 338. Schroeder agrees in his assessment that consumers have not become visually literate (Schroeder, *Visual Consumption*, 172).

⁷ Squire, *Image and Text in Graeco-Roman Antiquity*, 7. Squire's emphasis.

⁸ An illustrative example can be seen in the work of the art theorist Gottfried Boehm. In the same year as Mitchell's volume, Boehm contributed to and edited *Was ist ein Bild?*, Bild und Text (Munich: Fink, 1994). In his two essays in that volume ("Die Wiederkehr der Bilder," in *Was ist ein Bild?*, 11–38 and "Die Bilderfrage," in *Was ist ein Bild?*, 325–43) Boehm explores the problems with images. Roughly two decades later a volume was produced in celebration of Boehm's seventieth birthday, in which colleagues and past students offered a range of "answers" (Sebastian Egenhofer, Inge Hinterwaldner, and Christian Spies, eds., *Was ist ein Bild?: Antworten in Bildern* [Munich: Fink, 2012]).

⁹ Cf., e.g., Hans Belting, An Anthropology of Images: Picture, Medium, Body, trans. Thomas Dunlap (Princeton: Princeton University Press, 2011); idem, "Image, Medium, Body: A New Approach to Iconology," Critical Inquiry 31 (2005): 302–19; Georges Didi-Huberman, Confronting Images: Questioning the Ends of a Certain History of Art, trans. John Goodman (University Park, PA: Pennsylvania State University Press, 2005); Robert S. Nelson and Richard Shiff, eds., Critical Terms for Art History, 2nd ed. (Chicago: University of Chicago Press, 2003).

¹⁰ Cf., e.g., Jaś Elsner, ed., "The Verbal and the Visual: Cultures of Ekphrasis in Antiquity," special issue, *Ramus* 31 (2002); Shadi Bartsch and Jaś Elsner, eds., "Ekphrasis," special issue, *CP* 102 (2007); Peter Wagner, ed., *Icons – Texts – Iconotexts: Essays on Ekphrasis and Intermediality* (Berlin: de Gruyter, 1996).

¹¹ Cf., e.g., Hans Ulrich Gumbrecht, Production of Presence: What Meaning Cannot Convey

1.1 Introduction 3

on modernity, some have extended and reconceptualized these hypotheses for antiquity as well.¹² This profusion of research has changed the landscape bemoaned by Mitchell. It is no longer the case that we have no responses to the problems he proffered.¹³ In fact, for those approaching these image-related questions for the first time, they are confronted with quite the opposite of the situation described by Mitchell. There is now so much theoretical research it has prompted James Elkins, a noted visual culture theorist, to suggest that there is "no way to summarize contemporary theories of the image."¹⁴

Yet, despite this surfeit of theoretical rumination, biblical scholarship on the image in Israelite antiquity has remained remarkably unaffected by it. ¹⁵ Research into the ontology and function of images in ancient Israel is predominantly taken up by three sub-areas within biblical studies: (1) the study of biblical iconography; (2) the study of Israelite religion; and (3) the study of biblical reception history in the visual arts. The third of these, the research of which can be seen perhaps most acutely in the Society of Biblical Literature's annual meeting program unit Bible and Visual Art, investigates the reception of biblical literature into visual art throughout history. While this productive area of biblical and visual research does much to commend itself, its primary focus as biblical interpretation by means of subsequent visual expression differentiates its goals and practices from the other two, and, therefore, place it outside the scope of the present study.

⁽Stanford: Stanford University Press, 2004) and Alfred Gell, *Art and Agency: An Anthropological Theory* (Oxford: Clarendon, 1998).

¹² Cf., e.g., Zainab Bahrani, The Graven Image: Representation in Assyria and Babylonia (Philadelphia: University of Pennsylvania Press, 2003); idem, The Infinite Image: Art, Time and the Aesthetic Dimension in Antiquity (London: Reaktion Books, 2014); Verity Platt, Facing the Gods: Epiphany and Representation in Graeco-Roman Art, Literature and Religion (Cambridge: Cambridge University Press, 2011); Beate Pongratz-Leisten and Karen Sonik, eds., The Materiality of Divine Agency, Studies in Ancient Near Eastern Records 8 (Berlin: de Gruyter, 2015); Squire, Image and Text in Graeco-Roman Antiquity; Sharon R. Steadman and Jennifer C. Ross, Agency and Identity in the Ancient Near East: New Paths Forward (London: Equinox, 2010); Ruth Webb, Ekphrasis, Imagination, and Persuasion in Ancient Rhetorical Theory and Practice (Farnham, U.K.; Burlington, VT: Ashgate, 2009); Robyn J. Whitaker, Ekphrasis, Vision, and Persuasion in the Book of Revelation, WUNT 2/410 (Tübingen: Mohr Siebeck, 2015).

¹³ Less than two decades after Mitchell posed those questions, in what self-reflectively serves as an update, a collection of essays, written by many of the visual theorists who – along with Mitchell – explored his original questions, further elucidate how the questions and answers have evolved (Neal Curtis, ed., *The Pictorial Turn* [London: Routledge, 2010]).

¹⁴ Elkins, "Introduction," in *What Is an Image*?, ed. James Elkins and Maja Naef, The Stone Art Theory Institutes 2 (University Park, PA: Pennsylvania State University Press, 2011), 1–12, here 1. While this comment was published in 2011 it was originally issued in an introductory speech to the series of seminars, the transcriptions of which make up the substance of the volume, in 2008.

¹⁵ Christoph Uehlinger has observed the same problem in the study of religion(s) more broadly (Uehlinger, "Approaches to Visual Culture and Religion: Disciplinary Trajectories, Interdisciplinary Connections, and Some Suggestions for Further Progress," *MTSR* 27 [2015]: 384–422).

The study of ancient Israelite religion has historically been the area of biblical research which takes up questions of materiality in ancient Israel. For this reason it often has close affinities with archaeology and Israelite material culture. The study of Israelite religion has had an evolving and ambivalent relationship to the texts of the Hebrew Bible. 16 At times, especially when this area was relatively nascent within biblical scholarship, it embraced the biblical record as a true expression of ancient Israel's religious beliefs and practices. At other times, especially more recently, it has eschewed biblical texts as the products of an ideological minority who anachronistically retrojected their ideologies onto a distant, non-factual Israelite past. A result of these disparate treatments of the role of biblical texts in Israel's religious history is two parallel discourses which largely accept and restrict evidence according to their predetermined set of evidentiary standards, including those that engage theoretical work in non-biblical disciplines. 17 As a corollary they have each become largely insular explorations of the topic as determined by the accepted frameworks each has constructed, such as iconism/aniconism, veneration of Asherah/Baal, Yahweh's mythic origins, and the sacrificial cult.¹⁸ While very recently these seemingly closed conversations have begun to open themselves up to theoretical developments in a range of disciplines in the humanities and humanistic social sciences, the ability of interdisciplinary theoretical developments in image studies to penetrate these discourses has remained minimal.

A related situation with a much shorter history of research can be observed in the study of biblical iconography. Over the last fifty years, this area of biblical research has grown considerably. Indeed, in many ways, the present study participates in and was formulated in response to the trends in biblical iconography. This area of research attends directly to the relationship between image and text in biblical antiquity, and, therefore, embraces the role of biblical texts in visual interpretation and vice versa. While this area has seen considerable development in the methods of iconographic interpretation, these developments have come by means of an almost iterative process, through which subsequent scholars build off of the work of prior scholars even as they qualify it. This process has

¹⁶ The treatment of biblical literature among studies in Israelite religion is neither chronologically linear nor limited to these discussions. For a helpful review shortly after the turn of the century, see John J. Collins, *The Bible after Babel: Historical Criticism in a Postmodern Age* (Grand Rapids, MI: Eerdmans, 2005).

¹⁷ This has especially been true of mid-twentieth century trends in social theory. For more on this development, see chapter 5 below.

¹⁸ For a related critique, which will be explored further in chapter 5, see Alice Mandell and Jeremy D. Smoak, "The Material Turn in the Study of Israelite Religions: Spaces, Things, and the Body," *JHebS* 19, art. 5 (2019): 1–42.

¹⁹ For a helpful summary of its growth and evolution, see Ryan P. Bonfiglio, *Reading Images*, *Seeing Texts: Towards a Visual Hermeneutics for Biblical Studies*, OBO 280 (Fribourg: Academic Press; Göttingen: Vandenhoeck & Ruprecht, 2016), 1–10. Much of this history is chronicled in chapter 2, with a particular focus on its theoretical foundations.

resulted in a notable refinement of the methods employed by so-called biblical iconographers. A natural corollary of such an iterative process, however, is that the foundation itself is not widely challenged. In this way biblical iconography has not fully reckoned with Mitchell's questions, as those questions were not yet widely discussed when biblical iconography was undergoing its rapid iterative development.

This study attempts to forge a new path, which reconceptualizes the ontology and function of images in ancient Israel by employing the frameworks that have emerged in interdisciplinary theoretical discourses. In this way I attempt to bridge the gap between the profusion of theoretical research in interdisciplinary perspective and the discourses among biblical scholars that engage the analogical topic of the image and visuality in ancient Israel. I bring contemporary theoretical thought into conversation with biblical studies in the hope that it will inform the biblical discourses and, reciprocally, that the biblical data can engage the interdisciplinary discourses. One of the goals of this study, therefore, is to usher biblical studies into the interdisciplinary conversation on images.

1.2 The Approach of this Study

The attempt to engage multiple disciplines in a robust way, while also adhering closely to biblical discourses such that the biblical material is never relegated in status, requires the unfortunate selection of foci. As briefly alluded to above, the interdisciplinary literature is exceptionally diverse in its approaches to the interrelated questions posed by Mitchell. For example, art historians have a particular (and understandable) penchant for using images as primary data to describe image ontology and agency, whereas comparative literary theorists may stay entirely within the medium of text, never citing an image, even while attempting to articulate the same things. Part of this disparate engagement with adducible data is a function of which data are considered primary in each of these respective fields. The selection then comes as a natural result of their attempt to produce research that is productive for their field. It is also, however, a tacit admission that images and texts make up our two primary data sources for accessing images.

In part this study is a search for at least preliminary answers to the interrelated questions "what was an image in ancient Israel?" and "what did images do in ancient Israel?" Answering these questions, as will be noted several times throughout this study, is a fraught endeavor. The comments by Schroeder and Mitchell above similarly decried a lack of visual understanding or rumination on the nature of the image in the contemporary society of decades past. The profusion of image research that has come after those comments has largely attempted to rectify those deficiencies, with the result that numerous systems of

representation and characterizations of visuality and images have since been produced, many of which will be explored in this study. The results of this impressive research suggest, however, that there is likely no natural or pure ontology of visual representation. Rather, how the nature and function of images is construed is historically and socially contingent, based upon the varying beliefs and systems of knowledge that exist within various communities. And indeed, as will be explored in chapter 2, many proposed ontologies of images make epistemological claims about the verbal nature of knowledge and, therefore, the verbal nature of images. As a result, no amount of research into modern theories of image ontology can tell us the nature and function of images in ancient Israel. Rather, this sort of research, which this study employs regularly, informs our understanding of our own metaphysical (and therefore ontological) assumptions about the nature and function of visual representation, while also articulating alternative systems through which visual representation might be construed. This in turn helps modern exegetes, who want to historicize and contextualize materials from ancient Israel, avoid the projection of their own philosophical presuppositions onto ancient Israelite ideologies. And yet the questions remain. In order to go about answering these questions then, we must attempt to learn as much as possible about what ancient Israelites thought about images and how they engaged them, which brings us to the texts they left behind.

This study will focus primarily on texts of the Hebrew Bible and Second Temple Judaism as a means of elucidating ways in which ancient Israelites engaged with visuality and construed the relationship between text and image. It is, therefore, not a study that primarily employs interartistic comparison, such as is typical of biblical iconographic studies. Rather, this study spends the majority of its pages on engaging the varied relationships between texts and images by means of textual analysis. The motivation for this focus stems from a need to offer a more robust account of the relationship between text and image as a conduit to constructing a more nuanced conceptualization of images in ancient Israel. The majority of chapter 2 is devoted to demonstrating this need. Yet while texts remain the centerpiece of this study, the methods of interpretation are theoretically informed by interdisciplinary discourses in order to elucidate the varying ways in which the texts of the Hebrew Bible can continue to be used as primary data to discuss visuality and images in Israelite antiquity.

1.3 The Format of this Study

The bulk of this study comprises four chapters, the latter three of which each develops out of or by implication of the one that came before it. In chapter 2 I offer an overview of how biblical studies have engaged in the study of Israelite visual culture. I begin with a brief history of biblical iconographic exegesis,

in order to contextualize how biblical scholars have explored the relationship between biblical texts and visual images from ancient Israel. This history reveals the extent to which biblical iconographic methodologies rely upon the theory and method of Erwin Panofsky. In the second part of the chapter I explore the method and theoretical underpinnings of Panofsky's iconology, which I critique for its reliance on verbal signification to describe visual meaning and its failure to account for the ways in which images exist as objects of social interaction through time. After briefly describing how Panofsky's theory was taken up by art theorists, I outline the ways in which these legacies fail to employ a historicized metaphysics of visuality endemic to ancient Israel by describing their dependence on western dualistic metaphysics. I conclude the chapter by proposing an alternative way of conceptualizing text-image dialectics in ancient Israel, which I call the poetics of visuality.

Chapter 3 engages one particular aspect of the poetics of visuality in ancient Israel, namely ekphrasis. Ekphrastic texts describe visual phenomena with the rhetorical goal of recreating visual experience. While these texts have long been associated with Graeco-Roman rhetorical culture, I provide two examples of ancient Israelite ekphrastic texts, one from the Hebrew Bible and one from Second Temple Judaism. After summarizing scholarship that presents how ekphrasis was thought to be effective in Graeco-Roman antiquity, I propose that Israelite iterations of ekphrasis functioned differently based on Israel's differing metaphysics. I attempt to demonstrate how Israelite ekphrastic texts were none-theless effective at recreating the emotional experience of seeing. In the second case study I argue that the poetics of visuality in ekphrastic texts can be used to outline further an ontology of images in Jewish antiquity, which builds in particular on the focus in the second chapter on articulating metaphysical assumptions.

Chapter 4 employs Mitchell's concept of the imagetext to illustrate how biblical texts engaged with external visual culture. I describe how this process relied upon visual knowledge, which it engaged through visual as well as verbal rhetoric. This process employed differentiation, which can be helpfully understood through Derrida's concept of *différance*. I provide two case studies that engage external visuality by employing visual rhetoric through a process of differentiation and deferment. This chapter uses interartistic comparison to express the varying ways in which the visual rhetoric of text makes use of differentiation to achieve its rhetorical ends. In a third case study I likewise describe the rhetorical employment of differentiation, but one that seemingly responds to the propagandistic messaging of the image. I demonstrate this messaging both historically through historical and geographical contiguity and rhetorically through the poetics of visuality.

Chapter 5 moves away from a focus on the poetics of visuality to engage the ways in which the Hebrew Bible embraces a metaphysics of images that saw

them as living embodiments of their (typically divine) referents. The chapter opens by offering an orientation to the topic of object agency, which has been explored thoroughly in the humanistic social sciences in recent years. These discourses talk about objects as existing in a social nexus through which they engage with humans and humans engage with them. This concept of the social "lives" of things extends the concept of social interaction with objects introduced in chapter 2. I demonstrate how the biblical image ban presupposes an ontology of images in which images were embodiments of what they represented, which made their referents present through the material presence of the object. The image ban developed as a way of avoiding confusion over the material presence of deities other than Yahweh, eventually intensifying as the veneration of Yahweh was restricted to the Jerusalem cult. After demonstrating that prophetic anti-icon parodies share this view of images, I conclude by challenging the categories of iconism and aniconism.

I conclude the study in Chapter 6 by summarizing the insights generated from the prior chapters. I focus in particular on how tacit metaphysical assumptions have long dictated how scholars have engaged in the characterization of images and their roles in Israelite antiquity. I propose that future studies embrace texts and images as mixed media, which both engage in a dialectic with the other medium, while also remaining ontologically distinct. These insights do not offer a methodology for better engaging in interartistic comparison, but rather a theoretical basis on which to explore further the poetics of visuality in ancient Israel.

2. The Hebrew Bible and Visual Culture

Iconography allows our preunderstanding considerably less latitude than does the abstract phoneme. It can therefore make evident more quickly and effectively than written records a number of very common peculiarities of ancient Near Eastern reasoning and imagination. Iconography compels us to see through the eyes of the Ancient Near East. – Othmar Keel¹

What pictures want from us, what we have failed to give them, is an idea of visuality adequate to their ontology [...]. Vision is as important as language in mediating social relations, and it is not reducible to language, to the 'sign,' or to discourse. Pictures want equal rights with language, not to be turned into language.

- W. J. T. Mitchell²

2.1 "There Were Images in Israel": The Rise of Iconographic Interpretation

The first methodical approaches in biblical studies to the relationship between visual culture and scribal culture – that is, between images and texts – were pioneered by Othmar Keel at the University of Fribourg in the 1970s.³ Keel began the discussion with the publication of his *Die Welt der altorientalischen Bild-symbolik und das Alte Testament*, which focused on the Psalms and the extent to which ancient Near Eastern "iconography" (*Ikonographie*) could illuminate the "conceptual world" (*Vorstellungswelt*) of the texts.⁴ A cornerstone of this project was to militate against the common opinion among biblical scholars at the time that Israel's image ban (*Bilderverbot*) was related to a distaste for all

¹ Keel, The Symbolism of the Biblical World: Ancient Near Eastern Iconography and the Book of Psalms, repr. (Winona Lake, IN: Eisenbrauns, 1997), 8.

² Mitchell, What Do Pictures Want?, 47.

³ While Keel initiated what would become iconographic exegesis at this time, earlier biblical scholars had shown interest in material culture. Cf., e.g., George Smith, *The Chaldean Account of Genesis: Containing the Description of the Creation, the Deluge, the Tower of Babel, the Destruction of Sodom, the Times of the Patriarchs, and Nimrod, Babylonian Fables, and Legends of the Gods: From the Cuneiform Inscriptions* (New York: Scribner, 1876), which included visual analysis of the images on the Babylonian flood tablets, and James B. Pritchard, *The Ancient Near East in Pictures Relating to the Old Testament* (Princeton: Princeton University Press, 1954).

⁴ Keel, Die Welt der altorientalischen Bildsymbolik und das Alte Testament: Am Beispiel der Psalmen (Zürich: Benziger Verlag; Neukirchen: Neukirchener Verlag, 1972), 7–11. Cf. Keel, The Symbolism of the Biblical World, 7–14.

visual representation. This fact might be most clearly noted in the title of Keel's student Silva Schroer's dissertation and later monograph, alluded to in the title of this section, which stated simply: "There were images in Israel." Keel argued for a rich visual culture in biblical antiquity, which was more rigidly traceable chronologically in the visual record than in the textual one. The goal was to better understand the historical and cultural background of the biblical world by appealing to the comparative data of images when interpreting specific texts. Thus iconographic exegesis was pioneered as a comparative method. Keel's project was taken up by his students and colleagues after him, who eventually became known collectively as the "Fribourg School."

⁵ Schroer, *In Israel gab es Bilder: Nachrichten von darstellender Kunst im Alten Testament*, OBO 74 (Fribourg: University Press, Göttingen: Vandenhoeck & Ruprecht, 1974). For more on the biblical *Bilderverbot*, see chapter 5 below.

⁶ And indeed he later argued that one could use corroborating visual evidence to date texts. Cf. Keel, *Jahwe-Visionen und Siegelkunst. Eine neue Deutung der Majestätsschilderungen in Jes* 6, *Ez 1 und 10 und Sach 4, mit einem Beitrag von A. Gutbub über die vier Winde in Ägypten*, Stuttgarter Bibelstudien 84/85 (Stuttgart: Verlag Katholisches Bibelwerk, 1977).

⁷ See especially the later description by Christoph Uehlinger, "Bildquellen und 'Geschichte Israels'. Grundsätzliche Überlegungen und Fallbeispiele," in *Steine, Bilder, Texte: Historische Evidenz auβerbiblischer und biblischer Quellen*, ed. Christof Hardmeier, Arbeiten zur Bibel und ihrer Geschichte 5 (Leipzig: Evangelische Verlagsanstalt, 2001), 25–77, here 31.

⁸ Just as with the university and city from which it takes its name, it is also called the "Freiburg School." Christoph Uehlinger has expressed discomfort with the description of this movement as a "school," as he suggests that referring to it thusly belies the heterogeneity of the approaches traditionally classified within it ("Beyond Iconography: Reviewing 50 years of Correlating Biblical Texts, Ancient Near Eastern Images, and Southern Levantine Artifact Culture in Religiohistorical Perspective" [paper presented at the Annual Meeting of the Society of Biblical Literature, San Diego, CA, 24 November 2019]). It should be noted that not all of these scholars worked or studied at Fribourg. Rather Keel remained at Fribourg and operated as the central figure of early iconographic interpretation. Examples of these early works include Izak Cornelius, Iconography of the Canaanite Gods Reshef and Ba'al: Late Bronze and Iron Age I Periods (C 1500-1000 BCE), OBO 140 (Fribourg: University Press; Göttingen: Vandenhoeck & Ruprecht, 1994); idem, Many Faces of the Goddess: The Iconography of the Syro-Palestinian Goddesses Anat, Astarte, Qedeshet, and Asherah c. 1500-1000 BCE, OBO 204 (Fribourg: Academic Press; Göttingen: Vandenhoeck & Ruprecht, 2004); Schroer, In Israel gab es Bilder; Urs Winter, Frau und Göttin: Exegetische und ikonographische Studien zum weiblichen Gottesbild im Alten Israel und in dessen Umwelt, OBO 53 (Fribourg: Universitätsverlag; Göttingen: Vandenhoeck & Ruprecht, 1983); Christoph Uehlinger, Weltreich und "eine Rede": Eine neue Deutung der sogenannten Turmbauerzählung (Gen 11,1–9), OBO 101 (Fribourg: Universitätsverlag; Göttingen: Vandenhoeck & Ruprecht, 1990); idem, "Das Buch und die Bilder: 25 Jahre ikonographischer Forschung am Biblischen Institut der Universität Freiburg Schweiz - Dank an Othmar Keel," in Images as Media: Sources for the Cultural History of the Near East and Eastern Mediterranean, Ist Millennium BCE, ed. Christoph Uehlinger, OBO 175 (Fribourg: University Press; Göttingen: Vandenhoeck & Ruprecht, 2000), 399-408; and Othmar Keel and Christoph Uehlinger, Gods, Goddesses, and Images of God in Ancient Israel, trans. Thomas Trapp (Minneapolis: Fortress, 1998).

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