

1. Record Nr.	UNINA9910818833303321
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Titolo	Imagery and text : a dual coding theory of reading and writing // Mark Sadoski and Allan Paivio
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-136-62329-9 1-283-94286-0 0-203-80193-8 1-136-62330-2
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (169 p.)
Altri autori (Persone)	PaivioAllan
Disciplina	302.2/244
Soggetti	Cognition Psycholinguistics Imagery (Psychology) Meaning (Psychology) Reading - Psychological aspects Writing - Psychological aspects
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.
Nota di contenuto	Unified theory of literacy -- Historical and philosophical background -- Dual coding in literacy -- Meaning and comprehension -- Memory -- Neuroscience and DCT in literacy -- Reading process -- Written composition -- Educational applications of DCT.
Sommario/riassunto	Imagery and Text, Second Edition extends the first edition's unified theory of cognition in literacy from the perspective of Dual Coding Theory (DCT), one of the most influential and empirically sound theories of cognition ever developed. This theory provides a comprehensive, systematic account of all major aspects of literacy including decoding, comprehension, and response in reading and composing in writing. The Second Edition updates DCT as a scientific theory, a cognitive theory, an embodied theory, and a constructivist theory of literacy. New content includes a detailed account