The Idea of the Book in the Middle Ages
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Letters are indeed the indices of things, the signs of words, in which there is such power that they speak to us without voice the discourse of the absent.

Isidore of Seville, *Etymologiarum*

But the *Idols of the Market-place* are the most troublesome of all: idols which have crept into the understanding through the alliance of words and names. For men believe that their reason governs words; but it is also true that words react on the understanding; and this it is that has rendered philosophy and the sciences sophistical and inactive.

Francis Bacon, *Novum organum*