

**“FROM THE SYMBOL, VIA CONCEPTUAL METAPHOR, TO THE TEXT AND
BEYOND THE TEXT” (ISMAIL KADARE, WRITER OF CONCEPTUAL LITERATURE)
IDEOGRAM: IMAGE-HAND-CODE-LETTER = CONCEPTUAL TEXT
(ISMAIL KADARE; “CONCERT IN THE END OF THE SEASON”)**

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Received: 16 Aug 2018

Accepted: 28 Aug 2018

Published: 12 Sep 2018

ABSTRACT

*An ideogram or ideography (from the greek *idea*ιδεόγραμμα and *εκφράζοντας μια ιδέα στο κείμενο* “to write a text” is a graphic symbol that represents an idea or concept, independent from every special language, and special words or phrases. Some ideographies are understandable only from the familiarity with the prior convent; others pass their meaning through painting similarities with a physical object and so we can refer to it as a paintogram. This paintogram or symbol is used in a system of writing to represent an idea referring a physical object, but not a special word or phrase for it; especially that concept that doesn't represent the given object, but the image or idea that the given object must suggest.*

KEYWORDS: *Physical Elements, Group of Communicators, Alphabetic Pictogram*