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Descrizione fisica	1 online resource (296 p.)
Collana	The 3-D mind ; ; v. 2
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Soggetti	Neuropsychology Semiotics - Psychological aspects Semiotics Psycholinguistics Language and languages - Philosophy Neurophysiology
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Nota di bibliografia	Includes bibliographical references (p. [269]-274) and index.
Nota di contenuto	Front Matter -- Contents -- Log On: Options and Preferences -- Neural Mindfulness -- Synaptic Attentions and Reticular Activity -- Frontal Lobes, Limbic Processing, Implicit Learning -- Autonomic Lateralization -- Semiotic Attentions -- The Rank Ordering of Signs -- Signs That Matter and Those That Don't -- Name Calling: Frogs and Beavers -- Heteroculturalism -- The High Road and the Low Road -- Jacob the Heel-Catcher -- Foot and Shoe Fetishes: The Bright Side -- Foot and Shoe Festishes: The Dark Side -- Spikes and the Motions of Desire -- From Earrings to Body Piercing -- Philosophical Considerations -- The Foldings of Metaphor -- Beyond Semiotics, Semantics, and Hermeneutics -- Making Sense -- Figuratively Speaking -- Concessions to Literality and Grammar -- I Like Ike -- Interpretive and Normative Judgment -- Morality, Repression, and Transgression -- Rationality and Lifeworld -- Regimes of Desire -- Mindfulness and Being-in-the-World -- Notes -- Bibliography -- Index
Sommario/riassunto	Chevalier shows how the attentions and inhibitions of affect and norm

are best understood at the crossroads of several disciplines, including neuropsychology, semiotics, and philosophy. He delves into these linkages, with an emphasis on the reciprocal concessions between the pleasure principle and the teachings of normative language (moral, rational). These mutual allowances of sentiment and judgment go far beyond cognitive models of the mind. They also bridge the Freudian and Kantian gap between self-enjoyment and morality. Far from being constantly in struggle, *The Corpus and the Cortex* shows that norms and infractions are the warps and wefts of a single "neurosemiotic" fabric. Symbolic analyses illustrating these intriguing manifestations of brain, language, and culture range from personal anecdotes to cultural identity rhetoric, animal farm imagery, shoe fetishism, and body piercing. *The 3-D Mind 2* presents these analyses against the background of theories and debates concerning concepts of identity construction, metaphor, rhetoric, simulation, consciousness, morality, and eroticism.
