

JACQUES DERRIDA's theory of *deconstruction* asks how representation inhabits reality. How does the external image of things get inside their internal essence? How does the surface get under the skin? WESTERN CULTURE since PLATO has been governed by such oppositions as *inside/outside* and *mind/body*. If writing is but a copy of spoken language, typography is even further removed from the primal source of meaning in the mind of the author. Typography includes not only the letters of the alphabet but also numerals (1, 2, 3, 7, 8, 9 or 1, 2, 3, 7, 8, 9). DERRIDA used the term *grammatology* to name the study of writing as a distinctive form of representation.