

1. Record Nr.	UNINA9910788427303321
Titolo	Spatial dimensions of social thought [[electronic resource] /] / edited by Thomas W. Schubert, Anne Maass
Pubbl/distr/stampa	Boston, : De Gruyter Mouton, 2011
ISBN	1-283-43012-6 9786613430120 3-11-025431-X
Descrizione fisica	1 online resource (364 p.)
Collana	Applications of cognitive linguistics ; ; 18
Classificazione	ES 146
Altri autori (Persone)	SchubertThomas W. <1972-> MaassAnne
Disciplina	304.2/3
Soggetti	Sociolinguistics Cognitive grammar - Social aspects Psycholinguistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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Writing direction, agency and gender stereotyping: An embodied
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(graphed) sex and why? The meaning of order in graphs of gender
differences / Hegarty, Peter / Lemieux, Anthony F. -- Index

Sommario/riassunto

Space provides the stage for our social lives - social thought evolved and developed in a constant interaction with space. The volume demonstrates how this has led to an astonishing intertwining of spatial and social thought. For the first time, research on language comprehension, metaphors, priming, spatial perception, face perception, art history and other fields is brought together to provide an integrative view. This overview confirms that often, metaphors reveal a deeper truth about how our mind uses spatial information to represent social concepts. Yet, the evidence also goes beyond this insight, showing for instance how flexible our mind operates with spatial metaphors, how the peculiarities of our bodies determine the way we assign meaning to space, and how the asymmetry of our brain influences spatial and face perception. Finally, it is revealed that also how we write language - from left to right or from right to left - shapes how we perceive, interpret, and produce horizontal movement and order. The evidence ranges from linguistics to social and spatial perception to neuropsychology, seamlessly integrating such diverse findings as speed in word comprehension, children's depictions of abstract concepts, estimates of the steepness of hills, and archival research on how often Homer Simpson is depicted left or right of Marge. The chapters in this book offer a topology of social cognition and explore the pivotal role language plays in creating links between spatial and social thought.
