Abstract
This study provides a reflection on image-text relations, the impact of the text in the reading of the image, and specifically, attempts to discover whether the presence of text calls into question the principle of immanence that could dominate the analysis of the image. It is based on a comparison of different titles that accompany or could accompany a painting by Matisse, and strives to reveal the following paradox: it is in the title where the referential function appears to operate with the most force so as to steer the viewer toward a metapictorial process and for purposes of considering the painting in the reflexivity of its figural component.

Keywords
Plane of immanence (and practical scene), title, (paratext) intertextuality, article, metasemiotic process.