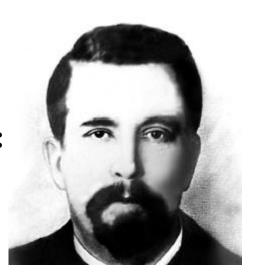
#### **Derivative Photoatlas**

(From e-book to photoatlas)



Bruno Adler's book
"Maps of Primitive Peoples":
A semiotic portrait



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#### 1. Introduction

The idea of creating this photo atlas arose after the Conference of the International Society of the Map (ISHMAP) in Berlin in July 2023, where the authors met. At that occasion, Jörn Seemann presented a paper on the topic: "Maps of Primitive Peoples: Bruno Adler (1874-1942) and the Cultural Approach to Cartography".

After the conference, we discussed possible projects based on Adler's book "Maps of Primitive Peoples," that has been widely ignored in the debates on the history of cartography. This photo atlas as our first collaborative project.

In 2024, the year of the 150th anniversary of the birth of Bruno Adler, it is planned to translate his 1910 book "Maps of Primitive Peoples" into English and write a short biographical book about him.

The photoatlas "Bruno Adler's book 'Maps of Primitive Peoples': A semiotic portrait" is based on a new method of semiotic analysis and evaluation of books and atlases. The project focuses on the creation of a thematic photoatlas or ubiquitous atlas for smartphones and tablets. The semiotic "portraying" of atlases and books as an innovative form of semiotic study, thematic-modular-slide (T-M-S) analysis, and presentation has been employed in cartography and cartosemiotics since the 2000s (Wolodtschenko, 2006; Wolodtschenko, 2007).

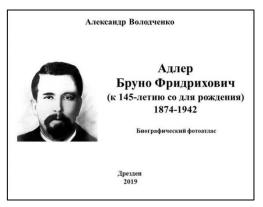
In the 2010s and 2020s, the semiotic analysis was also used for the creation of photoatlases and portraying of monographs (Thumbadoo & Wolodtschenko, 2021), taking as an example the e-book 'Learning From a Kindergarten Dropout' by Romola Vasantha Thumbadoo (2005), in collaboration with William Commanda.

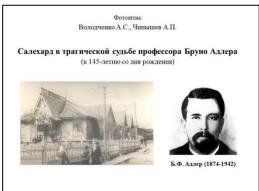
#### 1. Introduction

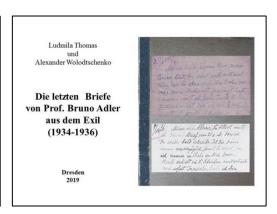
For the semiotic analysis, an e-book version of "Maps of Primitive Peoples" was used to create an initial mosaic of 213 pages and a derivative mosaic without decorative pages. A complete semiotic analysis of Bruno Adler's book will be presented in the form of a derivative photoatlas based on the e-book with 202 pages.

"Maps of Primitive Peoples" was written over 110 years ago as a dissertation and has some specific design features, e.g., the first eight pages are numbered in Roman numerals and the following pages are numbered in Arabic numerals in columns (two columns per page). The book contains 142 figures, whose titles are included in a list at the beginning of the book. Eight pages are inserts and are not paginated.

Three photoatlases (created by A. Wolodtschenko with colleagues in 2019) continue the series of photoatlases in German and Russian dedicated to Bruno Adler.







Three photoatlases in the virtual museum (https://atlas-semiotics.jimdo.com/)

#### 2. About Bruno Adler and his selected publications



Born in 1874 as Bruno Fridrichowitsch Adler, the son of a Lutheran Russian German in Voronezh, Russia, Adler graduated from the Institute of Mathematics and Physics at the Imperial Moscow University in 1899. The anthropologist Dimitri Anuchin sparked his interest in culture and geography. Adler moved to Leipzig in Germany where he completed a 40-page dissertation on the diffusion of arrows among Northern Asian peoples in 1901, having the prominent German geographer Friedrich Ratzel as his advisor.

Back in St. Petersburg in 1903, Adler worked for the eminent professor Vasily Vasilievich Radlov (also written as Friedrich Wilhelm Radloff) at the Museum of Ethnography and Anthropology. Adler completed his in-depth study (and book) "Maps of Primitive Peoples" there and defended it in May 1910 in Moscow. It was an analytical work of many years of research on the maps of primitive peoples and their comparison with the maps of peoples with a writing culture. Adler tried to establish the stages of development of cartography (through maps) depending on the cultural level and human needs. Five types of maps were also identified at the first stage of cartography development (Thomas, 2004).

In 1933 Adler was exiled in Western Siberia for five years and then sent to a labor camp in Omsk where he was accused of the involvement in a "counter-revolutionary group to fight the Soviet regime." Sentenced to death, he was shot on March 18, 1942 (Zorin 2001).

#### 2. About Bruno Adler and his selected publications



The photograph shows the Board of Trustees and employees of the Museum of Ethnography and Anthropology (1910). Professor Radlov sits on the left. B. Adler is standing second from the right (http://db.ranar.spb.ru/ru/doc/id/3178/)

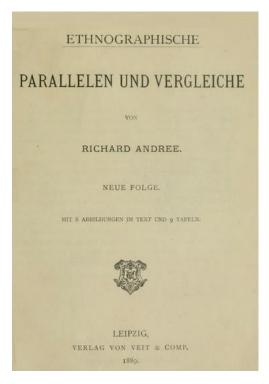
#### 2. About Bruno Adler and his selected publications



- 1. Der Nordasiatische Pfeil. Leipzig, 1901.
- 2. Origins of clothes. (Vozniknovenie odezhdy). St. Petersburg, 1903.
- 3. Maps of primitive peoples (Karty primitivnyh narodov). St. Petersburg, 1910.
- 4. From nudity to clothes (Ot nagoty do obilnyh odezhd). Berlin, 1923.
- 5. Schoolatlas. Petersburg, 1923.
- 6. Origin of man. (Proishozhdenie cheloveka). Moscow, 1929.

#### 3. Parallels and Comparisons to Book "Maps of Primitive Peoples"

What was Adler's contribution to the history of maps? Browsing through the page of "Maps of Primitive Peoples", some parts are like other books on the history of cartography from the early 20th century. Adler heavily leans on other authors, mainly from the German tradition, for example, the geographer Richard Andree who had already reflected about the origins of cartography as early as 1877 or Wolfgang Dröber whose dissertation, defended in 1903, was about "cartography among the natural peoples."



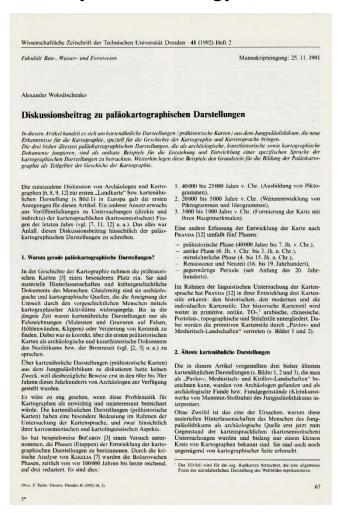
Andree, R. (1889). Ethnographische Parallelen und Vergleiche. Leipzig: Verlag von Veit.

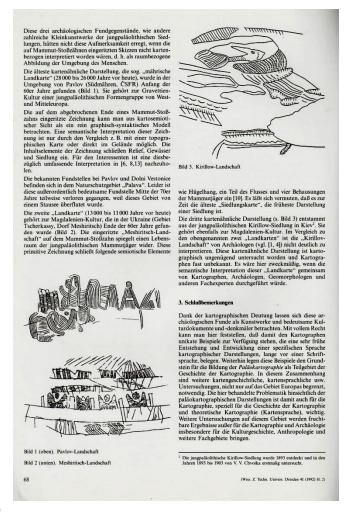


Dröber, W. (1903). Kartographie bei den Naturvölkern. Erlangen: Junge & Sohn.

#### 3. Parallels and Comparisons to Book "Maps of Primitive Peoples"

In the early 1990s, carto-semiotic studies regarding the appearance and development of prehistoric and early historical maps were started at the Institute for Cartography at Dresden University of Technology (Wolodtschenko 1992).

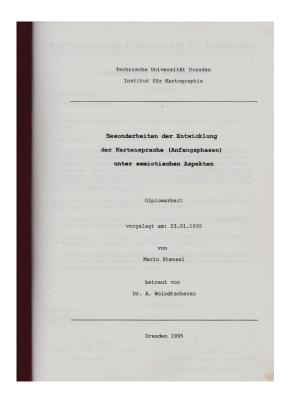


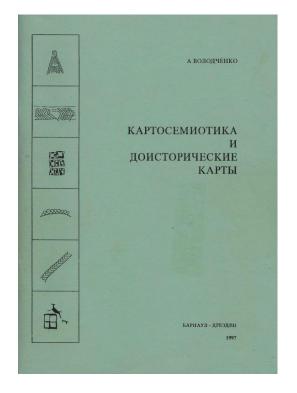


#### 3. Parallels and Comparisons to Book "Maps of Primitive Peoples"

In 1995, Mario Stenzel defended his thesis "Features of the development of the language of maps (initial phases)", taking into account semiotic aspects, which contained a catalog of prehistoric maps with 90 examples (Stenzel 1995).

In 1997, the monograph "Cartosemiotics and prehistoric maps" (Wolodtschenko 1997) was published. It was dedicated to the semiotic analysis of ancient map-like images, the emergence of cartographic sign systems and map language.





## 4. Semantic Book Contents

стр.		CTP.
Oranzenie	М) Древне-русская карта 269	-278
Перечень рисунковъ	N) Карты русскаго миссіонера	
Предисловіе VII—VIII	среди якутовъ 273	-282
Виеденіе 1- 7	Гл. IV. Сравненіе картъ пернобытных ъпародонъ	
п. 1. 1. "Оріситированіс" у человѣка 7— 23	съ картами народовъ, пићющихъ	-
П. Примъты 23 46	письменность	-384
III. Рисонаные	А) Орієнтированіе по странамъ	2004
ь П. Карты перпобытныхъ народовъ 57- 61	горизонта	284
А) Чукчи	С) Вспомогательныя линін на кар-	- 200
В) Эскимосы 64-79	тв 286	-287
С) Коряки 79 — 81	Д) Соблюденіе правильности раз-	
D) Юкагиры 8t— 87	стояній и площадей 287	-292
Е) Енисейцы	E) Nomina geographica 292	-294
F) Самовды	Гл. V. Матеріаль, инструменты, техника, рас-	
П) Долгане	пародовъ и т. н. первобытныхъ	
1) Тунгусы	А. Матеріалъ	-295
J) Якуты 121—150		-296
К) Русскіе крестьяне Турухан-	b) рельефиыя карты	296
скаго края		3 - 297
М) Гиляки		7-298
N) Айны	е) карты на авъриныхъ шкурахъ,	- 200
<ol> <li>Карагассы и сойоты 150—259</li> </ol>	ткани и бумагћ 298 f) карты на случайныхъ предметахъ . 290	3-299
Р) Монголы и буряты 159—161	g) карты изъ палочекъ и жердей .	300
Q) Индъйцы С. Америки 161—171	В. Инструменты для черченія картъ. 300	
R) " Ю. Америки 171—177	С. Техника карть	
S) Туземцы Африки	D. Раскраска картъ	-303
Т) Древне-эніопская карта	Е. Географическій ландшафть, изо-	
V) Океанійны	бражаемый на картахъ	303
W) Карты донсторическаго чело-		3-304
въка 217—220	b) рельефь земной поверхности	5-306
. III. Карты полукультурныхъ в культурныхъ	ф) антропогеографическій эдементь	- Driet
народовъ древности и сравнение ихъ	на картахъ	5-309
съ картами первобытныхъ народовъ . 221	е) животный міръ 309	
А) Мексиканцы и инки	Гл. VI. А) Главивание тины карть первобыт-	
В) Ассиро-вавиловяне	ныхъ народовъ	-315
С) Древие евреи	В) Карты первобытных в народовъ жакъ	
<ul> <li>D) Древніе персы</li></ul>		5-316
F) Древне надоцы	С) Атаасы первобытныхъ народовъ	316
<ul><li>G) Японцы и корейцы</li></ul>	D) Карты въ культъ	7-319
Н) Древніе египтине	Е) Способности первобытных в народовъ	
1) Древніе греки 257 - 261	къ картографія	0-322
J) Превије римлине 261—263		2-326
К) Древніе арабы 263—265		7-342
L) Карты среднихъ въковъ 266-269	Указатель иностранных словъ 342	2-350

Semantic contents of Adler's book with 202 pages

#### 4. Semantic Book Contents (Thematic Core)

#### Chapter 1

- 1. "Orientation" in humans
- 2. [Navigational] markers
- 3. Drawing

#### Chapter 2

- 1. Maps of primitive peoples
  - A. Chukchi
  - B. Eskimos
  - C. Koryaks
  - D. Yukagirs
  - E. Yenesei
  - F. Samoveds
  - G. Yuraks
  - H. Dolgane
  - I. Tungusii (Yenesei valley)
  - I. Yakuts
  - K. Russian peasants of Turukhansk Kray
  - L. Ostyaks
  - M. Gilyaks
  - N. Ainu
  - O. Karagas and Sayoti (?)
  - P. Mongols and Buryats
  - Q. Indians of North America
  - R. Indians of South America
  - S. Natives of Africa
  - T. Ancient Ethiopian (?) map
  - U. Australians
  - V. Oceanians
  - W. Maps of prehistoric peoples

Chapter 3. Maps of semicultured and cultured peoples of antiquity and a comparison of these with the maps of primitive peoples.

- A. Mexicans and Incas
- B. Assyro-Babylonians
- C. Ancient Jews
- D. Ancient Persians
- E. Ancient Indians
- F. Ancient Chinese
- G. Japanese and Koreans
- H. Ancient Egyptians
- Ancient Greeks
- J. Ancient Romans
- K. Ancient Arabs
- L. Maps of the Middle Ages
- M. An ancient Russian map
- N. Maps of Russian missionaries among the Yakuts

Chapter 4. Comparison of maps of primitive peoples with maps of literate peoples.

- A. Orientation according to the points of the horizon
- B. The compass
- C. Auxiliary lines on a map
- D. Observance of accuracy of distances and areas
- E. Nomina geographica

Chapter 5. Materials, instruments, techniques, coloring of maps, etc of primitive peoples.

- A. Material
  - a. Maps on sand, snow, etc.
  - b. Relief maps
  - c. Maps on stone
  - d. Maps on bark and birch bark
  - e. Maps on animal hides, cloth, and paper
  - f. Maps on chance objects
  - g. Stick maps
- B. Map-drawing instruments
- C. Map techniques
- D. The coloring of maps
- E. Geographical landscape portrayed on maps
  - a. Rivers
  - b. Relief of earth's surface
  - c. Vegetation
  - d. Anthropogeographical features on the map
  - e. The animal world

#### Chapter 6

- A. Chief types of maps of primitive peoples
- B. The maps of primitive peoples as an educational aid
- C. Atlases of primitive peoples
- D. Maps in religion
- E. Capabilities of primitive peoples in cartography

Findings and conclusions

Six chapters (1-6) form semantic contents of book core with 178 pages (Delano-Smith 1987, p.46)

# **4. Semantic Book Contents (Facade-Core-Appendix)**

Facade 11 pp.	Title site, table of contents, list of figures, preface, introduction
Core 178 pp.	Chapter 1 "Orientation/Navigation/Drawing" Chapter 2 "Maps of primitive peoples" Chapter 3 "Maps of semicultured and cultured peoples of antiquity and a comparison of these with the maps of primitive peoples Chapter 4 "Comparison of maps of primitive peoples with maps of literate peoples Chapter 5 "Materials, instruments, techniques, coloring of maps etc. of primitive peoples Chapter 6 "Chief types and functions of maps of primitive peoples Conclusion
Appendix 13 pp.	Index of Russian names, index of foreign words, list of typos

Structural model of semantic contents of book with 202 pages

#### **5. Syntactic Construction Models**

Each e-atlas or e-book can be characterized by three-profile models with slide or site-related content components (facade, thematic core and appendix or attachment).

The syntactic analysis of the book "Maps of Primitive Peoples" was based on a 202-page mosaic model and included the following profiles and diagram construction models:

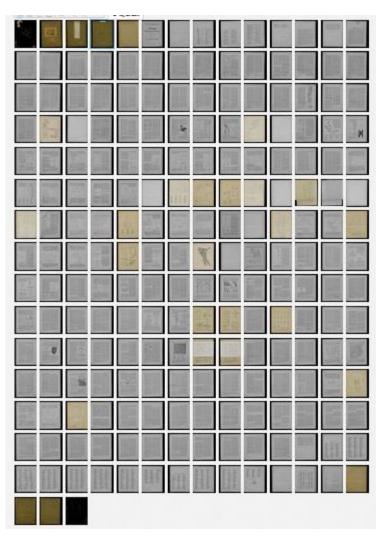
Syntactic construction models (initial and derivative mosaics)

Syntactic construction models (profiles of book)

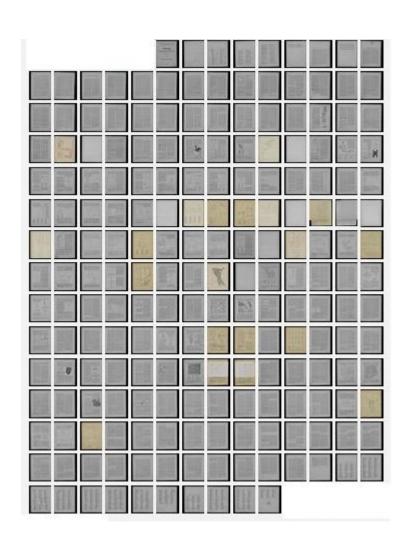
Syntactic Construction Models (profiles & diagram of book)

Syntactic Construction Models (profiles and diagram of book core)

# **5. 1. Syntactic Construction Models (Mosaics of Pages)**

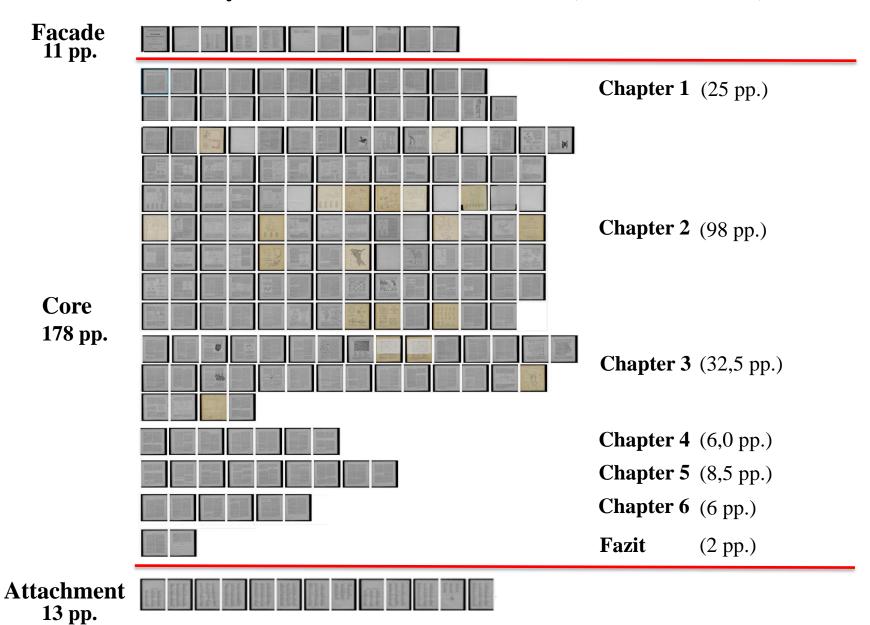


Initial mosaic of 213 pages

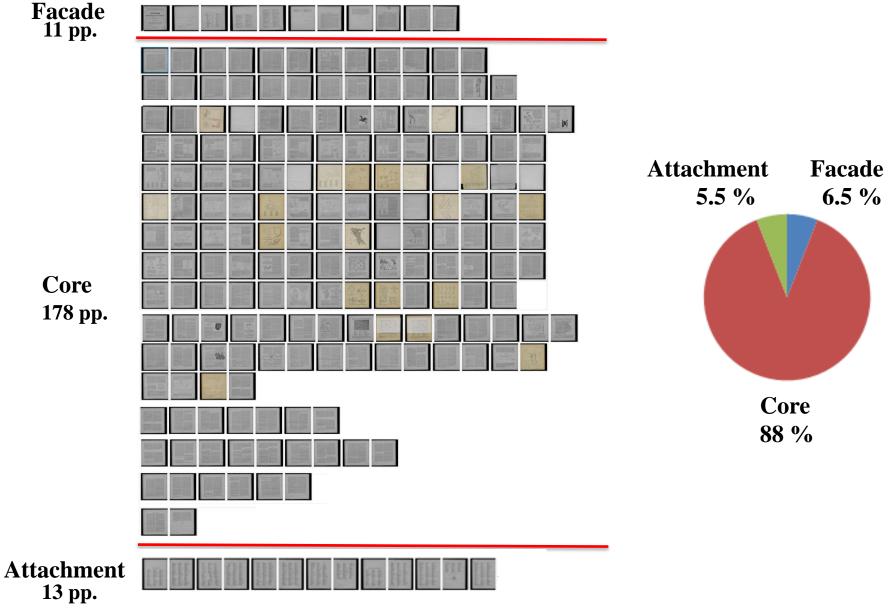


Mosaic of 202 pages (without decorative pages)

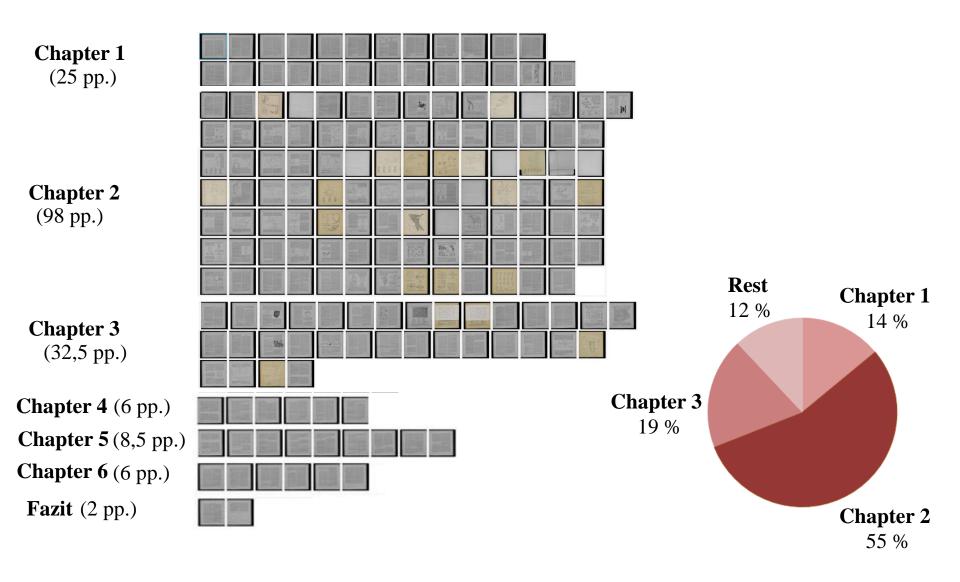
## **5. 2. Syntactic Construction Models (Profiles of Book)**



## 5. 3. Syntactic Construction Models (Profiles & Diagram of Book)



## **5. 4. Syntactic Construction Models (Profiles and Diagram of Book Core )**



#### 6. Cartosigmatic Analysis of List of Illustration Titles

Cartosigmatics, as a section of cartosemiotics, studies verbal sign (text) constructions and the relationships between them in the map area, in the title, legend, list of names, etc. (specific names of events, phenomena, objects, characteristics, etc. as sigmatic constructions).

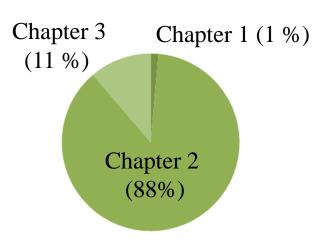
The list of titles/names of illustrations (maps, map-like images, photographs, drawings, etc.) in the book include 142 (carto)sigmatic positions in chapters 1, 2 and 3. Chapters 4, 5 and 6 are without illustrations.

Chapter 1 "Orientation/Navigation/Drawing" has two titles for figures 1 and 2.

Chapter 2 "Maps of primitive peoples" has 124 titles from figure 3 to figure 126.

Chapter 3 "Maps of semicultured and cultured peoples of antiquity and a comparison of these with the maps of primitive peoples" has 16 titles from figure 127 to figure 142.

The structural model of 142 titles/names in three chapters is shown in the diagram on the right. Chapter 2 is the most informative one.



# 6. Cartosigmatic Analysis of List of Illustration Titles

P	ис	у н к и	
	CIP.	27. Hyra en Enneen map. Taxa. Padera rason-	CTP.
1. Изображение отогы и аттаки на посель- скимъ жекоть изъ И. Каледония	54		94
	- 24	28. Р. Писина. Работа долганина	
2. Изображение е за Мет въ профиль, рисумось	35	29. Бассейнъ р. Баудані, праваге притела Ха-	10
manyaca .	33	танги. Работа долгания	92
<ol> <li>Карта Анадырскаго лимана и устья р. Ана- дыри (съ орагинала, расов. чукоси)</li> </ol>	60	зо. Р. Ина вперхъ отъ с. Каначьиго до Верхо-	
4. Карта велимоса Kalliberm (по Е. Andree)	65	инева (1) Раб. тушуса	102
5. Horyoerpous Quiting, pac. Anguing juang mas.	100	31. Бассейны р.р. Балахии, Новой и Тиймырекан	200
nz. Pallinis (no Boas's).	68	губа. Карта раболы тунгуса в ессейского	
6. Cumberland Sound a Frobisher Bay, pag. nego-	500		106
moca Itu min ma. Nagamio (no Boas'y). Oper-		икута иг. Бассейит р. Хеты и р.р. Пасины и Ду-	100
			100
remain we Departmentown wyset Hapone-	60	ZMITHE PAROTA THEFTON	107
Shahaid Sanda Shabiba Nasan Garata	111111	33. Озера Токлосо и Чаринда, р. Ожиундаата	
7. Camberland Sound is Frobisher Bay, pinc. Ogunio	69	и путь отъ нихъ на Котуй; работа туп-	109
(no Bous'y)	- 09	ryes	104
8. II-us Conterlant, per Arania ses na Soming-	-	34. Работь са. Темпоко и Черекда, р. Ланга	110
mid, (no Bous'y).	20	и часть р. Котуи; работа тунгуса	100
9. Cumberland Sound, pire. Its now no. Nagamio,	100	35. Р.р. Курейка, Спверава и Кочучума; работа	***
(no Bear'y)	71	тунгуса	111-112
10. С. часть Гудновова залива, З. часть о-ва		36. Часть р. Курейки, бассейнь р. Бельдун-	200
Саустомитова и в. часть материна С. Аме-		чаны: работа тунгуса	114
рики (рисуновъ векимоса). 11. Вероби: Вау и Wager River въ са. части		87. P. Kypedka; pafora tymyca 88. P. Medepo; pafora tymyca	115
Гудыника залика, рес. эсцинса	120	зв. Р. Курейки, работа илимпейскаго тунгуса.	116
	72	40. Светема верховьева Курейли в Котуи; ра-	
12 С.в. бересь Гудинина палива, рис. эспи-	- 28	бота тунгуса.	
моса С. Гревландія, раб оста-	- 40	61. Верховая р.р. Моперо и Тильс работа туп-	anert.
	15		
Moca. 14. Officers as c. ors Mellelle-Bay na a Sepery		гуса. 42. Верховая р.р. Курейни и Котук; работа	
Грекландін, рис. векимоса.	- 22		***
15. Та же область, - карта д-ра Семонга	27	тунгуса. 43. Верховая р.р. Курейки, Котун и Хеты;	117-118
16. Реплефици парты эсциносова В.Грендандія	28		
17. Карта Пенжинской губы. Работа хорика	- 00	работа тунгуса. 44. Р. Котуй наже озера Хорпичи; работа	
18. Карта-письмо вкагира	80	tynryca	
19. Карта починаній минтирова по Корводому	82	43. Cpens. revenie p. Korya, pañous, coeps. Boe-	
и Кольча. Работа кклира	266	воли и верховье р. Гербунчана, притика	
3). Карта-письмо ведегера	83	И. Тунгуски; работа тунгуса	
21. Карта р. Колымы и ен притоковъ Раб. кока-	84	66. Р. Тимори (Саверная) и озера из ен	
tabe	10440	верхозаядь; работа тумгуса	110. 100
22. Карта р. Кольмы и ен притокова. Раб.	16	47. H. revenie p. Taxepu (Chaspanal); pafora	119129
socarupa		Tynryca.	
23. Енисей пиже деревни Лебедевой. Карта	504	48. On Ampana; pafora tymyca	
ennoescence octates		20 Courtes a Secure refere water	
24. Правые притоки р. Писины. Работа самовда.	260	49. Current p. Haunthi; pafora tympea	
25. Р. Таймыра. Работа самозда.	90	30. Берегь Ледовитаго превия съ устъяни Ава-	
26. Верха: р. Таймыра: виль: р. Б. Балалия и	91	бара и Оленски; работа тунгуса;	zuerk.
правый протока Таймара	92	<ol> <li>Р. Олеметь и Вилий съ притиками; работи пунтуса.</li> </ol>	LTO ES

CTP.			CTP.
2. Среднее теченіе Н. Тунгуски; работа тунгуса. на отд.	96.	Меддо изъ коллекціи Grösser'a. Спеціальнан	
дисть.		карта волненій между о-вами Намурекомъ, Эбономъ, Ялунтомъ и Айлинлаблабомъ.	205
	07	медло изъ коллекціи Grösser'a. Спеціальная	200
о. Районъ оз. Кенгъ-Куэль между Хатангской	97.	карта атолла Квадьеленъ съ сосъдними	
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#### **Map-like Images (Drawings)**

#### Maps



Fig. 7 without text



Fig.139 with lettering

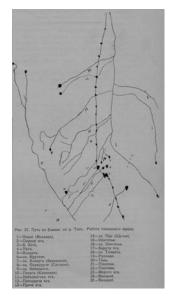


Fig.27 with lettering and legend

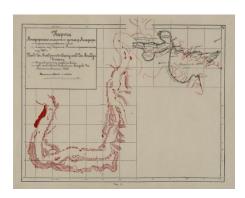


Fig.3 (Map)

All 142 figures as illustrations of book were subdivided in map-like images (without text, with lettering and with lettering and legend) and maps. The slide shows selected map language related (semiotic) constructions which demonstrate a cartographic evolution from "primitive" drawing (*Bild* in German) to map.

Map-like images without text



Fig. 1

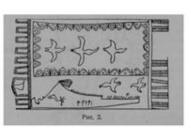


Fig. 2



Fig. 6





Fig. 7



Fig. 89



Fig. 5



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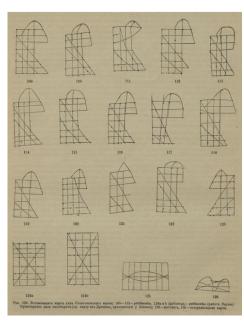


Fig. 109-126

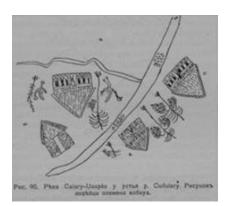


Fig. 90

26 figures of map-like images without text



Per. 8, II-es Comberland, per. Arasis sen on Saumingmid, (no Boas's).

Fig. 8



Fig. 9

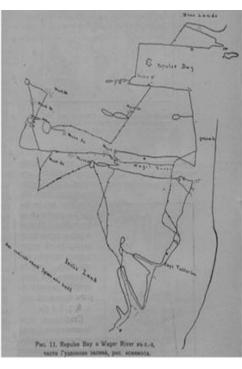


Fig. 11



Fig. 10

Fig. 4



Fig. 14

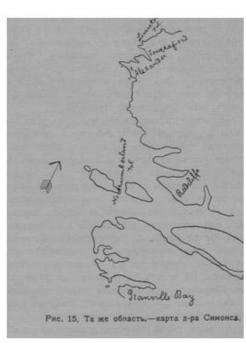


Fig. 15

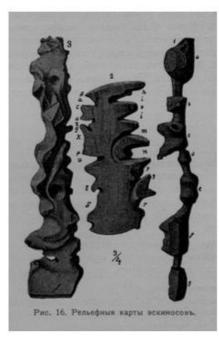
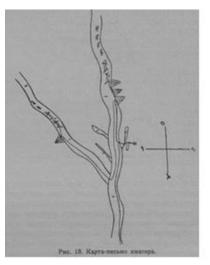
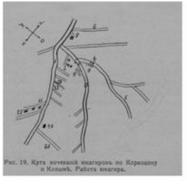


Fig. 16





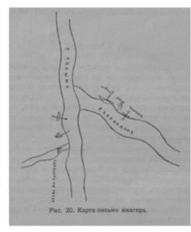


Fig. 18-19-20

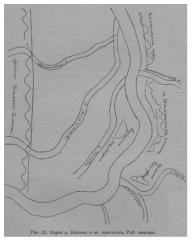






Fig. 21-22-23

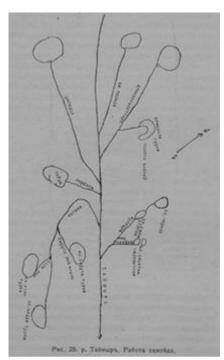


Fig. 25

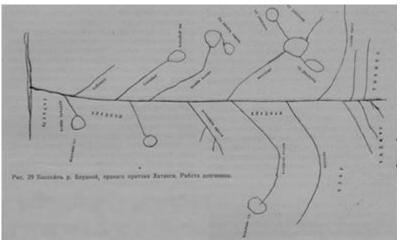


Fig.29

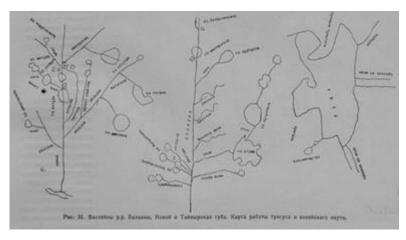


Fig. 31



Fig. 30

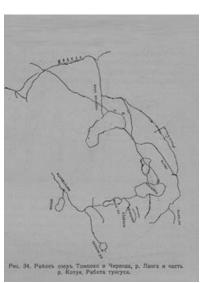


Fig. 34

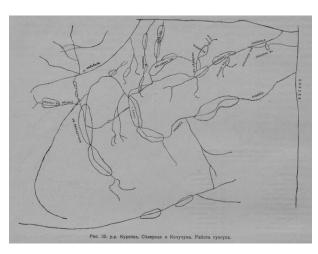


Fig. 35

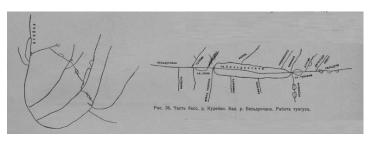


Fig. 36

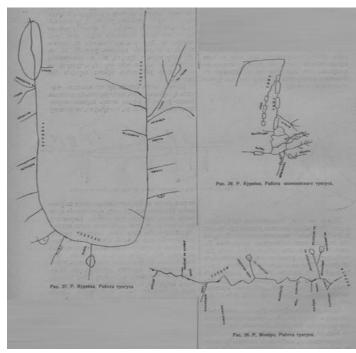


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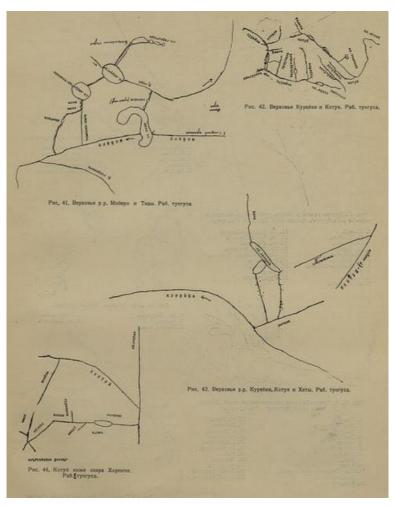


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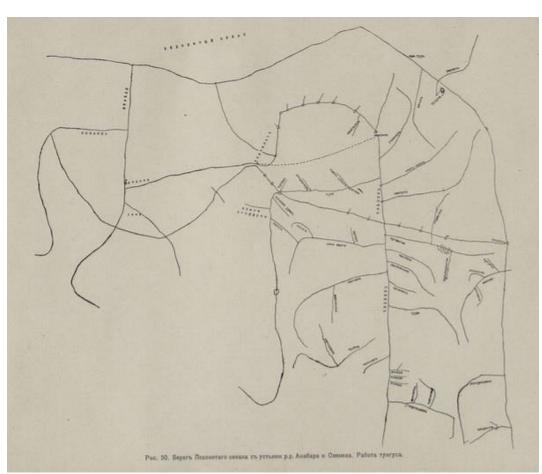
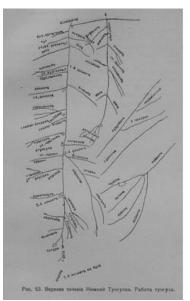


Fig. 50

Map-like images with text (lettering)



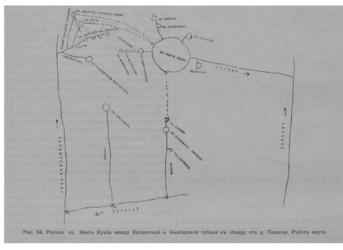
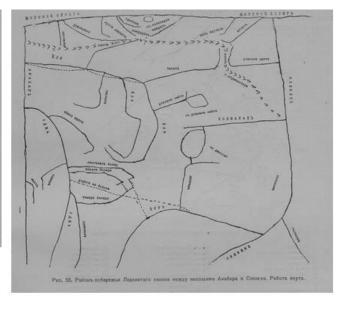


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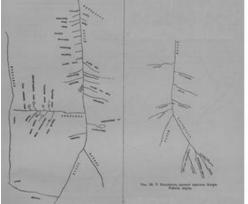
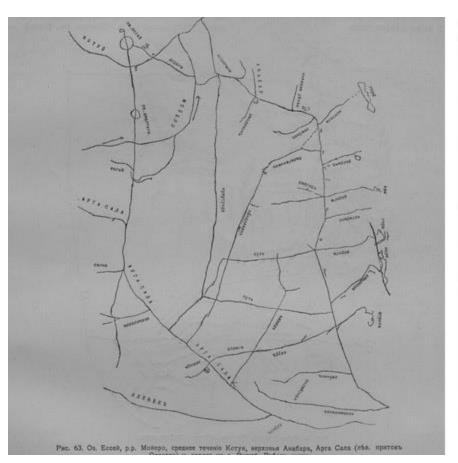






Fig. 57, 58, 59, 60



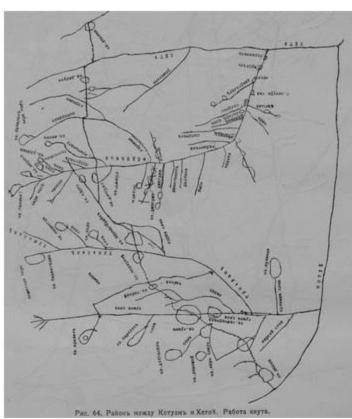


Fig. 63, 64

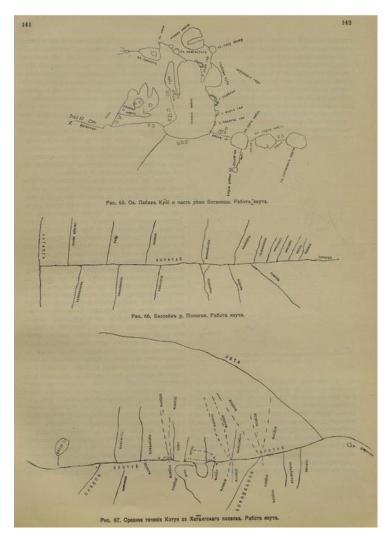


Fig. 65, 66, 67

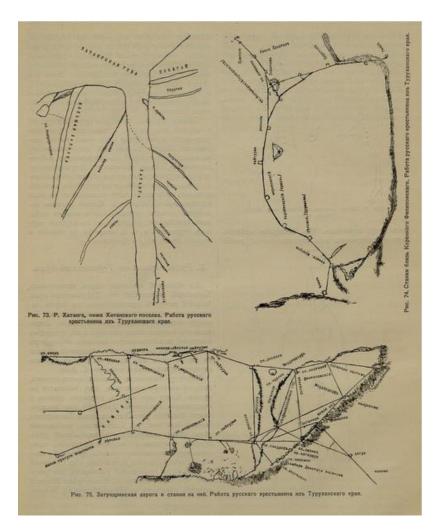
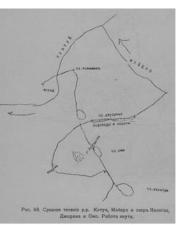
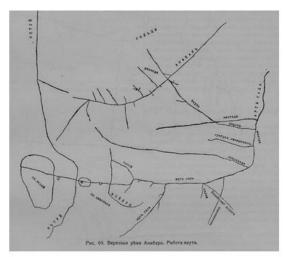


Fig. 73-75





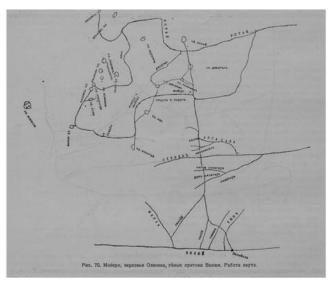


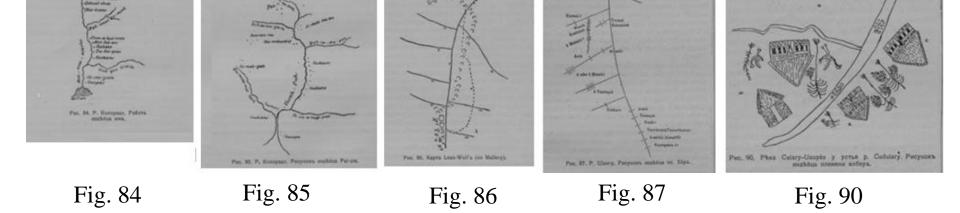
Fig. 68-71

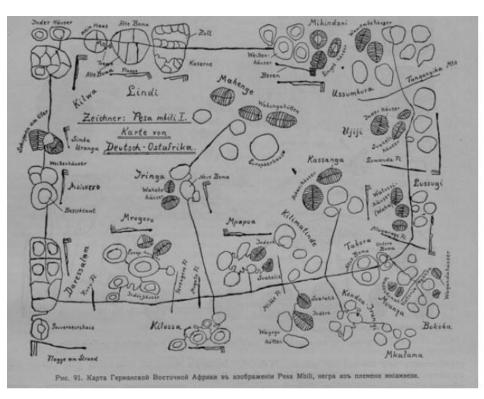






Fig. 76-78





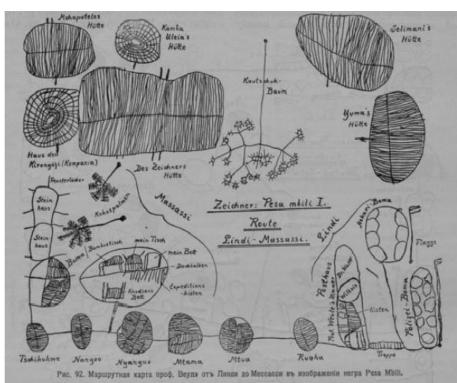
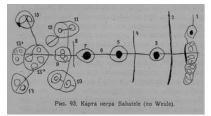


Fig. 91-92



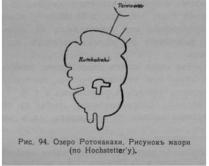
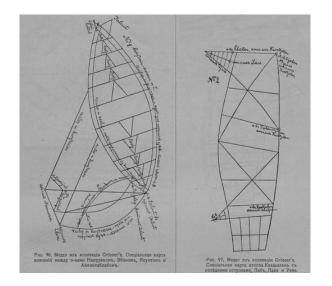


Fig. 93-95



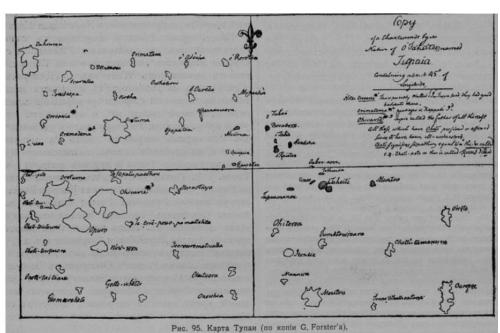


Fig. 96-97

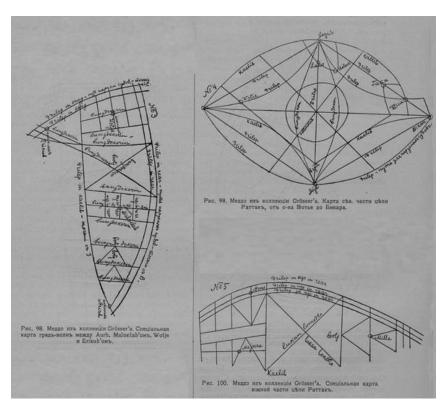


Fig. 98-100

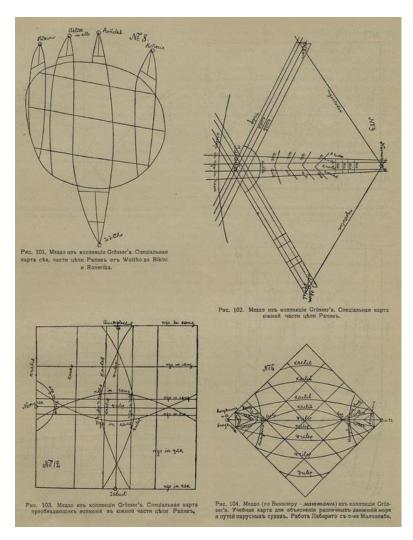


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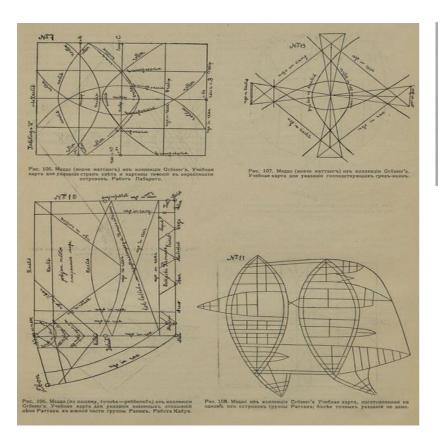


Fig. 105-108

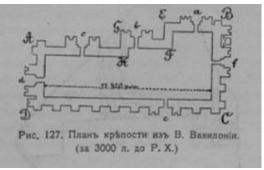


Fig. 127

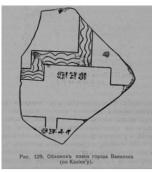


Fig. 129



Fig. 128

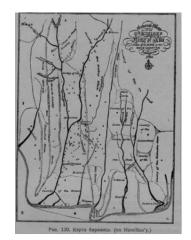


Fig. 130

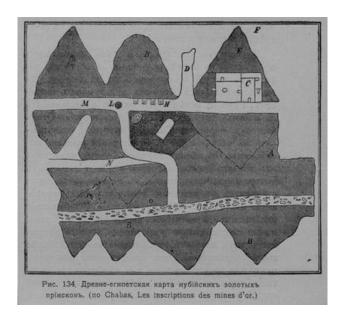


Fig. 134

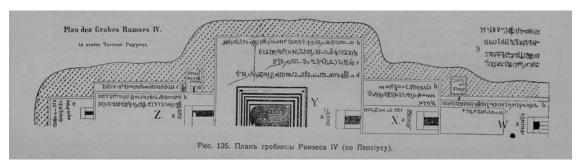


Fig. 135

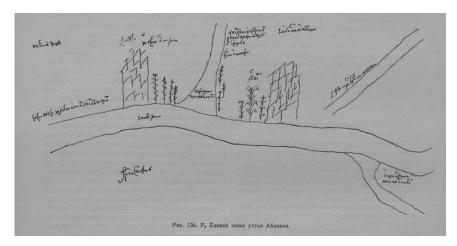


Fig. 136

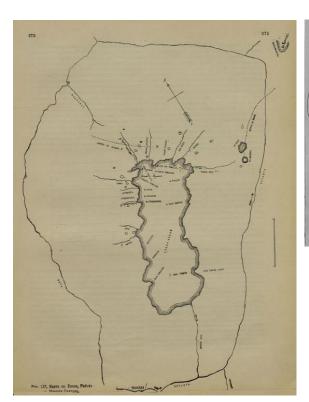


Fig. 137

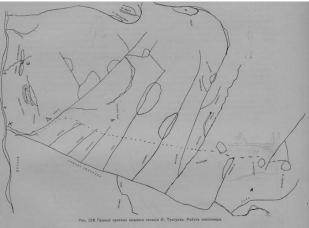


Fig. 139

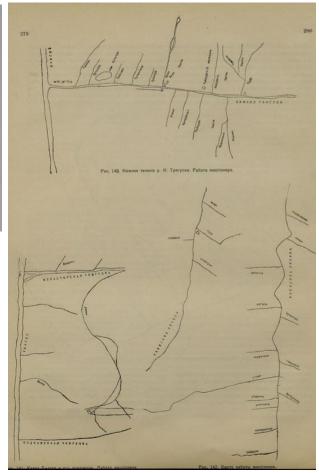


Fig. 140, 141, 142



Fig. 12

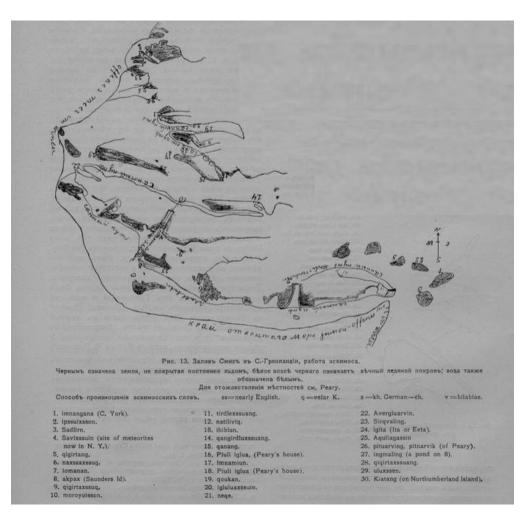


Fig. 13

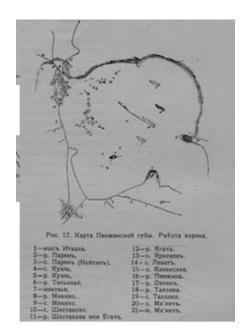


Fig. 17

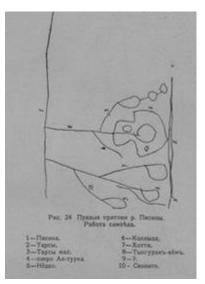


Fig. 24



Fig. 28



Fig. 26

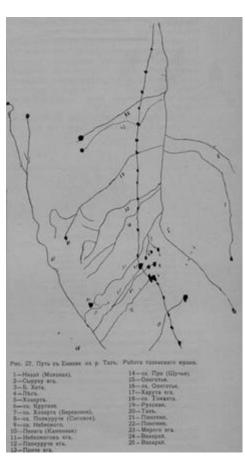


Fig. 27

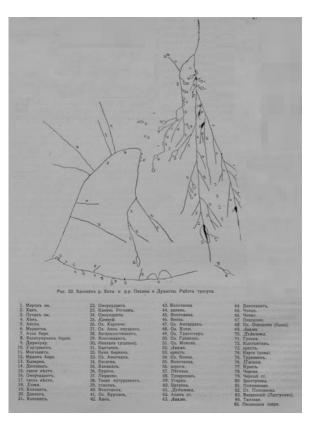


Fig. 33

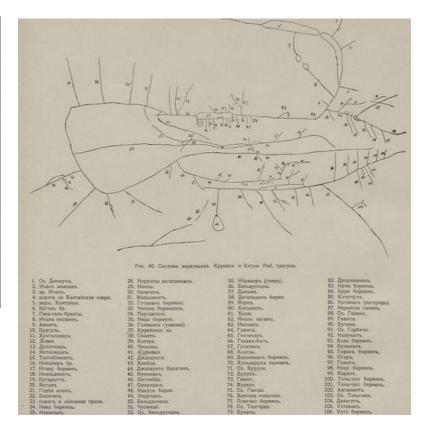


Fig. 32 Fig. 40

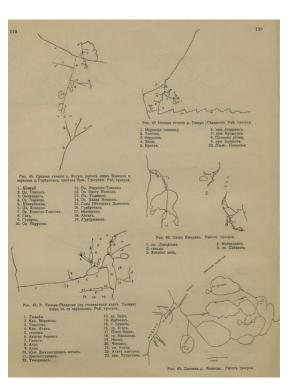


Fig. 45 - 49

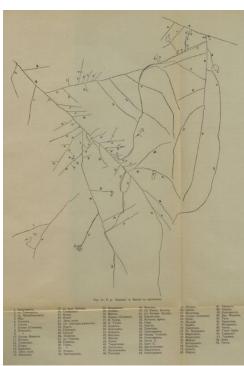


Fig. 51

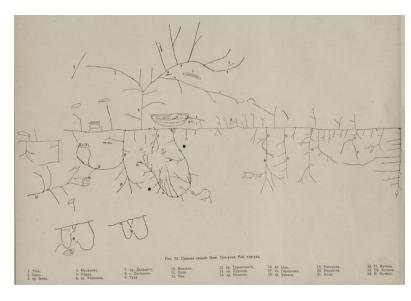


Fig. 52

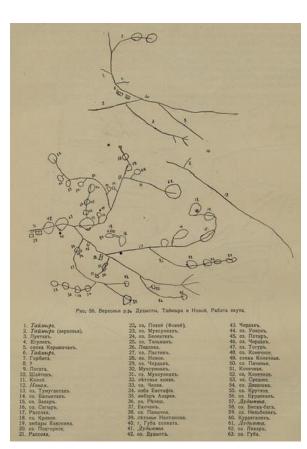


Fig. 56

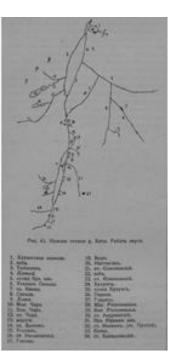


Fig. 61

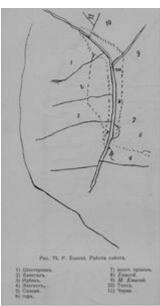


Fig. 79



Fig. 88

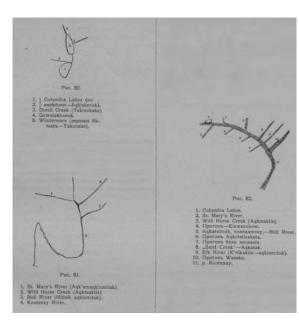


Fig. 80-82



Fig. 83

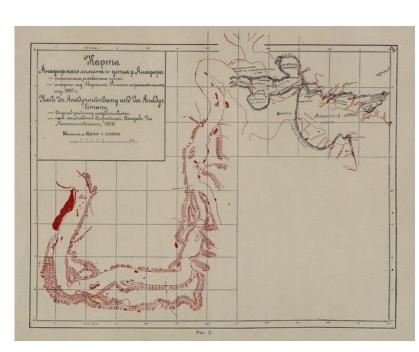


Fig. 3 Map



Fig. 131

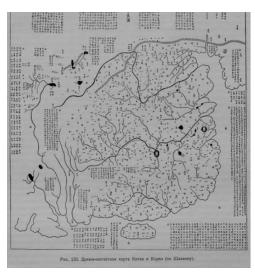


Fig. 132

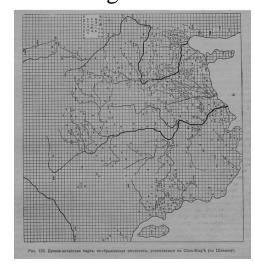


Fig. 133

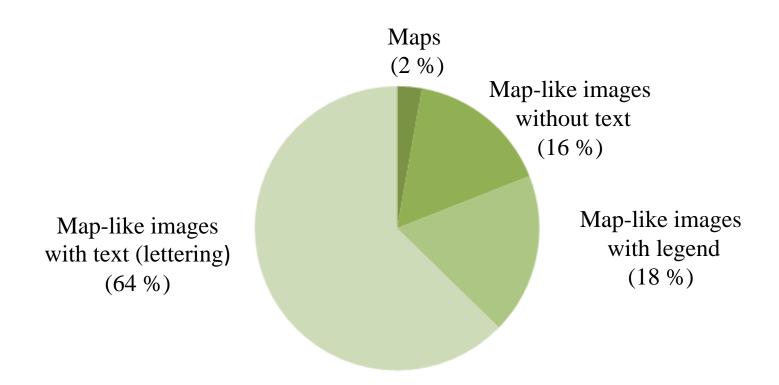
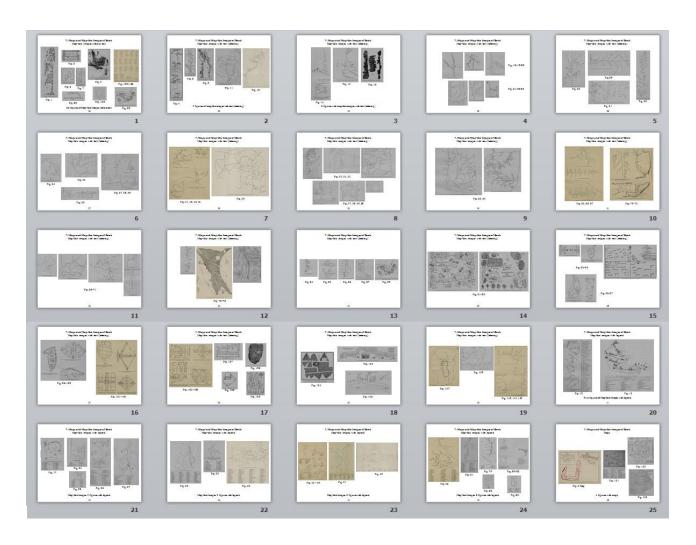


Diagram for 142 figures: 89 figures (64%) - map-like images with text (lettering), 26 figures (16%)- map-like images without text, 23 figures (18%) - map-like images with legend and 4 figures (2%) with maps.

89 map-like images with text (lettering) are the dominant figures in the book.

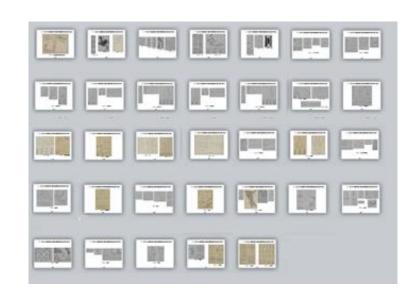


142 Figures as mosaic (5x5 slides) with map-like images and maps

Chapter 1 "Orientation/Navigation/Drawing" (Fig. 1-2) = 2 Figures



Chapter 2 "Maps of primitive peoples" (Fig. 3-126) = 124 Figures



Chapter 3 "Maps of semicultured and cultured peoples of antiquity and a comparison of these with the maps of primitive peoples (Fig. 127-142) = 16 Figures

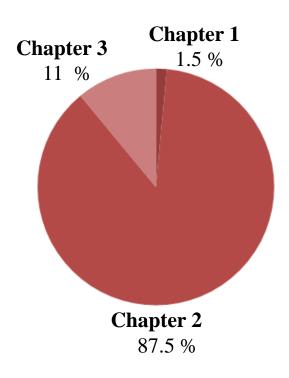


Chapters 1, 2, 3, have 142 Figures with maps and map-like images.

**Chapter 1** "Orientation/Navigation/Drawing" (Fig. 1-2) = 2 Figures = 1 %

**Chapter 2** "Maps of primitive peoples" (Fig. 3-126) = 124 Figures

**Chapter 3** "Maps of semicultured and cultured peoples of antiquity and a comparison of these with the maps of primitive peoples "
(Fig. 127-142) = 16 Figures



(Chapters 1, 2, 3, have 142 figures with maps and map-like images and form a set of cartographic (graphic) information of the book. Chapter 2 with 87.5 % (124 figures) is the chapter with the largest number of these images in the book.

Chapters 3 and 1 occupy 11 % and 1.5 % respectively.

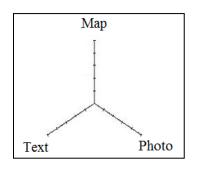
#### 8. Semiotic Potential of Book (Structural Model)

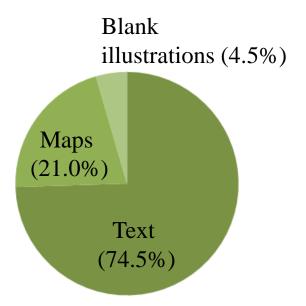
The semiotic potential of a book, photoatlas, calendar, etc. is a quantitative and graphic (modular or page-related in %) characteristic according to its medial features, which are expressed through dominant modules in a semiotic «coordinate system» of metavariables (text,, map, photo/illustration).

The analyzed book as an information-semiotic model is also considered in the semiotic "coordinate system" as a conditional three-axis system for the structural and modular representation of text/map/illustration-related information.

In a book or atlas, a semiotic unit of information is considered as one page, and all pages of a book or atlas constitute 100%. The analyzed e-book has 202 pages, on which text information predominates – 150.5 pages or 74.5%. The maps or map-like images occupy 42.5 pages or 21.0 %. The book has no photos but contains blank pages (9 pages or 4.5 %).

The diagram shows the structural model of information-semiotic potential of the analysis of the e-book.



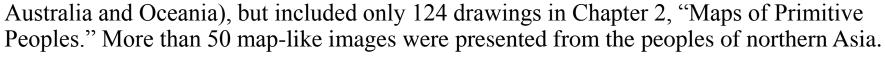


#### 9. Conclusion

Our project aims to create a methodical and analytical photoatlas as derivative from Bruno Adler's book "Maps of Primitive Peoples (1910).

In 2020, Adler's book was republished by the publishing house "Veche" (Moscow). This version of the book was also taken into account in the analysis as a more convenient option for reading.

Bruno Adler collected a large number of map-like images (55 maps from Asia, 15 from America, 3 from Africa, 40 from



The semiotic portrait of the e-book contains various thematic and modular construction models (syntactic and sigmatic), which characterize the informational features of the book as a scientific publication. The semantic analysis of the drawings in chapter 2 "Maps of prehistoric peoples" is still awaiting a more detailed study.

The book as an information-semiotic model is considered in the semiotic "coordinate system" as a conditional three-axis system for the structural representation of monographs, atlases, etc. using information-semiotic metavariables (text, map, illustration/ photo).

#### 9. Conclusion

Two selected quotations of the 20th century (Delano Smith 1987; Lewis 1998) complement our derivative analytical photoatlas and bring new impulses and inspirations that could stimulate new semiotic-related map language research.

"Monumental in scope, his monograph neither added to the concepts nor altered the thrust of the earlier works by German scholars. Yet, world events and a decline interest I this and related aspects of North America's native peoples ensured it a reputation, reinforced somewhat by the mystique of its inaccessibility, that was not to be surpassed for more than sixty years."

(Lewis, 1998:39-40)

"not a theoretical work, nor did Adler speculate in it about the origins of mapping." What it does contain is an important corpus of "primitive maps" gathered during the decade before its publication.

These came from contemporary expeditions, especially those into Siberia; from a library and museum search throughout Europe; and from contributions sent in by American scientific institutions.

It also contains, in the wide range of Adler's survey, germs of inspiration that could have stimulated further research (the section on maps and religion, for instance), but these have been left dormant."

(Delano Smith, 1987:46)

#### 10. References and Imprint

Slides 1, 11, 20-46: from book Adler B. (1910)

Slides 5,6: http://db.ranar.spb.ru/ru/doc/id/3178/

Slide 8: cover photos from https://openlibrary.org/books/

Slides 9, 10: photo archive of A. Wolodtschenko

Slide 55: photo archives of J.Seemann /A. Wolodtschenko

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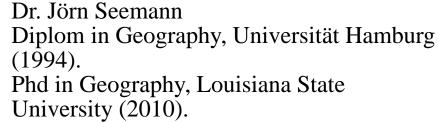
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Jörn Seemann and Alexander Wolodtschenko

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